

CHAPTER ONE

PUBLIC EDUCATION AND OUTREACH ON STORM WATER IMPACTS

Permit Requirement 4.2.1 Public education and outreach program description

The Public Education and Outreach Program of the Storm Water Management Plan in partnership with the Utah County Storm Water Coalition will address increasing public and professional awareness of water quality concerns and Best Management Practices (BMPs) that may be implemented with respect to protection of storm water.

UTAH COUNTY STORMWATER COALITION

The Springville City Public Works Department will continue coordinating with and participating in the Utah County Stormwater Coalition for the purpose of providing further education and training for our targeted audience with regards to storm water quality.

The Utah County Stormwater Coalition is a coalition of local agencies whose purpose is to reduce the load of pollutants entering storm drains and receiving waters, through education. The Coalition meets to coordinate new educational materials and programs, further storm water program development and inform all members of new regulations or storm water workshops.

The Utah County Stormwater Coalition shall provide the following:

1. An educational booth will be available to be scheduled and manned by the participating cities for city festivities, the county fair, etc.
2. A countywide, quarterly storm water newsletter will be written and distributed by the participating cities. The newsletter will be published by the Utah County Stormwater Coalition.
3. Educational pamphlets will be created by the coalition regarding IDDE, yard waste management, automotive work and car wash, pet waste, and other topics that may be brought up in the future that impact the quality of storm water to be distributed by the participating municipalities in the storm water coalition to the targeted audiences mentioned above.
4. Fourth grade educational program.
 - The objective of this program is to provide students with educational materials, demonstrations and outreach activities regarding the impact of daily activities on storm water quality.
 - The Utah County Storm Water Educational Program is a storm water quality lesson taught by a teacher hired by the Utah County Storm Water Coalition. The lesson is interesting, easy to present and lasts approximately 25 minutes. The presentation begins with a container of clean water (tap water) that represents the rainwater that produces storm water runoff. Step by step different "contaminants" are added to the container, such as vegetable oil (oil), pet waste (dog food), dirt (sediment), twigs (floatables), and paper (litter). The presentation demonstrates the importance of preventing litter and keeping the storm drain system clean. The purpose of the presentation is to visually display the types of pollutants in storm water, the sources of each pollutant, and their impacts. The teacher asks questions about the rain cycle, where the rain water flows too, and how pollutants are picked up along the way. At the end of the presentation an activity book and other educational materials regarding storm water are given to the students.

A budget for the educational program is to be established annually based upon the population of the participating members. The type of media and the distribution schedule are to be discussed by Utah County Stormwater Coalition members to more effectively target the public.

The Utah County Stormwater Coalition Current members are:

Alpine City	American Fork City
Cedar Hills City	Highland City
Lehi City	Lindon City
Mapleton City	Orem City
Payson City	Pleasant Grove City
Provo City	Salem City
Spanish Fork City	Springville City
Utah County	

Lead Entity: Utah County Storm Water Coalition, Engineering Division- SWPPP Inspector, Storm Water Division- Superintendent

Year	Measurable goal action summary:	Document number of students taught
7/1/2016 - 6/30/2017		
7/1/2017 - 6/30/2018		
7/1/2018 - 6/30/2019		
7/1/2019 - 6/30/2020		
7/1/2020 - 6/30/2021		

The educational program includes documented education and outreach efforts for the following four audiences: (1) residents, (2) institutions, industrial and commercial facilities, (3) developers and contractors (construction), and (4) MS4-owned or operated facilities. The minimum performance measures which should be based on the land uses and target audiences found within the community include:

Permit Requirement 4.2.1.1 Pollutants targeted

The Engineering and Storm Water Divisions in conjunction with the Utah County Storm Water Coalition will continue to improve the educational program, the program will educate our audience about impacts from storm water discharge, methods to avoid, minimize, and reduce impact of storm water discharge and actions one can take to improve water quality. The pollutants we are most concerned with are sediments, pathogens, nutrients, fertilizers, pesticides, herbicides, hydrocarbons, metals, road salts, detergents, chemicals, acid or base product, solid or liquid waste product, human or animal waste.

This program will integrate many other facets of the SWMP to provide information to our targeted audience which describe the potential impacts from storm water discharges, methods for avoiding, minimizing, reducing and/or eliminating pollutants from entering the MS4 and actions individuals can take to improve water quality, including encouraging participation in local environmental stewardship activities based on the land uses and target audiences found within the community.

COMMUNITY OUTREACH PROGRAM

Permit Requirement 4.2.1.2. Information given to the general public

The Engineering Division will provide and document information given to the general public of City's prohibitions against illicit discharges and improper disposal of waste and the negative impacts associated with it. The main topics of education include: hazardous waste disposal effects of outdoor activities such as lawn care (use of pesticides, herbicides, and fertilizers); benefits of on-site infiltration of storm water; effects of automotive work and car washing on water quality; proper disposal of swimming pool water; and proper management of pet waste.

Information publications will be produced in conjunction with the Utah County Storm Water Coalition.

