

Public Education Plan

Fostering the sustainability and viability of Keizer's natural resources



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

February 2020

Introduction

The City of Keizer is dedicated to sustaining and protecting the viability of local natural resources in addition to complying with environmental laws and regulatory standards. The City has a special obligation to protect local water resources as established by federal law under the Clean Water Act and the Safe Drinking Water Act. The City's three mandated stormwater programs are:

1. **The National Pollutant Discharge Elimination System (NPDES) MS4 Phase II General Permit.** This permit allows the City to discharge stormwater from the municipal separate storm sewer system (MS4) to local waters of the state on the condition that programs aimed at reducing pollution are implemented.
2. **The Total Maximum Daily Load (TMDL) Implementation Plan.** This plan establishes Keizer's responsibility to limit the contribution of pollutants to water-quality impaired waters (currently the Willamette River, Claggett Creek, and Labish Ditch) through overland flow or discharges of the stormwater conveyance system.
3. **The Water Pollution Control Facilities (WPCF) Permit.** This permit allows the City to manage stormwater through underground injection provided that stormwater is managed according to the City's state-approved Underground Injection Control Management Plan.

Each of these mandated programs necessitates the development and implementation of education and outreach activities specific to water quality and stormwater management. This document aims to incorporate the educational requirements of each program into a comprehensive Public Education Plan.



About the Public Education Plan

The Public Education Plan (PEP) details the specific stormwater education and outreach activities that the Environmental & Technical Division will conduct to meet the mandated program requirements. Each activity specifies the target audience, the target topic, the distribution method, the performance measures, and the applicable requirements met. At least one activity will be thoroughly evaluated each year for effectiveness.

The plan serves as a stand-alone document to guide staff efforts and as a supplement to the Stormwater Management Program Document (SWMP Document). The SWMP Document details how Keizer will meet each requirement of the NPDES MS4 Phase II General Permit. The NPDES Permit outlines six minimum control measures that must be met for the City to be compliant. The City has developed “Best Management Practices” (BMPs) to meet each of the required six minimum control measures:

1. Public Education and Outreach
2. Public Involvement
3. Illicit Discharge Detection and Elimination
4. Construction Site Runoff Control
5. Post-Construction Runoff Control
6. Pollution Prevention / Good Housekeeping

The development of this Public Education Plan (PEP) fulfills the first BMP in the Public Education and Outreach minimum control measure (PE-1) as outlined in the SWMP Doc.

The PEP will be reviewed annually and adapted to allow for lessons learned and to account for changes in resource availability. The Environmental & Technical Division will submit annual reports to all regulating authorities to demonstrate compliance. Annual reports will provide a summary of the public education and outreach activities that were completed within the reporting year. The PEP and its associated annual reports will be made available on the City’s website for public review.

Program Requirements

The specific education and outreach requirements for each of the three mandated programs is provided below.

NPDES MS4 Phase II General Permit

The NPDES MS4 Phase II permit is effective for five years (March 1, 2019 – February 29, 2024). According to the permit, “[T]he goal of the education and outreach program is to reduce the behaviors and practices that cause or contribute to adverse stormwater impacts on receiving waters. The program should promote specific actions to increase audience understanding of how to reduce pollutant discharges in stormwater runoff and prevent illicit discharge from entering the MS4 impacting receiving waters.”

To be considered adequate, the City’s Public Education and Outreach Program must include the activities in Schedule A.3.a.iii-vi (summarized below).

Schedule A.3.a.iii Stormwater Education Activities

- The permit registrant must distribute or offer at least two educational messages or activities per year.

Schedule A.3.a.iv Target Audiences and Topics

- The permit registrant must at minimum, conduct education an outreach to each target audience identified below at least once during the permit term. Construction site operators must be targeted at least twice.
- The permit registrant must focus its efforts on conveying relevant messages using the target topics identified below or stormwater issues of significance in the community.

Target Audiences:

1. General public, homeowners, homeowners associations, schoolchildren, and businesses (including home-based and mobile business).
2. Local elected officials, land-use planners and engineers
3. Construction site operators (see Schedule A.3.a.v below)

Target Topics:

1. Impacts of illicit discharges on receiving waters and how to report them.
2. Impacts from impervious surfaces and appropriate techniques to avoid adverse impacts.
3. Best practices for proper use, application and storage of pesticides and fertilizers.
4. Best practices for litter and trash control.
5. Best practices for recycling programs.
6. Best practices for power washing, carpet cleaning and auto repair and maintenance.
7. Low impact development / green infrastructure
8. Septic systems, information pertaining to maintenance of septic systems.
9. Watershed awareness and how storm drains lead to local creeks and rivers, and potential impacts to fish and other wildlife.
10. Stormwater issues of significance identified by permit registrant.

