

Rutherford County Government Stormwater Department

Stormwater Public Information and Education Plan



1. Introduction

This Public Information and Education (PIE) Plan presents a framework for the Rutherford County, Tennessee's stormwater public education and outreach program. The PIE plan is required by the State of Tennessee Small Municipal Separate Storm Sewer (MS4) General NPDES (henceforth referred to as "the Small MS4 Permit"). The County is authorized to use the permit under Permit Tracking No. TNS075248. The requirements of the PIE plan are listed in section 4.2.1 of the small MS4 permit, and must provide for the following actions:

The Public Information and Education (PIE) plan shall include:

Public Education and Outreach

- a. Specific public information/education activities that are designed to meet the management measure;
- b. Identification of job categories and applicable management measures for employee education;
- c. Schedule/calendar of events for each year; and
- d. Methodology to evaluate components to assess overall effectiveness and the need for improvement.

Public (6 events each reporting year)

Management Measure:

Conduct activities as described in the PIE plan targeted to address the following issues:

- a. General awareness of the impacts on water quality;
- b. Awareness of the importance of maintenance activities for operators of permanent Best Management Practices (BMPs)/Stormwater Control Measures (SCMs);
- c. Awareness of the proper storage, use, and disposal of pesticides, herbicides, fertilizers oil and other automotive-related fluids; and
- d. Awareness of identifying and reporting procedures for illicit connections/discharges, sanitary sewer seepage, spills, etc.

Permittees must conduct and/or sponsor a minimum number of activities that address each of issues identified under "management measures" every reporting year.

Annual Report Requirement

Total Number of activities conducted

Provide the details of each activity including: description, date, management measures addressed, specifically targeted audience and approximate number of that audience that was reached.

For sponsored activities only: Identify if the event sponsored monetarily or as a donation in kind.

Engineering and Development Community (2 events each reporting year)

Management Measure:

Conduct activities as described in the PIE plan targeted to address the following issues:

- a. Awareness of the stormwater ordinances, regulations, and guidance materials related to long-term water quality impacts; and
- b. Awareness of stormwater ordinances, regulations, and guidance materials related to construction phase water quality impacts.

Annual Report Requirement

Total Number of activities conducted

Provide the details of each activity including: description, date, management measures addressed, specifically targeted audience and approximate number of that audience that was reached.

Employees

The target audience for the county employee is dependent on job function and duty location.

Management Measure:

Conduct activities as described in the PIE plan targeted to address the following issues:

- a. Awareness of water quality impacts from daily operations;
- b. Pollution Prevention and Good Housekeeping; and
- c. The awareness of identifying and reporting procedures for illicit connections/discharges, sanitary sewer diversions or seepages, spills etc.

Annual Report Requirement

For employees that are new to the MS4 or new to the job category:

provide the total number of employees NOT educated in accordance with the PIE plan within 6 months.

For existing employees:

provide the total number of employees NOT educated in accordance with the PIE plan within the permit term.

Public Involvement/Participation

Permittees must develop and implement a program for public involvement and participation as a component of the stormwater management program. The objective is to promote, publicize, and

facilitate citizen's participation in the development and implementation of the stormwater management program in order to reduce the discharge of pollutants to the maximum extent practicable.

This program will be designed to reach two major audiences: (1) the general public, and (2) the commercial and industrial community. This program must include the following at a minimum:

- a. Specific public involvement/participation activities that are designed to meet the management measures;
- b. Schedule/calendar of events for each year;
- c. Methodology to evaluate components to assess overall effectiveness and the need for improvement;
- d. A mechanism for citizen reporting of illegal spillage, dumping, or otherwise illicit disposal of materials into the MS4 system;
- e. Publicity plan for public involvement and participation opportunities by methods designed to reach the intended audience;
- f. Permittees shall create opportunities for the public to participate in the decision-making processes for developing, implementing, and updating the Stormwater Management Program;
- g. Mechanisms, procedures, and processes for public access to information on new development and redevelopment projects and receiving and considering comments from the public on those new development and redevelopment projects;
- h. Develop and implement a public notice process; and
- i. Permittees shall track and maintain records of public involvement and participation opportunities.

General Public (6 events each reporting year)

Management Measure:

Conduct activities as described in the plan targeted to address the following issues:

- a. Pollution Prevention ;
- b. Impacts on water quality or local stormwater management issues;
- c. Storage, use, and disposal of household hazardous waste, automotive related fluids, pesticides, herbicides, and fertilizers use; and
- d. Identifying and reporting procedures for illicit connections/discharges, sanitary sewer seepage, spills, etc.

Total Number of activities conducted

Provide the details of each activity including: description, date, management measures addressed, specifically targeted audience and approximate number of the audience that was reached.

For sponsored activities only: Identify if the event sponsored monetarily or as a donation in kind.