City News Letter: Information regarding the impacts associated with illicit discharges and improper disposal of waste will be distributed 4 times a year on the City newsletter.

Targeted City Mailers: Send information regarding the proper disposal of swimming pool water to homes with pools in the City. And up to date inventory will be kept in digital form using the City's asset management software.

Building Permit Package: Include an informational sheet regarding the benefits of on-site infiltration of storm water with the building permit package given to residents at the time permits are obtained.

Information Booths: Information booths are to be held at various community events such as the county fair, and the Art City Days celebrations. The booth display includes a graphic panel illustrating the hydrologic cycle in an urban setting and is accompanied by a series of pamphlets or other educational materials that explain how the public can help reduce pollutants exposed to rainfall. The materials that are handed out at the booths primarily consist of the current information developed by the Utah County Stormwater Coalition.

Door to Door Information: City personnel distributes pamphlets designed to inform the community of the impacts of polluted storm water discharges on local water bodies door to door when citizens are caught in the action of violating the storm water City Codes. Documentation for this item will be recorded section 4.2.3.6.1 IDDE investigation documentation of this SWMP.

Lead Entity: Utah County Storm Water Coalition, Engineering Division- SWPPP Inspector, Storm Water Division- Superintendent,

Distribution of BMPs will be done in multiple ways that will involve the Business Licensing Department, Code Enforcement Agent, Storm Water SWPPP Inspector, Storm Water Superintendent.

Documentation will be kept in digital form using the City's asset management software.

Residents- BMPs Include: Newsletter, door to door code enforcement, information booths at City celebrations, swimming pool maintenance, HPF use, automotive work/car care, pet waste, and good property upkeep and landscaping practices.

Measurable goal action summary: Residents Outreach

Year	<ol style="list-style-type: none"> 1. Document number of door to door code enforcement notices 2. Document date and location for information booth, number of people reached and information given 3. Create inventory of homes with pools and document number of Pool Water Mailers sent out. 4. Document dates when mailers are sent out to residents regarding HPF use, automotive work/car care, pet waste, and good property upkeep/good landscaping practices.
7/1/2016 - 6/30/2017	
7/1/2017 - 6/30/2018	
7/1/2018 - 6/30/2019	
7/1/2019 - 6/30/2020	
7/1/2020 - 6/30/2021	

Permit Requirement 4.2.1.3. Information given to businesses and institutions

The Engineering and Business License Division will provide and document information regarding the impacts associated with illicit discharges and improper disposal of waste to established businesses and institutions once a year and to new entities applying for a license or a building permit that will impact the storm water quality. The main topics of education include: proper lawn maintenance (use of pesticides, herbicides and fertilizer); benefits of appropriate on-site infiltration of storm water; building and equipment maintenance (proper management of waste water); use of salt or other deicing materials (cover/prevent runoff to storm system and contamination to ground water); proper storage of materials (emphasize pollution prevention and Industrial MSGP); proper management of waste materials and dumpsters (cover and pollution prevention); and proper management of parking lot surfaces (sweeping). Information publications will be produced in conjunction with the Utah County Storm Water Coalition.

- Pesticide, Herbicide, and Fertilizer Educational Program: Information along with educational materials is to be presented to businesses and industries regarding the potential impact to receiving waters due to the over-application and misapplication of pesticides, herbicides, and fertilizers. General information regarding pesticide, herbicide, and fertilizer application will be distributed via brochures, information booths, mailed to commercial sprayers and industrial training events.
- Pollution Prevention and the UPDES Multi Sector General Permit (MSGP): Federal and State Regulations and educational materials will be distributed to inform specific institutions, businesses and industries located in our City of the causes and effects of polluted storm water due to exposure of industrial activities will be distributed by various City Departments.

Building Permit Package: Include an informational sheet regarding the benefits of on-site infiltration of storm water with the building permit package given to business owners at the time permits are obtained.

Lead Entity: Utah County Storm Water Coalition, Engineering Division- SWPPP Inspector, Storm Water Division- Superintendent, Business Licensing Official- Building Division Secretary

Institutions, industrial and commercial facilities- BMPs include: Business Licensing check list, Storm water maintenance agreement, inventory of sites, and annual outreach to facilities manager to discuss HPF management, good housekeeping and landscaping practices. Documentation will be kept on electronic form using the City's asset management software.

Measurable goal action summary: Institutions, Industrial and Commercial Facilities Outreach

Year	<ol style="list-style-type: none"> 1. Create and inventory list of facilities that have a Storm Water Maintenance Agreement. 2. Document number of meetings with facilities manager.
7/1/2016 - 6/30/2017	
7/1/2017 - 6/30/2018	
7/1/2018 - 6/30/2019	
7/1/2019 - 6/30/2020	
7/1/2020 - 6/30/2021	

Permit Requirement 4.2.1.4. Information given to engineers, construction contractors, developers, development review staff, and land use planners

The Engineering Division has adopted the Utah/EPA SWPPP template for construction activities and a Common Plan of Development SWPPP template created by the City from information previously supplied with the development SWPPP as the standard documents to submit along with the City Land Disturbance Permit (LDP) to help reduce the adverse impacts from storm water runoff from development sites. A pre-application meeting is held between Engineering Division SWPPP Inspector and the developer to go over the LDP requirements, SWPPP template or CPoD SWPPP template, erosion controls, sediment controls, good housekeeping controls and post-construction controls. (This item will be described at more length on section 4.2.4).