Schedule A.3.a.v Education on Construction Site Control Measures

- At least twice during the permit term, the permit registrant must conduct educational outreach to target construction site operators working within their community with topics including appropriate selection, design, installation, use and maintenance of construction site runoff control measures.

TMDL Implementation Plan

Keizer’s TMDL Implementation Plan (IP) was developed to reduce pollutants of concern in the Willamette Basin to “assure beneficial uses of the river and tributaries, such as swimming, fish consumption and fish rearing”. The TMDL Implementation Plan is subject to annual reporting to DEQ on the progress of the plan as well as a 5-year review. Keizer has designed the TMDL-IP to

work in concert with the NPDES Phase II General Permit. As such, it echoes the six minimum control measures from the NPDES General Permit while addressing the three pollutants of concern in the Willamette basin (bacteria, temperature and mercury).

WPCF Permit

Keizer’s WPCF Individual Permit allows the city to discharge stormwater and other incidental non-stormwater fluids into publicly-owned Underground Injection Control (UIC) systems. The current permit (1200-U) is effective October 23, 2013 – September 30, 2023. While the WPCF permit does not require public education specifically, the protection and responsible management of UICs necessitates public education to prevent pollution therefore, public education measures have been written into the City’s UIC Management Plan and are therefore pertinent to meeting the established requirements. As such, education and outreach activities designed to address impacts from stormwater discharges to UICs are included in this PEP.

Planned Activities

Year 1

(March 1, 2019 – June 30, 2020)

□ Activity 1: Create and distribute a stormwater newsletter for staff and the public.

The Stormwater Newsletter was developed in 2017 in an effort to keep elected officials and City staff informed on environmental issues of importance. Based on the positive response from staff, this publication will continue to be distributed internally on an annual basis. The newsletter will also be published to the city’s website and distributed to the Keizer Times Newspaper to engage the public when appropriate. Content will include information on the NPDES target topics, TMDL pollutants of concern, and WPCF groundwater protection.

The publication will be redesigned and expanded in Year 1. The newsletter will be published annually with new content each year. Publication goals for Year 1 are as follows:

- Target Audience:* Elected officials and planners, general public
- Target Topic:* Watershed awareness
- Distribution:* Email to staff and Keizer Times, publish to the city’s website
- Measurement:* Completion date and topics covered
The annual report may also include an evaluation of audience engagement (e.g., comments received, web analytics, behavior-change observations, etc.).
- Requirements Met:* NPDES, TMDL and WPCF

□ Activity 2: Implement student-focused educational events and activities.

Environmental & Technical Division staff has actively engaged Salem-Keizer students through a variety of outreach events. Our staff are members of the Mid-Willamette Outreach Group (MWOOG) and partner with other local agencies on a number of these activities such Salmon Watch (hosted by Marion County Soil and Water Conservation District), Down by the Riverside (hosted by Forest Ridge Elementary School), and the Water Festival (hosted by MWOOG). The

goal of this activity is to pursue additional avenues to engage students in ongoing programs like Adopt-A-Stream.

In Year 1, staff will continue to host and attend student-focused outreach events and evaluate opportunities to develop ongoing programs designed to engage students for longer periods of time.

Target Audience: General public - youth
Target Topic: Watershed awareness, pollution prevention
Distribution: Event demonstrations and activities
Measurement: Event date, student attendance, and target topics covered
Requirements Met: NPDES, TMDL, and WPCF

☐ Activity 3: Provide stormwater content for the Consumer Confidence Report.

The Consumer Confidence Report (CCR) is a publication distributed by the Water Division to meet annual water quality reporting requirements according to the Oregon Health Authority. The CCR is mailed to all businesses and residents in the city and is published to the City's website. The Environmental & Technical Division has utilized this publication to distribute water quality education since 2008. Articles have addressed groundwater protection (UICs), erosion control, illicit discharge, TMDL pollutants of concern, restoration projects, low impact development, and human impacts on water quality.

