

Public Education Plan



CITY OF KEIZER | Public Works Department | *Environmental & Technical Division*
Description of PEP

Updated Sept. 2022

Activity 1: Erosion Control Summit

Description & Objective: Partner with the Mid-Willamette Outreach Group to host the Erosion Control Summit, providing contractors, engineers, landscapers and municipal workers, education on erosion control best management practices.

Target Audience: Construction site operators, engineers, landscapers, municipal workers

Target Topic: Temperature, mercury, erosion control BMPs

Behavior Change Target: Proper installation of BMPs to reduce erosion from construction sites or municipal operations; Implementation of development or land use planning BMPs that prevents erosion.

Permit Requirements Met: NPDES, TMDL, WPCF

Measurement of Success: 75 attendees or more; 50% of attendees report implementation of BMPs.

Tracking Metrics: Survey: Collect pre and post data about which BMPs participants implement; Number of attendees.

Year 4 Goals: (July 1, 2022-June 30, 2023)

4.1 Develop a pre-survey to capture what Erosion Control BMPs each individual is currently implementing. Update the post-survey to capture which of the introduced BMPs each individual is planning to implement.

4.2 Consider developing a follow up survey to capture if individuals have actually implemented any of the techniques provided at the Summit.

Year 5 Goals: (July 1, 2023-June 30, 2024)

5.1 Focus on providing information on the topic of construction-site waste (Consider BRING as a speaker). Solicit a subject matter expert for the erosion control summit.

Activity 2: Consumer Confidence Report

Description & Objective: The Consumer Confidence Report is a publication distributed to all Keizer residents by the Water Division to meet annual water quality reporting requirements through the



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Safe Drinking Water Act. Environmental & Technical division will include 2-pages of stormwater messaging for the publication. Include a survey to begin collecting data on readership.

Target Audience: General public - homeowners

Target Topic: Stormwater impacts and watershed awareness

Behavior Change Target: Establish a sense of stewardship around water resources; adopting homeowner BMP's to reduce stormwater

Permit Requirements Met: NPDES, TMDL, OTR

Measurement of Success: There is an increase of the number of people who respond to the survey included in the CCR.

Tracking Metrics: Survey results

Year 4 Goals: (July 1, 2022-June 30, 2023)

4.1 Develop two pages of stormwater content focusing on community connection to the Willamette River by highlighting Our River programs for the upcoming season.

4.2 Develop a survey to track readership year over year.

Year 5 Goals: (July 1, 2023-June 30, 2024)

5.1 Develop two pages of content focusing on reducing sediments in our streams through planting of native species to reduce erosion and decrease water temperature in our local waterways.

Activity 3: Waste Reduction Programming

Description & Objective: Meet the Opportunity to Recycling (OTR) requirements by providing or partnering on three (3) waste reduction programs. 1) The City will provide waste reduction and reuse education and/or messaging to all waste generators four times a year, highlighting how to generate less waste, how to reuse materials and solutions to common challenges to waste prevention and reuse. 2) The City will promote a waste prevention campaign annually, focused on reducing one or more toxic or energy intensive material or consumer practice. This campaign will target residential generators. 3) The City will provide a waste prevention campaign annually, focused on reducing one or more toxic or energy intensive material or consumer practice. This campaign will target commercial or institutional waste generators. This program will be met by partnering with Marion County Environmental Services by promoting their EarthWISE Business Outreach program to Keizer businesses. Other programs will be determined and outlined through in the OTR Waste Prevention & Reuse Program Plan.

Target Audience: General public; Businesses

Target Topic: Impact of waste generation; Best Practices for waste reduction & reuse; Mercury; Litter control

Behavior Change Target: Consume less, reuse when possible, and dispose of end-of-life materials properly.

Permit Requirements Met: NPDES, TMDL, OTR

Measurement of Success: 50 attendees or more to collection events, 25% of attendees at collection and swap events surveyed report data related to waste issues/concerns locally.

Tracking Metrics: Survey; Number of attendees; Waste / collection data



Year 4 Goals: (July 1, 2022-June 30, 2023)

- 4.1 Conduct an E-waste collection event in partnership with Marion County and Garten for the general public, summer of 2022. Follow-up with a holiday toy swap, fall of 2022.
- 4.2 Research a waste management plan and EarthWISE Certification for internal direction on recycling, waste reduction, litter control to implement in parks, community center events, public works, and special events as a part of the permit.
- 4.3 Promote Every Thread Counts campaign on our social media and website.
- 4.4 Highlight existing Keizer certified EarthWISE businesses (St. Edward's Catholic Church, Loren's Sanitation, Joe Guerra State Farm) on social media during the Fall of 2022 to amplify the benefits of certification for businesses (advertisement, consumer education, environmental healthy, GreenBIZ benefits, etc.).