Commercial and Development Community (2 event each reporting year)

Management Measure:

Conduct activities as described in the plan targeted to address the following issues:

- a. Pollution Prevention; and
- b. Impacts on water quality or local stormwater management issues

Total Number of activities conducted

Provide the details of each activity including: description, date, management measures addressed, specifically targeted audience and approximate number of that audience that was reached.

The objective of this PIE Plan is to document the County's plan for compliance with these requirements.

Table 2. PIE Plan Activities and Goals

| Description | Goal | Type | Target Groups | Target Pollutants |
|---|--|---------------------------------------|---|-------------------|
| Brochure Distribution | a. To broaden public understanding of storm drainage system and how behaviors contribute to water quality b. To educate about Stormwater Control Measures (SCMs) and how to maintain and clean them. (minimum 6 each year) | Publication | Homeowners, Engineers, Developers, Construction Workers, Public, HOA, | All |
| Website/Social Media/Facebook | a. To provide manuals, policies and information regarding construction-phase and long-term stormwater management. b. To educate the public on how to prevent stormwater pollution and become involved in County programs c. To educate the public on illicit connections/discharges, sanitary sewer seepage, spills, reporting, etc. | Internet | Engineers, Developers, Construction Workers, Public | All |
| Festivals / Exhibitions / Speaking Engagements (Minimum 6 events) | a. General awareness of the impacts on water quality b. Awareness of the importance of maintenance activities for operators of permanent Best Management Practices (BMPs)/Stormwater Control Measures (SCMs) c. Awareness of the proper storage, use, and disposal of pesticides, herbicides, fertilizers oil and other automotive-related fluids; and d. Awareness of identifying and reporting procedures for illicit connections/discharges, sanitary sewer seepage, spills, reporting, etc. | Training / Educational Event | Public | All |
| Public School Outreach -Project WET | To engage youth by empowering students to make or influence informed choices on behaviors that affect stormwater. a. General awareness of the impacts on water quality | Events, Activities, Printed Materials | School Children, Public | All |

| | | | | |
|--|--|--|--|----------|
| Public Access to Information for Construction Projects | Mechanisms, procedures, and processes for public access to information on projects and receiving and considering comments from the public on those projects. | Internet/Website | Public | N/A |
| Pre-Construction Meetings (Minimum 2) | a. Awareness of the stormwater ordinances, regulations, and guidance materials related to long-term water quality impacts; and b. Awareness of stormwater ordinances, regulations, and guidance materials related to construction phase water quality impacts. | Event/Meeting | Engineers, Developers, Contractors, Builders | All |
| Small Lot EPSC Verification on Home Lots | a. Awareness of the stormwater ordinances, regulations, and guidance materials related to long-term water quality impacts; and b. Awareness of stormwater ordinances, regulations, and guidance materials related to construction phase water quality impacts. | Paperwork filled out with Engineering and Building Codes | Contractors and Builders | Sediment |
| Public Notices (Annual) | To comply with applicable state and local laws governing this activity | Publications, Internet | Public | All |
| Municipal Employee Training (All staff necessary) | To educate municipal employees on: a. Awareness of water quality impacts from daily operations. b. Pollution Prevention and Good Housekeeping and c. The awareness of identifying and reporting procedures for illicit connections/discharges, sanitary sewer diversions or seepages, spills, reporting, etc. | Online Training Platform/ Publication/in-person | Municipal staff as deemed necessary | All |

Under section 4.2.1 of the NDPES permit, the Pie plan must include a mode for evaluating effectiveness. The County must also track; maintain records; and report education and outreach activities in the annual report for the NPDES permit. The County will accomplish these requirements by maintaining supporting documentation in the file and recording metrics annually for activities performed. The annual entry of results verifies that the intended audience is being reached according to the plan. If any results are insufficient, reduced or missing, the County can seek adjustments to properly address inadequacies. Table 3 below outlines the implementation schedule and corresponding metric(s) for each PIE activity, along with a place to enter results annually.

| Table 3. | Public Education Implementation Metrics | | | | | | | | | |
|------------------------------------|---|----------------------|--|---|--|--|------------------|--------------------------------|---------------|--------------------------------|
| Public Education and Outreach MCM1 | | | | | | | | | | |
| NUMBER OF EVENTS REQUIRED | TARGET AUDIENCE | ACTIVITY DESCRIPTION | MANAGEMENT MEASURE: IMPACTS ON WATER QUALITY | MANAGEMENT MEASURE: SCM/BMP MAINTENANCE | MANAGEMENT MEASURE: STORAGE, USE, DISPOSAL OF FLUIDS | MANAGEMENT MEASURE: ILLICIT DISCHARGES | DATE OF ACTIVITY | SPECIFICALLY TARGETED AUDIENCE | # OF AUDIENCE | SPONSORED ACTIVITIES |
| 1 | PUBLIC | | Yes/No | Yes/No | Yes/No | | | | | N/A, Monetary/Donation In Kind |
| 2 | PUBLIC | | Yes/No | Yes/No | Yes/No | | | | | N/A, Monetary/Donation In Kind |
| 3 | PUBLIC | | Yes/No | Yes/No | Yes/No | | | | | N/A, Monetary/Donation In Kind |
| 4 | PUBLIC | | Yes/No | Yes/No | Yes/No | | | | | N/A, Monetary/Donation In Kind |
| 5 | PUBLIC | | Yes/No | Yes/No | Yes/No | | | | | N/A, Monetary/Donation In Kind |
| 6 | PUBLIC | | Yes/No | Yes/No | Yes/No | | | | | N/A, Monetary/Donation In Kind |