The Engineering Division has included a list of possible BMP's that can be used with the Standard Specifications and Drawing Manual.

- Training sessions regarding UPDES regulations; SWPPP development, review and management, BMP selection and maintenance; SWPPP Inspections and other topics will be offered through the Utah County Storm Water Coalition once a year.
- Training on the BMP's and use of them is provided to planners and DRC staff annually.

- The Engineering Division will document the number of pre-application meetings held with engineers, construction contactors, and land developers regarding Storm Water Pollution Prevention Plans (SWPPPs).

Lead Entity: Utah County Storm Water Coalition, Engineering Division,

Engineers, development review staff, developers and contractors (construction) - BMPs include: Annual training offered by the UCSWC regarding SWPPP, construction pre-application meeting to include LID BMPs, pre-construction meeting, SWPPP review, SWPPP inspections. Documents will be kept in electronic form.

Measurable goal action summary: Engineers, Construction Contractors, Developers, Development Review Staff, and Land Use Planners Outreach

Year	1. Document number of Developers and Contractors that attended the annual training offered by the UCSWC. 2. Document training dates for staff and include sign in sheet.
7/1/2016 - 6/30/2017	
7/1/2017 - 6/30/2018	
7/1/2018 - 6/30/2019	
7/1/2019 - 6/30/2020	
7/1/2020 - 6/30/2021	

Permit Requirement 4.2.1.5. Information and training given to city employees

The Engineering Division in conjunction with each Division or Department will provide and document Information and training regarding the impacts associated with illicit discharges and improper disposal of waste once a year, to City employees that as part of their every day activities can impact the water quality in the storm drain system. The topics that will be covered during this training include: proper storage of industrial materials (emphasize pollution prevention); proper management and disposal of wastes; proper management of dumpsters; minimization of use of salt and other de-icing materials (cover/prevent runoff to MS4 and ground water contamination); benefits of appropriate on-site infiltration (areas with low exposure to industrial materials such as roofs or employee parking); and proper maintenance of parking lot surfaces (sweeping). (This item will be document and described at more length on section 4.2.6)

MS4-owned or operated facilities- BMPs include: Annual training, review and updates to O&M manuals.

Measurable goal action summary: MS4 Personnel Outreach

Year	1. Document date of training and review of O&M manuals
7/1/2016 - 6/30/2017	
7/1/2017 - 6/30/2018	
7/1/2018 - 6/30/2019	
7/1/2019 - 6/30/2020	
7/1/2020 - 6/30/2021	

Permit Requirement 4.2.1.6 Information given to MS4 engineers, development land planners and plan review staff regarding Low Impact Development (LID) practices

The Engineering Division will explore what kind of LID post-construction BMP's can be adopted by the City to work with the kind of soil and terrain that we have with in our city. Training opportunities will be sought with in the next 12 months to help develop this program, once the program is established, annual training of the staff will be done by either Engineering Division staff or a private consultant. (This item will be described at more length on section 4.2.5.)

Lead Entity: Engineering Division

Year	Measurable goal action summary:	1. Adopt LID post-construction BMPs by September 1, 2016. Continue to explore and evaluate new LID options. 2. Document training date, attendance and course description
7/1/2016 - 6/30/2017		
7/1/2017 - 6/30/2018		
7/1/2018 - 6/30/2019		
7/1/2019 - 6/30/2020		
7/1/2020 - 6/30/2021		

Permit Requirement 4.2.1.7. Program Evaluation

Public Survey: The Utah County Stormwater Coalition will administer public surveys. The initial survey will determine what type of information should be conveyed to the public. The follow-up survey will question the public about their actions, rather than just their knowledge. The purpose of the survey will be to give the Utah County Stormwater Coalition an idea as to how effectively the education program is working. Examples of questions are: what do you do with

your grass clippings; where do you dispose of your household hazardous wastes, etc. The survey will be developed and implemented with the assistance of a survey consultant.

Permit Requirement 4.2.1.8. Rationale as to why particular BMPs were chosen for this section.

Springville City is a member of the Utah County Storm Water Coalition and it was agreed that the Coalition would cover the Public Education and Outreach Program requirements of the permit for all of the participating communities. The BMP's selected were discussed and selected based on their compliance with the permit requirements, effectiveness in. Each participating City approved the selection of each applicable BMP.

The BMP chosen are:

- 4th Grade Education
- Booth at Art City Days
- Door to Door Information – as violations are identified
- Building Permit Informational Sheet (Storm Water Infiltration)
- Residential Outreach. Educational article in News Letter (x5 per year)
- Industrial Outreach
- Training for Developers/Contractors – pre-app
- Training for Staff