Year 5 Goals: (July 1, 2023-June 30, 2024)

- 5.1 Continue exploring the internal waste management plan and EarthWISE Certification throughout departments. Provide resources and training for department heads to support waste reduction.
- 5.2 Update and implement OTR Waste Prevention & Reuse Program Plan for 2023-2028
- 5.3 Utilize messaging from Don't Let Good Food Go Bad campaign on our social media and website for 2023.
- 5.4 Develop a phased outreach approach based upon priority businesses in Keizer and connect three priority businesses with EarthWISE and be a facilitator/resource during the assessment process.

Activity 4: Adopt-A-Stream

Description & Objective: Offer Adopt-A-Stream programming to Keizer schools and evaluate success with teacher pre and post surveys. Implement watershed and pollution prevention education for K-12 students and teachers in Keizer focusing on stronger connections to water, knowing our three Keizer waterbody names, and teaching the impact litter has on watershed health. Introduce early learners and their families (parents/guardians) to the local streams through hands-on monthly activities.

Target Audience: General Public: students, teachers

Target Topic: Temperature, watershed awareness and pollution prevention

Behavior Change Target: Increase the knowledge of our local waterways, with the ability to name our 3 waterways in Keizer and increase the sense of connection to our Willamette River.

Permit Requirements Met: NPDES, TMDL

Measurement of Success: Conduct educational programs (Adopt-A-Stream programs) for three Keizer schools, collect feedback from programs through pre and post teacher/participant surveys. Post-surveys will show that 30% of students can name the three Keizer waterbodies and understand litter impacts on watershed health. Conduct 1 ONREP teacher training annually; use OSU evaluation tool to gauge training objectives.

Tracking Metrics: Surveys; Number of attendees (students and teachers)



Year 4 Goals: (July 1, 2022-June 30, 2023)

- 4.1 Develop pre and post surveys to gauge if education goals of connection and actions to protect watershed health were met.
- 4.2 Develop a teacher email newsletter to communicate the Adopt-A-Stream program, program bin check-out, and teacher training programs.
- 4.3 Conduct 1 ONREP teacher training to highlight Adopt-A-Stream programs and regional partnerships for natural resource education.

Year 5 Goals: (July 1, 2023-June 30, 2024)

- 5.1 Expand promotion of school programs to incorporate newly developed offered programs: observation hike, furs & skulls, soak it up, macroinvertebrate study.

Activity 5: Review and Update Public Education Plan

Description & Objective: The Public Education Plan is designed to be a living document that provides guidance for staff throughout the year. Staff will use it as a method to evaluate the effectiveness of the City's outreach programs. Annually they will review the previous year's activities, evaluate and update the upcoming year's activities.

Target Audience: N/A

Target Topic: N/A

Behavior Change Target: Implement adaptive management based on successful outcomes of programs.

Permit Requirements Met: NPDES

Measurement of Success: Update the plan based upon evaluations, annual report matrix and feedback from previous years to meet community and City needs for outreach and education.

Tracking Metrics: Annual Report Matrix

Year 4 Goals: (July 1, 2022-June 30, 2023)

- 4.1 Develop updates and changes based upon evaluation and feedback from 2022 activities.

Year 5 Goals: (July 1, 2023-June 30, 2024)

- 5.1 Develop updates and changes based upon evaluation and feedback from 2023 activities. Develop survey to disperse to Keizer residents concerning outreach efforts and solicit feedback for future activities/events.

Activity 6: Stewardship Programming

6.1 Adopt-A-Street

Description & Objective: Promote and implement Adopt-A-Street program through partnerships with businesses, organizations and community groups.

Target Audience: Businesses; General public

Target Topic: Pollution prevention, stormwater impacts, litter control



Behavior Change Target: The participants will understand how these materials affect our waterways and through their active removal in the community spotlight highlight the importance of everyone having a part in watershed health.