| NUMBER OF EVENTS REQUIRED | TARGET AUDIENCE | ACTIVITY DESCRIPTION | MANAGEMENT MEASURE: IMPACTS ON WATER QUALITY | MANAGEMENT MEASURE: CONSTRUCTION WATER QUALITY IMPACTS | | | DATE OF ACTIVITY | | # OF AUDIENCE | |
|--|---------------------------------------|----------------------|--|--|--|--|------------------|--------------------------------|---------------|--------------------------------|
| 1 | ENGINEERING AND DEVELOPMENT COMMUNITY | | Yes/No | Yes/No | Yes/No | | | | | |
| 2 | ENGINEERING AND DEVELOPMENT COMMUNITY | | Yes/No | Yes/No | Yes/No | | | | | |
| Public Involvement and Participation MCM2 | | | | | | | | | | |
| NUMBER OF EVENTS REQUIRED | TARGET AUDIENCE | ACTIVITY DESCRIPTION | MANAGEMENT MEASURE: IMPACTS ON WATER QUALITY | MANAGEMENT MEASURE: SCM/BMP MAINTENANCE | MANAGEMENT MEASURE: STORAGE, USE, DISPOSAL OF FLUIDS | MANAGEMENT MEASURE: ILLICIT DISCHARGES | DATE OF ACTIVITY | SPECIFICALLY TARGETED AUDIENCE | # OF AUDIENCE | SPONSORED ACTIVITIES |
| 1 | GENERAL PUBLIC | | Yes/No | Yes/No | Yes/No | | | | | N/A, Monetary/Donation In Kind |
| 2 | GENERAL PUBLIC | | Yes/No | Yes/No | Yes/No | | | | | N/A, Monetary/Donation In Kind |
| 3 | GENERAL PUBLIC | | Yes/No | Yes/No | Yes/No | | | | | N/A, Monetary/Donation In Kind |

| NUMBER OF EVENTS REQUIRED | TARGET AUDIENCE | ACTIVITY DESCRIPTION | MANAGEMENT MEASURE: IMPACTS ON WATER QUALITY | MANAGEMENT MEASURE: CONSTRUCTION WATER QUALITY IMPACTS | | | DATE OF ACTIVITY | SPECIFICALLY TARGETED AUDIENCE | # OF AUDIENCE | |
|---------------------------|--------------------------------------|----------------------|--|--|--------|--|------------------|--------------------------------|---------------|--------------------------------|
| 4 | GENERAL PUBLIC | | Yes/No | Yes/No | Yes/No | | | | | N/A, Monetary/Donation In Kind |
| 5 | GENERAL PUBLIC | | Yes/No | Yes/No | Yes/No | | | | | N/A, Monetary/Donation In Kind |
| 6 | GENERAL PUBLIC | | Yes/No | Yes/No | Yes/No | | | | | N/A, Monetary/Donation In Kind |
| 1 | COMMERCIAL AND DEVELOPMENT COMMUNITY | | Yes/No | Yes/No | | | | | | |
| 2 | COMMERCIAL AND DEVELOPMENT COMMUNITY | | Yes/No | Yes/No | | | | | | |

Rutherford County Schedule of Educational Events

| Possible List of Events | Month/Timeframe |
|--|------------------|
| Project Wet/Student | Year-round |
| Social Media Post | Year-round |
| Pre-Construction Meetings | Year-round |
| Brochure Distribution | Year-round |
| Employee Training | Year-round |
| Hot Spot Education | As-needed |
| Post Construction Pond (SCM) Education | August/Sept. |
| Riparian Education Letters | February |
| Tree Day | Feb./March |
| Earth Day | April |
| Park Day | April |
| Farmer's Market | Spring/Summer |
| Boat Day | June |
| June in the Creek | June |
| Door Hangers | Summer |
| Urban Runoff 5K | Summer |
| Public Notice/Hearing | August/September |
| National Public Lands Day | September |
| Waterfest | September |
| Household Haz Waste | Spring/Fall |
| Litter Grant/Cleanup | Year-round |
| Small Lot EPSC Waivers | Year-round |