



**PUBLIC INFORMATION & EDUCATION (PIE) PLAN**

**Permit # TNS075701**

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## **INTRODUCTION**

The City of Church Hill presents this Public Information and Education (PIE) Plan outlining a framework for the City's stormwater public education and outreach program. The PIE plan is required by the State of Tennessee's Small Municipal Separate Storm Sewer System (MS4) General NPDES Permit. The City is given coverage under the NPDES General Permit for Discharges under Permit Tracking Number TNS075701. The requirements of the PIE Plan are listed in Section 4.2.1 of the Small MS4 General Permit and shall include the following:

- A. Specific public information/education activities that are designed to meet the management measure.
- B. Identification of job categories and applicable management measure for employee education.
- C. Schedule/calendar of events for each year.
- D. Methodology to evaluate components to assess overall effectiveness and the need for improvement..

The objective of this program is to reduce or eliminate behaviors and practices that cause or contribute to the impacts of stormwater discharges on water bodies and the steps that the audiences can take to reduce pollutants in stormwater runoff to the maximum extent practicable (MEP).

The PIE Plan documents that the City's Public Education and Outreach program provides general information on impact of stormwater discharges to water bodies and the steps that the public can take to reduce pollutants in stormwater runoff, as well as targeted information for specific pollutants and sources that may cause or contribute to impairment.

## **TARGETED AUDIENCES & MANAGEMENT MEASURES**

Per the Small MS4 General Permit, this program is designed to reach three major audiences (1) the general public, (2) engineering and development community, and (3) City employees. Each targeted audience has defined management measures that must be met by activities conducted.

### **1. General Public Management Measures**

Conduct activities 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
- D. Awareness of identifying and reporting procedures for illicit connections/discharges, sanitary sewer seepage, spills, etc.

### **2. Engineering and Development Community Management Measures**

Conduct activities to address the following issues:

Awareness of the stormwater ordinances, regulations, and guidance materials related to long-term water quality impacts

- a) Awareness of the stormwater ordinances, regulations, and guidance materials related to construction phase water quality impacts

### **3. City Employees Management Measures**

Conduct activities to address the following issues:

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

## **TARGETED INFORMATION AND EDUCATION**

Our Public Education and Outreach program has identified the following pollutants and sources as having the most potential to contribute pollutants to our water bodies:

- Landscaping, Gardening & Pest Control
- Food Service Industry
- Automotive Maintenance & Car Care
- Heavy Equipment & Earth Moving Activities
- Detention Pond Maintenance
- Home Repair & Remodeling
- Animal Waste
- Swimming Pool discharges

In an effort to target these potential pollutants the City has created brochures to guide the audiences most likely to contribute those pollutants. These brochures are handed out at public events as well as used as targeted mailings to specific business types.

Our Landscaping, Gardening & Pest Control brochure targets soils, yard wastes, over watering, and garden chemicals such as fertilizers, pesticides and herbicides; with information on keeping the pollutants out of our water bodies, with alternatives to common chemicals and with proper disposal procedures for these pollutants. This brochure is targeted to homeowners, gardeners, landscapers and pest control companies.

Our Food Service Industry brochure targets oil, grease, trash and cleaning chemicals; with information on minimizing wastes, recycling wastes, oil/water separators, and employee education. This brochure is targeted to restaurants, grocery/convenience stores, bakeries, food producers and distributors.

Our Automotive Maintenance & Car Care brochure targets oil, grease, antifreeze, asbestos, zinc, and organic compounds and metals from spilled fuels; with information on non-toxic cleaning products, spill

response, automotive fluid disposition, vehicle washing practices, recycling of wastes, vehicle fueling practices and employee education. This brochure is targeted to gas stations, auto repair shops, auto body shops, car dealerships, fleet managers & fleet washing businesses.

Our Heavy Equipment & Earth Moving Activities brochure targets erosion and sediment control, cleaning solvents, cement washout, asphalt and vehicle fluid leaks and spills; with information on general business practices, spill response, vehicle and equipment maintenance and erosion and sediment control. This brochure is targeted to site supervisors, earth moving equipment operators, dump truck drivers, general contractors, home builders and developers.

Our Detention Pond Maintenance brochure targets commercial, industrial and residential detention pond owners with information on proper maintenance of detention ponds and sand filters.