Staff will continue to contribute content to this publication annually to provide timely water quality messages. Goals for Year 1 are as follows:

Target Audience: General public - homeowners, businesses
Target Topic: Watershed awareness
Distribution: Direct mailing and website
Measurement: Completion date and topics covered
Requirements Met: NPDES, TMDL, and WPCF

☐ Activity 4: Utilize social media campaigns and Keizer's website as an educational tool.

Social media and Keizer's website have been under-utilized for water quality messaging in the past. 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. Staff will also update the website to include resources and tools with the same information. Social media posts will be focused on the target topics and campaigns will be used to connect the audience to content published on the City's website.

At a minimum, the City will conduct two campaigns each permit year and update the website once a permit year. The goals for Year 1 are as follows:

Target Audience: General public
Target Topic: Watershed awareness and impacts of litter.
Distribution: Facebook, Instagram and Website

Measurement: Flight/run date(s) and audience engagement (web analytics and platform metrics), topics covered

Requirements Met: NPDES, TMDL, and WPCF

☐ Activity 5: Attend three public / community events.

Environmental staff have hosted or attended many public and community events including Keizer Public Work’s Open House event, the Water Festival and Salmon Watch to name a few. In an effort to promote long-term outreach programs, staff will aim to attend three events each year of the permit term.

At least one event will be focused on providing education on the impacts of pet waste. Environmental and Stormwater staff will also use these events to inform the public about the operation and maintenance of public infrastructure, pollution prevention strategies, groundwater/drinking water protection, and natural resource conservation. Goals for Year 1 are as follows:

Target Audience: General public

Target Topic: Impacts of stormwater pollution on fish and wildlife.

Distribution: Event displays and activities

Measurement: Dates and target topics covered

Requirements Met: NPDES, TMDL, and WPCF

☐ Activity 6: Host the Erosion Control Summit with MWOOG partners.

The Erosion Control Summit was hosted by MWOOG in 2012 for the first time. The event has since been held annually. The Erosion Control Summit was later changed to the Erosion Control and Stormwater Management Summit in order to provide a wider range of topics.

The event provides education to construction professionals (planners, engineers, architects, developers, contractors, municipal workers, consultants, and builders) on erosion prevention and sediment control best management practices, construction-site waste management, low-impact development and green infrastructure.

The event is well attended; MWOOG partners have refined the format over time. The City will continue to partner on this activity annually in subsequent years.

Target Audience: Construction professionals

Target Topic: Best practices for managing construction site runoff, low impact development, watershed awareness

Distribution: Event presentations

Measurement: Number of attendees and participant feedback

Requirements Met: NPDES, TMDL and WPCF

☐ Activity 7: Collaborate with regional outreach partners.

The City of Keizer will work in partnership to conduct outreach with other agencies such as the Mid-Willamette Outreach Group (MWOOG), the 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 unified messaging.

In Year 1, Keizer will participate in a Clean Rivers Partners (a CRC sub-committee) project to launch a second multimedia marketing campaign called “Clean Water, It’s Our Future”. Partners contract with KPTV News to promote water quality messages including video ads, banner ads on KPTV’s website, and promotion on KPTV’s social media platforms. Environmental & Technical Division staff represent Keizer as members of the project steering committee.

Staff will evaluate the value of these partnerships annually.

Audience: General public
Target Topic: Watershed awareness, pesticides and fertilizers, illicit discharge
Distribution: Various multimedia outlets
Measurement: Number of meetings attended and accomplishments
Requirements Met: NPDES, TMDL

☐ Activity 8: Provide updates to the City Council.

The City of Keizer has seven elected officials which includes the mayor and six city councilors. Environmental staff will make a presentation to the City Council each year of the permit term. City Council meetings are open to the general public. The first presentation will provide an introduction to the General Permit and an overview of the draft SWMP Doc.

Audience: Elected officials
Target Topic: Watershed awareness, low impact development, illicit discharge, and other components of the SWMP Doc and PEP.
Distribution: Event presentation
Measurement: Date, topics covered
Requirements Met: NPDES, TMDL

☐ Activity 9: Provide and maintain pet waste stations at City parks.

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. These pet waste stations are an important tool for encouraging pet owners to pick up their pet waste and reduce bacteria loading in Keizer waterways.

Staff in the City’s Parks Division installs and maintains the stations. Environmental & Technical staff will evaluate their use and effectiveness at reducing bacteria each year.