Permit Requirements Met: NPDES, OTR

Measurement of Success: Adopt-A-Street- 75% of Keizer streets adopted by 2023, 100% of Keizer streets adopted by 2024

Tracking Metrics: Number of attendees; pounds of litter collected.

Year 4 Goals: (July 1, 2022-June 30, 2023)

4.1 Develop calendar for Adopt-A-Street including dates to update and contact adopters on a 2-year rotation to update their agreements, plan and execute the safety training date, and plan and present the volunteer appreciation date/event for stewardship programs.

Year 5 Goals: (July 1, 2023-June 30, 2024)

5.1 Evaluate Adopt-A-Street through email survey feedback from participants.

6.2 Trashy Tuesday

Description & Objective: Promote and implement Trashy Tuesday, summer litter clean-up programs through partnerships with community groups and schools.

Target Audience: General public

Target Topic: Pollution prevention, stormwater impacts, litter control

Behavior Change Target: The participants will understand how these materials affect our waterways and through their active removal in the community spotlight highlight the importance of everyone having a part in watershed health.

Permit Requirements Met: NPDES, OTR

Measurement of Success: Trashy Tuesday- 10 attendees at each event and at least one attendee taking on another stewardship activity to reduce litter in our community (adopting a street, adopting a block).

Tracking Metrics: Number of attendees; pounds of litter collected.

Year 4 Goals: (July 1, 2022-June 30, 2023)

4.1 Plan and present volunteer appreciation date/event for stewardship programs.

Year 5 Goals: (July 1, 2023-June 30, 2024)

5.1 Evaluate Trashy Tuesday locations and frequency through feedback from previous participants.

Activity 7: Underground Injection Control Owner Outreach

Description & Objective: Providing education about UIC pollution prevention and maintenance strategies to businesses and property owners who have new (or newly discovered) UICs on their property.

Target Audience: Private property owners with new privately maintained UICs onsite

Target Topic: UIC Impacts



Behavior Change Target: UIC owners will properly maintain UICs onsite in ways that protect infrastructure and prevent pollution.

Permit Requirements Met: WPCF

Measurement of Success: Track the open and read rate of the email communication. 50% read rate and 65% open rate.

Tracking Metrics: Percentage of open & read emails

Year 4 Goals: (July 1, 2022-June 30, 2023)

4.1 Develop strategy for communication to new UIC owners based on information gathered via 2022 letters sent.

Year 5 Goals: (July 1, 2023-June 30, 2024)

5.1 Focus on implementing preferred method of communication for UIC owners based previous years efforts. Communication on maintenance should be based upon 2022 compliance inspection of UIC's.

Activity 8: Streamside Plant Program

Description & Objective: Work with residents to increase riparian and native plant populations through free tree, plant, and native seed programs.

Target Audience: General Public; Homeowners

Target Topic: Erosion control, mercury, temperature, and stormwater impacts

Behavior Change Target: Participants will value riparian trees and plants for temperature reduction and decrease the amount of bare soil and nonnative invasive plants along waterways.

Permit Requirements Met: NPDES, TMDL

Measurement of Success: Canopy Cover surveys will monitor the shade on the waterways over time. Success will look like working with 4-5 landowners each year.

Tracking Metrics: Conduct visual canopy cover surveys for three years following pilot program, to determine increased canopy cover success. Photo documentation.

Year 4 Goals: (July 1, 2022-June 30, 2023)

4.1 Work with 4-5 streamside landowners in phase one. Assist with planting, provide education on plant maintenance, and provide feedback in the growing season.

Year 5 Goals: (July 1, 2023-June 30, 2024)

5.1 Work with up to 5 additional streamside landowners to plant native riparian plants and begin budgeting for native seed packets to include non-streamside Keizer residents in plant program for 2024/2025.

Activity 9: Our River Campaign

Description & Objective: Our River activities (learn to kayak, learn to fish, river clean-ups, community salmon watch festival) and online outreach (social media campaigns connecting residents with the Willamette River through access points, recreation opportunities, stewardship participation, and Willamette River infographics highlighting the water quality improvements)



seeks to increase awareness about the importance of connection between people, land use and water resources, foster love for Our Willamette River, and invoke behavior changes resulting in healthy waterways and communities.

Target Audience: General public

Target Topic: Watershed awareness, erosion control, temperature, and waste reduction

Behavior Change Target: Keizer residents will feel connected and inspired to care for the Willamette River through experiences and reduce pollution inputs through those experiences.