Our Home Repair & Remodeling brochure targets hazardous waste disposal, concrete and masonry wastes, oils & grease disposal, painting wastes, landscaping & gardening wastes and chemicals and erosion control; with information on proper disposal and work practices to minimize pollutants from these activities. This brochure is targeted to homeowners, do-it yourselfers, and contractors for home repair and remodeling.

Our Swimming Pool Guidance is targeted to pool owners and pool maintenance companies to inform them of the proper disposal of chlorinated and non-chlorinated pool disinfectant disposal.

Our Storm Drains Are for Rain brochure is targeted to the general public and informs people about the need to keep yard wastes, fertilizers, pesticides, herbicides, fungicides, insecticides, litter, automobile fluids and animal wastes out of our stormwater.

Children's Coloring Books containing the same information as the above brochures is targeted to educate children and parents about pollution prevention and keeping storm water clean.

## **GENERAL INFORMATION AND OUTREACH ACTIVITIES**

The City of Church Hill has information on the city webpage for our stormwater program which can be accessed by the following link:

[http://www.churchhilltn.gov/departments/stormwater\\_mgmt/index.html](http://www.churchhilltn.gov/departments/stormwater_mgmt/index.html)

The webpage contains the following information that targets the general public and the engineering and development community.

- Frequently Asked Questions Section: defines what stormwater runoff is, problems it causes, how to reduce stormwater runoff, and additional information
- Construction Stormwater Section: provides links to the City ordinances and guidelines for Erosion and Sediment Control, Stormwater Management, and Riparian Buffer Zones as well as Construction Stormwater permitting information
- Helpful Links: provides links to TDEC's website, stormwater and erosion control manuals, etc.

- Pamphlets and Information Section: provides a PDF link to all of our brochures as listed in the previous section as well as How To Brochures and Native Plants information

In addition to the targeted brochures, the City has and will continue to provide educational opportunities for both the general public and the engineering and development community. Particular training is based on the need and offers of assistance from other agencies, but the City will continue to promote educational opportunities as they arise. The following educational opportunities are examples of the community events:

- Information handouts at local events and to local clubs with brochures, rain gauges, etc
- Information posted in all City buildings for educational purposes (example, Senior Center, Fitness Center, City Hall)
- Pre-development and Pre-Construction meetings with Developers/Engineers to review and comment on proposed plans on how to comply with City ordinances
- Meetings with Homeowner Association Presidents and Groups to evaluate the conditions of the existing developments and educate them on their permanent SCMs and maintenance requirements
- EPSC Level I Certification and Re-Certification of City Employees

In addition to posting our Stormwater program information on the City's webpage, the City of Church Hill also holds public notice hearings as needed but at least annually to allow the public to comment on our Stormwater Management Program.

## **CITIZEN REPORTING**

The City of Church Hill has a dedicated webpage and contact numbers for the public to report problems or file complaints.

- [http://www.churchhilltn.gov/departments/stormwater\\_mgmt/index.html](http://www.churchhilltn.gov/departments/stormwater_mgmt/index.html)
- (423) 357-6161

These reports are sent directly to the Stormwater Manager who then follow the City's Illicit Discharge Detection and Elimination (IDDE) Plan and our Enforcement Response Procedure (ERP) as required depending on the severity of the situation.

## **PROGRAM GOALS AND METRICS**

The City of Church Hill has implemented several BMPs for our Stormwater Management program that are aimed specifically toward Public Information and Education as a result of Small MS4 General Permit

requirements. The following table of activities and goals are the BMPs that have been implemented to meet targets or provide general information with the resources that are available to the City.

<b>Activity Description</b>	<b>Goal</b>	<b>Distribution Type</b>	<b>Target Audience</b>	<b>Metric</b>
Brochure/Coloring Book/Print Material Distribution at Public Events and Targeted Mailings	2 times/year	Publication	Homeowners, Children, Developers, Contractors, Employees, Public	# distributed/year
Public Events (cleanups, speaking, presentations, exhibits, etc.)	2 times/year	Event/ Training/ Educational Event	Homeowners, Children, Developers, Contractors, Employees, Public	# participants/year
Website/Social Media	2 times/year	Internet	Homeowners, Children, Developers, Contractors, Employees, Public	# hits/year
Public Notices/Hearings	1 time/year	Publication/Internet	Public	#attendees/year #comments/year
Site Review/Plat Review /PreConstruction Meetings	2 times/year	Scheduled Meeting	Engineers, Developers, Contractors, Employees	# meetings/year
City Employee Training	1 time/year	In-Person/Online Training, Publications	Employees	#trained/year