Target Audience: General public
Target Topic: Pet waste impacts; Bacteria reduction
Distribution: Parks
Measurement: Number of bags purchased or refilled annually
Requirements Met: NPDES and TMDL

☐ Activity 10: Host or promote a guided community hike.

In the past, the City has partnered with local schools and the Claggett Creek Watershed council to host guided hikes through Keizer Rapids Park. By connecting the community to the natural environment and highlighting human impacts to the Willamette River, staff hopes to develop environmental stewardship within the community.

In Year 1, staff will continue to host or promote an existing community hike.

Target Audience: General public
Target Topic: Watershed awareness
Distribution: Hike
Measurement: Date; Attendance
Requirements Met: NPDES and TMDL

☐ Activity 11: Distribute UIC information to owners of UICs.

The City of Keizer owns and operates more than 100 Underground Injection Controls (UICs) the discharge stormwater underground. To ensure functionality and long-term protection of groundwater resources, the City conducts education and outreach to residents on pollution prevention strategies. In addition, Keizer provides resources to businesses and property owners who manage private-owned UICs.

In Year 1, staff will continue to provide information to the public and to property owners with UICs on the importance of protecting groundwater through pollution prevention and maintenance of UICs.

Target Audience: General public, businesses
Target Topic: UIC BMPs
Distribution: Flyers, handouts, website and direct mail
Measurement: Audience reached
Requirements Met: WPCF

☐ Activity 12: Conduct an annual review and update of the PEP.

The Public Education Plan is designed to be a living document that provides guidance for staff throughout the year. However, staff will also use it as a method to evaluate the effectiveness of the City's outreach programs.

Annually, staff will review the previous year's activities, evaluate and update the upcoming year's activities.

Target Audience: General public
Target Topic: N/A
Distribution: PEP
Measurement: Date completed
Requirements Met: NPDES, TMDL and WPCF

Activity 1: Create and distribute a newsletter to educate staff and the public.

See Year 1 for activity details

Year 2 goals: Watershed awareness

Activity 2: Develop student-focused educational events and activities.

See Year 1 for activity details

Year 2 goals: Develop relationships with Keizer schools and teachers; evaluate the ability to implement Adopt-A-Stream; attend SK Coalition Outdoor School

Activity 3: Provide stormwater content for the Consumer Confidence Report.

See Year 1 for activity details

Year 2 goals: Watershed awareness; publicize community survey

Activity 4: Utilize social media campaigns and Keizer’s website as an educational tool.

See Year 1 for activity details

Year 2 goals: Increase audience/follower size; share tools to reducing pollution; publicize community survey

Activity 5: Attend three public / community events.

See Year 1 for activity details

Year 2 goals: Public Works Open House; Water Festival; Marion County Earth Day; Promote pet waste education at one event

Activity 6: Partner with MWOG to co-host the Erosion Control Summit.

See Year 1 for activity details

Year 2 goals: Erosion control BMPs

Activity 7: Provide Updates to the City Council.

See Year 1 for activity details

Year 2 goals: Illicit discharge ordinance changes

Activity 8: Collaborate with regional outreach partners.

See Year 1 for activity details

Year 2 goals: MWOG; CRC; ACWA

Activity 9: Provide and maintain pet waste stations at City parks.

See Year 1 for activity details

Year 2 goals: Maintain and evaluate use of stations

Activity 10: Host or promote a guided community hike.

See Year 1 for activity details

Year 2 goals: Increase watershed awareness

Activity 11: Distribute UIC information to owners of UICs.

See Year 1 for activity details

Year 2 goals: Update content.

Activity 12: Conduct an annual review and update of the PEP.

See Year 1 for activity details

Year 2 goals: Evaluate Year 2; Update Year 3 activities

Activity 13: Conduct a public outreach survey.

The City of Keizer has over 39,000 residents and Environmental & Technical staff would like to know more about the practices within the community that might contribute to water pollution. To accomplish this, staff will conduct a community survey to understand how the community's actions might be impacting water quality and how much they might be willing to adopt new practices.

This will be a baseline survey that the staff will use in the future to develop outreach materials and gauge success of outreach programs.

Target Audience: General public

Target Topic: Sources of water pollution; Willingness of community to adopt BMPs

Distribution: Social media; Website; In-person outreach

Measurement: Participation rate; Survey results

Requirements Met: NPDES and TMDL

Activity 14: Develop a 5-year plan for the restoration of Claggett Creek Park Wetlands.

