

**CHAPTER ONE  
PUBLIC EDUCATION AND OUTREACH PROGRAM**

The Public Education and Outreach Program of the Storm Water Management Plan 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. The BMPs described in this section of the Storm water Management Plan (SWMP) include training of professionals and municipal employees and education of the public sector. These educational and training programs will introduce the UPDES program and focus on identifying contaminant sources and how to control these sources.

This program also integrates many other facets of the SWMP to provide information and up-to-date BMPs to the end user. The following BMPs describe implementation tasks and assessment tasks to be completed by the Utah County Stormwater Coalition for the Public Education and Outreach Program.

**EDUCATIONAL PROGRAM**

Description: Provide students with educational materials, demonstrations and outreach activities regarding the impact of daily activities on storm water quality.

Utah County Storm water Program: The Utah County Storm water Program is a storm water quality lesson taught by city personnel and volunteers. 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), food coloring (grease), 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.

High School Mentor Program: City personnel work with high school students to teach them the Utah County Storm water Program and some basic information about how to prevent storm water pollution. The high school students, in turn, present the information to 5<sup>th</sup> grade elementary classes throughout the city. All materials are to be supplied to the high school students by the Utah County Stormwater Coalition through the participating cities. The number of high school students involved with the program and the number of 5<sup>th</sup> graders who attend the presentation will be documented.

Educational Materials: Educational materials designed to inform communities of the impacts of storm water discharges on local water bodies are to be distributed by the Utah County Stormwater Coalition through the participating cities. These materials include activity books, pencils, note pads, magnets, etc. The materials are presented to 5<sup>th</sup> graders in both public and private schools within Utah County. The materials are to be distributed once a year when students can practice what they learn and more easily visualize storm

water runoff (i.e., spring and fall). The type and quantity of materials that are distributed are to be documented by the Utah County Stormwater Coalition.

Storm Drain Marking Program: The storm drain marking program encourages community groups to paint stencils or glue markers on storm drain inlets. Storm drain marking will help to prevent illicit dumping and littering through raising public awareness that the storm drain outlet is a natural stream or body of water. Common groups that participate in the Storm Drain Marking Program are Eagle Scouts, Girl Scouts, and church and school groups. Springville City will participate with the Utah County Stormwater Coalition, and provide materials to groups who wish to participate and will identify the locations where the stencils or markers are needed. Springville City will document the number of participants and storm drains that are marked within Springville City.

Objective: Reduce pollutants to receiving waters by increased public awareness of problems and solutions.

Resource Allocation: Funding for this BMP represents approximately 25% of the management and oversight for the Utah County Storm Water Management Program.

Implementation and Assessment: The table below represents measurable goals for this BMP to be implemented and assessed during the permit term. The purpose of measurable goals is to gauge permit compliance and program effectiveness following the schedule identified.

<b>Year</b>	<b>Task/Goal</b>	<b>Assessment</b>	<b>Lead Entity/Funding</b>
2003-2004	Establish inter-local agreements with Member agencies	Document number of member agencies In agreement	Utah County/ Coalition
2004-2007	High School Mentor Program	Document the number of student attendees/participants	Springville City/ General Fund
2004-2007	Utah County Storm water Program Presentations	Document the number of student attendees	City Public Works/ City General Fund
2004-2007	Distribute educational materials compiled by the Utah Coalition to schools	Document materials distributed	Springville City/ General Fund
2004-2007	Storm Drain Marking Program	Document the number of participants and storm drain inlets marked	City Public Works/ General Fund

## **COMMUNITY/RESIDENTIAL PROGRAM**

Description: Inform the public on the impacts of storm water discharges on water bodies and steps that can be taken to reduce pollutants in storm water runoff through outreach activities and/or educational materials. Inform the general public about the hazards associated with illegal discharges and improper disposal of waste. Promote, publicize, and facilitate the proper management and disposal of used oil and household hazardous wastes. Develop educational material on the proper use of pesticides, herbicides, and fertilizers.

Public Reporting: Promote public reporting of illegal dumping and illicit discharges. The purpose of public reporting is to enable the Utah County Health Department to respond to citizen complaints regarding water quality. Reports may be called into a local, countywide phone number. Procedures for formal complaints are in place. As necessary, the Utah County Stormwater Coalition will work in conjunction with the Utah County Health Department to investigate the source of the pollution. Investigation and enforcement measures, including any fee penalties, are to be documented by the Utah County Stormwater Coalition.

Information Booths: Information booths are to be held at various community and educational events such as the county fair, city celebrations, college events, high school events, shopping mall activities, etc. 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.

Mass Educational Materials: Mass educational materials are designed to educate the public about storm water quality issues and are through the Utah County Stormwater Coalition. This includes quarterly newsletters, web sites, radio commercials, videos, stickers, pads of paper, pencils, magnets, etc. The types of educational materials that will be the most successful are discussed in Utah County Stormwater Coalition meetings. The Utah County Stormwater Coalition will document the quantity of each type of educational material (i.e., number of radio commercials, number of pencils, and magnets distributed at the information booths)

Household Hazardous Waste Program: The Utah County Stormwater Coalition assists in distributing information to the public regarding proper disposal of used oil and household hazardous wastes. The program is to be administered by the Utah County Health Department and the South County and North Pointe Solid Waste Management Facilities. However, the Utah County Stormwater Coalition helps to educate the general public regarding the requirements for disposing of household hazardous wastes in the other educational materials such as key chains, activity book, and magnets.