Permit Requirements Met: NPDES, TMDL, OTR

Measurement of Success: 15 attendees for each of the Our River events. Participants will develop ownership and respect for the water resource and will communicate their connection and impacts via the survey tool.

Tracking Metrics: Pre and post survey data; Number of attendees

Year 4 Goals: (July 1, 2022-June 30, 2023)

4.1 Develop pre and post surveys by June 2023 and implement the surveys to the participants of the summer Our River Campaign

4.2 Expand the number of Our River programs from two to three with at least 15 participants attending each event. This will be accomplished by creating targeted social media campaigns with participation information for diverse Keizer residents.

Year 5 Goals: (July 1, 2023-June 30, 2024)

5.1 Expand the number of Our River programs from three to four. Consider adding the Toddling into Nature program, aiming for 10 children attending the monthly Toddling programming to connect with our local waterways through guided hands-on activities.

Activity 10: Contractor Outreach

Description & Objective: Staff will evaluate the need for an outreach program dedicated to improving the implementation of erosion control BMPs at construction sites throughout the City.

Target Audience: Construction site operators, engineers, developers.

Target Topic: Erosion control BMP's

Behavior Change Target: Participants will correctly fill out ESCP permits and implement EC BMPs when working in Keizer.

Permit Requirements Met: NPDES, TMDL

Measurement of Success: Observe ongoing issues of concern throughout the EC Program. Outline the need for an outreach program and define how the program will be successful.

Tracking Metrics: EC Inspection forms

Year 4 Goals: (July 1, 2022-June 30, 2023)

4.1 Create a survey to assess the needs of the construction community in regards to where improvements to the program need to be made.

4.2 Based on feedback from construction site operators and EC inspections forms, draft an outline for an outreach program.



Year 5 Goals: (July 1, 2023-June 30, 2024)

5.1 Implement an outreach program based on the needs outlined in year 4.

Activity 11: Social Media, Website & Online Public Programming

Description & Objective: Staff will use social media platforms (e.g. Facebook and Instagram) to generate public interest in protection of Keizer's water resources, stormwater issues, and BMPs for erosion control. Staff will also update the website to include resources and tools with the same information. Social media posts will be focused relevant, timely topics and campaigns will be used to connect the audience to content published on the City's website. Create a series of 3 online public programs to engage residents on proper household hazardous waste storage, streamside plant program process, native species use in landscapes with the goal of increasing awareness of residential water quality impacts.

Target Audience: General public

Target Topic: Waste reduction, watershed awareness, stormwater impacts, mercury, temperature, bacteria

Behavior Change Target: Implement stormwater BMPs to reduce stormwater pollution.

Permit Requirements Met: NPDES, TMDL, WPCF, OTR

Measurement of Success: Increase Facebook page followers each year by 10%. Each post should have a reach of at least 200 people and engage at least five people. Public Program success will look like at least 10 attendees for each of the 3 programs, 50% response rate to post survey of the program.

Tracking Metrics: Flight/run date(s) and audience engagement (web analytics and platform metrics), Topics covered; Number of attendees

Year 4 Goals: (July 1, 2022-June 30, 2023)

4.1 Grow the number of Facebook by 10%. This will be accomplished by creating targeted social media campaigns that provide relevant environmental information for Keizer residents.

4.2 Work with MWOOG to develop one social media campaign to address regional and relevant water topics. Collaborate to create 4 social media posts for the fall of 2022 promoting Family Salmon Festival.

4.3 Utilize social media and the website to share messaging related to OTR (see Activity 3).

Year 5 Goals: (July 1, 2023-June 30, 2024)

5.1 Work with MWOOG to develop one social media campaign to address regional and relevant water topics. Collaborate to create 4 social media post for the summer of 2023 promoting proper irrigation for water conservation and stormwater health.

5.2 Explore hosting 3 Lunch and Learns during the fall/winter months to engage residents on proper household hazardous waste storage, streamside plant program process, native species use in landscapes with the goal of increasing awareness of residential water quality impacts.

5.3 Utilize social media and the website to share messaging related to OTR (see Activity 3).

Activity 12: Address Pet Waste



Description & Objective: The City has installed pet waste stations at each of its parks throughout the City. Staff will continue to stock and maintain these stations as well as look for new opportunities to enhance their use. The pet waste stations are a tool for encouraging pet owners to pick up their pet waste and reduce bacteria loading in Keizer waterways.