Until recently, the property east of Claggett Creek Park has been used as a grazing field for cattle. The City has acquired the property and is interested in restoring it into a functional wetland and education area. Restoring this property will not only benefit water quality but, by adding infrastructure to be used for outreach and including the community in the development, this project will also serve as a great outreach tool.

In year 2, staff will begin developing a restoration plan and project timeline for the re-establishment of the wetlands.

Target Audience: General public

Target Topic: Watershed awareness; Wetland functions

Distribution: In-person activities; Events

Measurement: Progress on project development

Requirements Met: TMDL

□ Activity 15: Develop outreach materials for erosion control permits.

The City of Keizer has a robust erosion control program which was implemented in 2013 and revised in 2014. Resources such as fillable forms, fee schedules, and approved BMP installation guides are available on the City’s website. In evaluating the program, staff found that the City’s permitting process and expectations are not clearly understood by contractors. To address this, staff will create a new guidance packet that provides step-by-step instructions for navigating the building, planning and permitting process.

The packet will be made available in hardcopy and online and it will contain forms, templates, guidance for BMP installation, a list of contacts and resources, and other material as deemed appropriate. By design, the packet will be compatible with and complementary to a second guidance document on low impact development that will provide procedures and guidelines for meeting the city’s post-construction requirements.

The new development packet and outreach programs will be reviewed/updated annually.

- Target Audience:* Construction site operators; Engineers; Planners
- Target Topic:* Erosion control BMPs
- Distribution:* City Hall and online
- Measurement:* Distribution
- Requirements Met:* NPDES, TMDL and WPCF

□ Activity 16: Create a new development, contractor outreach program.

As stated above, the City of Keizer has a robust erosion control program. However, often times pre-development standards and requirements can be misunderstood or miscommunicated. Environmental & Technical staff will develop and implement a contractor outreach program that helps to build positive relationships with contractors and developers that consistently work in the City of Keizer.

In Year 2, staff will research and evaluate other similar outreach programs and begin developing a program that will suit the needs of the local community.

- Target Audience:* Construction site operators; Engineers; Planners
- Target Topic:* Erosion control BMPs
- Distribution:* TBD
- Measurement:* Completion date
- Requirements Met:* NPDES, TMDL and WPCF

Year 3

(July 1, 2021 – June 30, 2022)

□ Activity 1: Create and distribute a newsletter to educate staff and the public.

See Year 1 for details.

Year 3 goals: Illicit discharge & reporting

Activity 2: Develop student-focused educational events and activities.

See Year 1 for details.

Year 3 goals: Develop relationships with Keizer schools and teachers; Evaluate need & develop water quality tool kits for check out

Activity 3: Provide stormwater content for the Consumer Confidence Report.

See Year 1 for details.

Year 3 goals: Illicit discharge & reporting

Activity 4: Utilize social media campaigns and Keizer's website as an educational tool.

See Year 1 for details.

Year 3 goals: Increase audience/follower size; Illicit discharge & reporting

Activity 5: Attend three public / community events.

See Year 1 for details.

Year 3 goals: Public Works Open House; Water Festival; Promote pet waste education at one event

Activity 6: Partner with MWOG to co-host the Erosion Control Summit.

See Year 1 for details.

Year 3 goals: Erosion control BMPs

Activity 7: Provide Updates to the City Council.

See Year 1 for details.

Year 3 goals: Construction erosion ordinance changes

Activity 8: Collaborate with regional outreach partners.

See Year 1 for details.

Year 3 goals: MWOG; CRC; ACWA

Activity 9: Provide and maintain pet waste stations at City parks.

See Year 1 for details.

Year 3 goals: Maintain and evaluate use of stations

Activity 10: Host or promote a guided community hike.

See Year 1 for details.

Year 3 goals: Increase watershed awareness

Activity 11: Distribute UIC information to owners of UICs.

See Year 1 for details.

Year 3 goals: Update content.

Activity 12: Conduct an annual review and update of the PEP.

See Year 1 for details.

Year 3 goals: Evaluate Year 3; Update Year 4 activities

☐ Activity 13: Continue to develop a 5-year plan for the Claggett Creek Park Wetlands.

See Year 2 for details.

Year 3 goals: Begin implementation of 5-year plan

☐ Activity 14: Implement the new development, contractor outreach program.

See Year 2 for details.

Year 3 goals: Implement an annual outreach program to develop relationships and share construction site BMPs with construction site operators & developers

☐ Activity 15: Use the Public Outreach Survey to implement homeowner outreach program.

