CITY OF VALDOSTA
STORM WATER MANAGEMENT PROGRAM (SWMP)

MINIMUM CONTROL MEASURE (MCM) – A
PUBLIC EDUCATION AND OUTREACH ON STORM WATER IMPACTS

<u>40 CFR Part 122.34(b)(1) Requirement</u>: The permittee must implement a public education program to distribute educational materials to the community and/or conduct equivalent outreach activities about the impacts of storm water discharges on water bodies and the steps that the public can take to reduce pollutants in storm water runoff.

Best Management Practice (BMP) #1: Stormwater Presentations

1. Target audience: <u>General Public</u>

2. Description of BMP: <u>The City provides education opportunities to the community on the municipal stormwater program, the impacts of pollution, and outreach activities through presentations, the use of the EnviroScape Watershed / Non – Point Source Model and/or other educational tools.</u>

3. Measurable goal(s): <u>The City will present stormwater information at a minimum of three events during the reporting period.</u>

4. Documentation to be submitted with each annual report: <u>The City will provide a summary of each event that includes the event date, number of attendees, and information provided in each annual report.</u>

5. Schedule:

    a. Interim milestone dates (if applicable):   <u>N/A</u>
    b. Implementation dates (if applicable):   <u>2006</u>
    c. Frequency of actions (if applicable):   <u>Three events</u>
    d. Month/Year of each action (if applicable):   <u>Annually</u>

6. Person (position) responsible for overall management and implementation of the BMP: <u>Stormwater Manager</u>

7. Rationale for choosing BMP and setting measurable goal(s): <u>Public presentations provide educational opportunities to the public, while also developing partnerships.</u>

8. How you will determine whether this BMP is effective in reducing pollution to stormwater in accordance with Part 5.1.4 of the Permit: <u>The benefits of providing children and adults with information that they can relate to and understand can be difficult to measure, but is an effective way to instill environmental awareness and change habits for all ages.</u>

BMP #2: Education through Media Outlets

1. Target audience: <u>General Public</u>

2. Description of BMP: <u>The City has various media outlets to share information with the public, including Metro Valdosta *Channel 17*, press releases, etc. *Channel 17* is a news station that is operated by the City and serves Valdosta. Educational information will be provided to raise awareness and interest in stormwater management.</u>

3. Measurable goal(s): <u>The City will promote stormwater information on *Channel 17* a minimum of six times during the reporting period.</u>

4. Documentation to be submitted with each annual report: <u>The City will provide a summary of the information shared on *Channel 17* (e.g. month, story title, etc) in each annual report.</u>

5. Schedule:

   a. Interim milestone dates (if applicable): <u>N/A</u>
   b. Implementation dates (if applicable): <u>2006</u>
   c. Frequency of actions (if applicable): <u>Six times</u>
   d. Month/Year of each action (if applicable): <u>Annually</u>

6. Person (position) responsible for overall management and implementation of the BMP: <u>Stormwater Manager / Public Information Officer / Media Coordinator</u>

7. Rationale for choosing BMP and setting measurable goal(s): <u>Promoting stormwater through *Channel 17* and other forms of media are great opportunities to share information with the community and available to anyone with cable and/or internet.</u>

8. How you will determine whether this BMP is effective in reducing pollution to stormwater in accordance with Part 5.1.4 of the Permit: <u>The benefits of providing the public with information can be difficult to measure, but utilizing television, which is the primary source of news based on EPA's website, is an effective way to promote environmental awareness.</u>

BMP #3: Education through City Beat

1. Target audience: <u>General Public</u>

2. Description of BMP: <u>The City promotes stormwater related articles in the *City Beat*, which is a quarterly online newsletter and available at www.valdostacity.com. The City advertises that the publication is available through the City *eNews* and *Channel 17* and provides contact numbers for more information.</u>

3. Measurable goal(s): <u>The City will publish three stormwater related articles in the *City Beat* during the reporting period.</u>

4. Documentation to be submitted with each annual report: <u>The City will provide copies of each *City Beat* that includes stormwater related articles in each annual report.</u>

5. Schedule:

   a. Interim milestone dates (if applicable): <u>N/A</u>
   b. Implementation dates (if applicable): <u>2006</u>
   c. Frequency of actions (if applicable): <u>Three articles</u>
   d. Month/Year of each action (if applicable): <u>Annually</u>

6. Person (position) responsible for overall management and implementation of the BMP: <u>Stormwater Manager / Public Information Officer</u>

7. Rationale for choosing BMP and setting measurable goal(s): <u>The *City Beat* is available to anyone with internet access and has the potential to reach a large portion of the City's population.</u>

8. How you will determine whether this BMP is effective in reducing pollution to stormwater in accordance with Part 5.1.4 of the Permit: <u>The benefits of providing the public with information can be difficult to measure, but the use of newsletters can cover a variety of topics and provide information that can increase the sense of community and serve as an effective way to promote environmental awareness.</u>

BMP #4: Education through Website

1. Target audience: <u>General Public</u>

2. Description of BMP: <u>The City uses its website, www.valdostacity.com to disseminate stormwater related information. Visitors to the website are able to learn more about the City's stormwater program, ways they may cause water pollution, how it affects our environment, and opportunities to reduce the negative impacts of stormwater pollution.</u>

3. Measurable goal(s): <u>The City will update the stormwater related webpages as needed during the reporting period.</u>

4. Documentation to be submitted with each annual report: <u>The City will provide a summary of the stormwater related webpages and the dates that they were updated in each annual report.</u>

5. Schedule:

    a. Interim milestone dates (if applicable): <u>N/A</u>
    b. Implementation dates (if applicable): <u>2006</u>
    c. Frequency of actions (if applicable): <u>As needed</u>
    d. Month/Year of each action (if applicable): <u>N/A</u>

6. Person (position) responsible for overall management and implementation of the BMP: <u>Stormwater Manager</u>

7. Rationale for choosing BMP and setting measurable goal(s): <u>The City website is available to a large portion of the population and is a good way to distribute stormwater information.</u>

8. How you will determine whether this BMP is effective in reducing pollution to stormwater in accordance with Part 5.1.4 of the Permit: <u>The benefits of providing the public with information can be difficult to measure, but the use of websites can allow for easy access 24 hours / day.</u>