Target Audience: General public

Target Topic: Bacteria, stormwater impacts

Behavior Change Target: Keizer residents use pet waste bags to pick up their pets' waste to reduce negative impacts to stream/river health.

Permit Requirements Met: TMDL

Measurement of Success: Pet owners use the city provided bags to remove pet waste.

Tracking Metrics: Number of pet waste bags purchased/invoiced annually.

Year 4 Goals: (July 1, 2022-June 30, 2023)

4.1 Work with MWOG to promote Capitol Canine Pledge with resources and public outreach. This program can track Keizer residents taking the pledge, promote the program with three social media posts addressing the pledge and increasing Keizer participation by 10%.

Year 5 Goals: (July 1, 2023-June 30, 2024)

5.1 Work with MWOG to promote Capitol Canine Pledge with resources and public outreach. This program can track Keizer residents taking the pledge, promote the program with three social media posts addressing the pledge and increasing Keizer participation by 10% in 2023.

5.2 Explore signage options at pet waste stations explaining why picking up pet waste is important for water quality.

Activity 13: Business Outreach

Description & Objective: Staff will utilize the developed priority list of businesses: auto-shops, car washes, carpet cleaners, dry cleaners and businesses with previous illicit discharge complaints and begin developing an outreach strategy to address source control of stormwater pollution associated with the business type.

Target Audience: Businesses

Target Topic: stormwater impacts and waste reduction

Behavior Change Target: Businesses will implement BMPs to reduce stormwater pollution.

Permit Requirements Met: NPDES, TMDL, OTR

Measurement of Success: Survey feedback reflects change of behavior concerning waste reduction and stormwater impacts.

Tracking Metrics: Survey

Year 4 Goals: (July 1, 2022-June 30, 2023)

4.1 Explore and develop an outreach strategy to reach priority businesses about stormwater impacts and waste reduction.

4.2 Develop pre and post survey based upon outreach strategy and business types.

Year 5 Goals: (July 1, 2023-June 30, 2024)



- 5.1 Engage the top two priority business types using the outreach strategy.
- 5.2 Deploy the pre and post survey to top two priority business types, reflect on input and explore ways to improve the outreach efforts.

Activity 14: Community Outreach & Collaboration

Description & Objective: The City of Keizer will connect and collaborate with other local and regional agencies/organizations such as Keizer United, Keizer Neighborhood Associations, Environmental Education Regional Group, Oregon Natural Resource Education Project, ODFW, Salem Audubon Society, Willamette Riverkeepers, Mid-Willamette Outreach Group (MWOG), Clean Rivers Coalition (CRC) and the Association of Clean Water Agencies' Education Committee (ACWA). By partnering with these agencies, the City will stay informed of regional water quality and stormwater issues as well as work collaboratively to craft and deliver unified messaging.

Target Audience: General public

Target Topic: General information/awareness, erosion control, bacteria, temperature, BMPs, stormwater impacts, and waste reduction

Behavior Change Target: Create connections and utilize combined messaging strategy to educate our residents on topics related to water and stormwater.

Permit Requirements Met: NPDES, TMDL

Measurement of Success: Partnering with at least 4 regional agencies annually to provide relevant and meaningful outreach and education messages to Keizer residents.

Tracking Metrics: Number of partnership meetings attended; Metrics from collaborative events

Year 4 Goals: (July 1, 2022-June 30, 2023)

4.1 Collaborate with MWOG for one spring school outreach event, water festival, Outdoor School in the spring and fall, and spring break world water day activity, Salmon Watch. Collaborate with Willamette Riverkeepers for one spring litter clean-up along the Willamette River, this event will correlate with Earth Day Hike and Earth Day regional activities.

4.2 Continue to engage with ACWA, CRC, EE regional group, and ODFW for relevant stormwater education and updates.

Year 5 Goals: (July 1, 2023-June 30, 2024)

5.1 Collaborate with ODFW Angler Education and NW Steelheaders for one family focused fishing event in Keizer. Partner with Salem Audubon Society to provide guided one spring migration bird hike at Keizer Rapids Park to highlight riparian habitat importance.

5.2 Collaborate with MWOG for one spring school outreach event, water festival, Outdoor School in the spring and fall, and spring break world water day activity, Salmon Watch. Collaborate with Willamette Riverkeepers for one spring litter clean-up along the Willamette River, this event will correlate with Earth Day Hike and Earth Day regional activities.