In an attempt to obtain more information about the practices of the Keizer community, Environmental staff conducted a Public Outreach Survey in Year 2. According to regional water quality data, it is understood that residents are having a significant impact on water quality through the use of fertilizers, pesticides, herbicides and other household products.

By using the results of the Public Outreach Survey to inform the City's outreach, staff should begin to develop and implement a program that targets key behavior changes of home owners and single-family residence dwellers.

Target Audience: General public

Target Topic: Best practices for home owners & single-family dwellers

Distribution: Variable

Measurement: Audience reach

Requirements Met: NPDES and TMDL

☐ Activity 16: Form a Green Team to encourage sustainable practices for Keizer City Hall.

The City of Keizer City Hall building was completed in 2009 and at the time was LEED Silver-certified. There are many features of the building that already encourage sustainability, but there are also areas of improvement that could be made. The Green Team will consist of staff members from multiple City Hall departments and they will strive to evaluate and work towards making sustainable improvements throughout the building. The goal will be to promote this to other local businesses in an effort to improve water quality, water conservation, energy efficiency and waste reduction practices.

In Year 3, the goal will be to form a Green Team and to work towards becoming EarthWISE certified through Marion County Environmental Services.

Target Audience: Elected officials, planners and engineers; City staff; Businesses

Target Topic: Best practices for waste reduction

Distribution: Group meetings; Policy; Presentations; Internal web / email; Website

Measurement: Number of Green Team meetings; Actions taken / Changes made; Solid waste or hauling data

Requirements Met: NPDES

□ Activity 17: Achieve EarthWISE Certification at City Hall.

Marion County Environmental Services offers businesses a certification program called EarthWISE. This certification highlights businesses that are committed to reducing their environmental impact. The Green Team will work to achieve the EarthWISE certification. This will allow City Hall to evaluate and improve processes and policies as well as setting a good example for the business community.

Target Audience: Elected officials, planners and engineers; City staff; Businesses
Target Topic: Best practices for waste reduction
Distribution: Group meetings; Policy; Presentations; Internal web / email; Website
Measurement: Number of Green Team members; Actions taken / changes made
Requirements Met: NPDES

□ Activity 18: Create outreach content for contractors on new erosion control standards.

The City has a robust construction erosion program that works to reduce impacts from construction sites by encouraging the use of proper erosion control BMPs. In order to improve this program, staff will work with engineers and contractors to develop erosion control BMP standard details and outreach materials to assist construction site operators with selection, installation and maintenance of BMPs.

In Year 3, staff will develop standards and appropriate materials by collaborating with the construction community to determine most practical and effective erosion control BMPs.

Target Audience: Construction site operators; Engineers; Developers
Target Topic: Erosion control BMPs
Distribution: Online; In-person; Hand-outs
Measurement: Audience reach
Requirements Met: NPDES, TMDL and WPCF

□ Activity 19: Research the possibility of a contractor incentive program.

Environmental & Technical staff understand that erosion control BMPs and green infrastructure, while beneficial to water quality, can come with financial barriers and time constraints to developments. In order to encourage more participation in the program, staff will explore the possibility of instituting an on-going contractor / developer incentive program by researching other agency's programs, meeting with construction site operators and developers, and identifying internal barriers.

In Year 3, staff will conduct a feasibility study and make recommendations for implementing an incentive program.

Target Audience: Construction site operators; Engineers; Developers
Target Topic: Erosion control BMPs; Green Stormwater Infrastructure
Distribution: Online; In-person; Hand-outs
Measurement: Progress; Approval
Requirements Met: NPDES, TMDL and WPCF

Activity 1: Create and distribute a newsletter to educate staff and the public.

See Year 1 for details.

Year 4 goals: Construction erosion & post-construction standards

Activity 2: Develop student-focused educational events and activities.

See Year 1 for details.

Year 4 goals: Develop relationships with Keizer schools and teachers; Potentially take over Oregon Green Schools certifications with focus on water quality

Activity 3: Provide stormwater content for the Consumer Confidence Report.

See Year 1 for details.

Year 4 goals: Promote public outreach survey

Activity 4: Utilize social media campaigns and Keizer’s website as an educational tool.

See Year 1 for details.

Year 4 goals: Promote public outreach survey; Protect stormwater at home

Activity 5: Attend three public / community events.