Green Waste Program: Springville City Waste Water Treatment Plant receives solid green waste from City residents and converts the waste to compost for resale.

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.

Objective: Reduce pollutants to receiving waters by increased public awareness of problems and solutions. Discourage discharge of pollutants to the storm water system and receiving waters through enforcement actions taken against violators. Reduce the impact to water quality through timely clean-up actions. Educate residents and landowners on the potential impacts to receiving waters due to the over-application and/or misapplication of pesticides, herbicides, and fertilizers.

Resource Allocation: Funding for this BMP represents approximately 30% of the management and oversight for the Utah County Storm water Management Program.

Implementation and Assessment: The table below represents measurable goals for this BMP to be implemented and assessed during the permit term. The purpose of measurable goals is to gauge permit compliance and program effectiveness following the schedule identified.

<b>Year</b>	<b>Task/Goal</b>	<b>Assessment Task</b>	<b>Lead Entity/Funding</b>
2004-2007	Public Reporting – follow up on reports and take enforcement action Establish countywide phone number	Document number of reports received through the mail Document enforcement actions taken	Utah County/ Coalition
2004-2007	Attend community events with information booths	Document representation at local events and assess the response (# visitors, etc.)	Springville City/ General Fund
2004-2007	Develop mass educational materials via web site and radio commercials, stickers, etc.	Document advertisements and other means of informing the public	Utah County/ Coalition
2004-2007	Promote, publicize, and facilitate the proper management and disposal of used oil and household hazardous wastes	Document information booths where information is distributed	Utah County/ Coalition
2003-2007	Green Waste Program	Document tonnage	City Public Works/ General Fund
05/04 And 07/07	Complete a public survey regarding actions that affect storm water runoff	Document survey questions, responses, and any proposed changes to the SWMP	Utah County/ Coalition

**COMMERCIAL PROGRAMS**

Description: Develop a program to inform businesses, industries, and public employees about water quality concerns in urban storm water runoff. Develop educational material on the proper use of pesticides, herbicides, and fertilizers.

Pesticide, Herbicide, and Fertilizer Educational Program: Information along with educational materials are 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 can be distributed via a brochure at garden stores, information booths, commercial sprayers, or other central locations as well as advertising web sites like the Department of Agriculture.

Commercial Training: Guidelines and materials to inform specific businesses and industries located in our area of the causes and effects of polluted storm water will be provided by the Utah County Stormwater Coalition and distributed by the participating cities.

Objective: Educate public employees and businesses about the hazards associated with illegal discharges and improper disposal of waste. Additionally, to provide information regarding the potential impacts to receiving waters due to the over-application and misapplication of pesticides, herbicides, and fertilizers.

Resource Allocation: Funding for this BMP represents approximately 15% of the management and oversight for the Utah County Storm water Management Program.

Implementation and Assessment: The table below represents measurable goals for this BMP to be implemented and assessed during the permit term. The purpose of measurable goals is to gauge permit compliance and program effectiveness following the schedule identified.

<b>Year</b>	<b>Task/Goal</b>	<b>Assessment</b>	<b>Lead Entity/Funding</b>
03/06	Review the Pesticide, Herbicide and Fertilizer Educational Program	Assess the current program and determine what changes need to be implemented	Utah County/ Coalition
03/07	Implement changes identified in prior task	Document changes made to PHF program	Utah County/ Coalition
03/07	Educational materials with information About PHF disposal. Establish countywide hotline.	Document number of materials distributed Document number of calls to hotline.	Utah County/ Coalition

**UTAH COUNTY STORMWATER COALITION**

Description: Continue coordinating and participating in the Utah County Stormwater Coalition for the purpose of providing further education and training for professionals and municipal employees with regards to storm water quality.

Utah County Stormwater Coalition: A coalition of local agencies whose purpose is to reduce the load of pollutants entering storm drains and receiving waters, and enforcing the appropriate regulations. 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, college events, shopping mall activities, 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. A scripted outline for the Utah County Storm water Program will be supplied by the Coalition. The presentation shall include a video and other educational materials. Target audiences could include school groups, church groups, businesses, clubs, planning commission meetings, etc.

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 during the spring and fall months. Another factor that is to be taken into consideration in choosing the type of media is the average number of times that a person will see the advertisement. Examples of the types of educational materials that are to be developed through the Utah County Stormwater Coalition are:

Television commercials	Pencils
Educational booths	Videos
Radio commercials	Pads of papers
Newspaper advertisements	Magnets
Bus board advertisements	Activity books
Public surveys	Quarterly Newsletters

The Utah County Stormwater Coalition will document the number and type of materials that are distributed. Current Utah Stormwater Coalition members are:

Alpine City	American Fork City
Cedar Hills City	Draper 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

Objective: Increase public and professional awareness of storm water quality concerns.

Resource Allocation: Funding for this BMP represents approximately 30% of the management and oversight for the Utah County Storm water Management Program.

Implementation and Assessment: The table below represents measurable goals for this BMP to be implemented and assessed during the permit term. The purpose of measurable goals is to gauge permit compliance and program effectiveness following the schedule identified.

<b>Year</b>	<b>Task/Goal</b>	<b>Assessment</b>	<b>Lead Entity/Funding</b>
03/03	Continued participation in the Coalition	Document Coalition meetings, number of attendees and publications	Utah County/ Coalition
04/04	Expand participants involved in Coalition issues	Document new members and attendees	Utah County/ Coalition