See Year 1 for details.

Year 4 goals: Public Works Open House; Water Festival; Promote pet waste education at one event

Activity 6: Partner with MWOG to co-host the Erosion Control Summit.

See Year 1 for details.

Year 4 goals: Erosion control BMPs

Activity 7: Provide Updates to the City Council.

See Year 1 for details.

Year 4 goals: Post construction ordinance changes

Activity 8: Collaborate with regional outreach partners.

See Year 1 for details.

Year 4 goals: MWOG; CRC; ACWA

Activity 9: Provide and maintain pet waste stations at City parks.

See Year 1 for details.

Year 4 goals: Maintain and evaluate use of stations

Activity 10: Host or promote a guided community hike.

See Year 1 for details.

Year 4 goals: Increase watershed awareness

Activity 11: Distribute UIC information to owners of UICs.

See Year 1 for details.

Year 4 goals: Update content.

Activity 12: Conduct an annual review and update of the PEP.

See Year 1 for details.

Year 4 goals: Evaluate Year 4; Update Year 5 activities

Activity 13: Continue to develop a 5-year plan for the restoration of the Claggett Creek Park Wetlands.

See Year 2 for details.

Year 4 goals: Continue implementation of 5-year plan

Activity 14: Implement the new development, contractor outreach program.

See Year 2 for details.

Year 4 goals: Increase involvement; Collaborate on post-construction changes

Activity 15: Continue implementing home outreach program.

See Year 3 for details.

Year 4 goals: Increase involvement

Activity 16: Develop and implement a post-construction outreach campaign.

The City of Keizer will need to develop a post-construction program and post-construction design standards in order to comply with the conditions of the NPDES General Permit. In order for these changes to be adopted smoothly, an educational campaign will be necessary to inform audiences of the changes. This will likely include the development of pamphlets or informational brochures and in-person outreach.

Target Audience: Construction Site Operators; Developers; Engineers
Target Topic: Post-Construction Requirements
Distribution: Brochures; Website; In-Person
Measurement: Audience reach
Requirements Met: NPDES; TMDL

□ Activity 17: Develop a Waste Management Plan for the City.

The Green Team will work to integrate waste management practices city-wide through development of a Waste Management Plan. The goal for this activity is to implement sound litter, trash control, and recycling practices associated with City property and major events within the community. The plan will include changing the Special Events permit to require a waste management plan for major community events like the Iris Festival and the Holiday Lights Parade. Specifications will be added to the requirements for Civic Center room rentals, and the plan will also include proper waste management for Public Works and Parks facilities.

Once developed, the plan will be updated as needed on an annual basis.

Keizer will support our Marion County Environmental Services partners by promoting them as a community resource in waste management and supporting their waste reduction programs.

Target Audience: General public
Target Topic: Best practices for litter and trash control, recycling, waste reduction
Distribution: Reservation and rental agreements for public spaces including the Civic Center
Measurement: Completion date and implementation progress
Requirements Met: NPDES and TMDL

□ Activity 18: Conduct a follow up Public Outreach Survey.

In Year 2, staff conducted an initial Public Outreach Survey to gauge what behaviors the Keizer community could improve in order to protect water quality. After two years of educational campaigns that have been informed by that first survey, staff will conduct a similar survey to gauge if any significant changes in behaviors have been made.

Staff will utilize similar, if not the same questions and attempt to reach the same audiences to test if outreach by the City has been effective.

Target Audience: General public
Target Topic: Watershed awareness; Water quality best practices
Distribution: Online; Paper; In-Person
Measurement: Results of survey
Requirements Met: NPDES and TMDL

□ Activity 19: Develop or partner on a business outreach program.

Environmental & Technical staff have focused their public outreach heavily on students and home owners. Businesses also have the potential to have an impact on stormwater and water quality.

Staff will develop a priority list of businesses such as auto-shops, car washes, carpet cleaners, dry cleaners and businesses with previous illicit discharge complaints and begin developing an outreach strategy.

Other business outreach programs do exist including the Marion County EarthWISE program. Staff could explore the option of partnering with an existing program as well.

Target Audience: General public
Target Topic: Business best practices
Distribution: Online; Paper; In-Person
Measurement: Participation
Requirements Met: NPDES

Year 5

(July 1, 2023 – June 30, 2024)

Activity 1: Create and distribute a newsletter to educate staff and the public.

See Year 1 for details.

Year 5 goals: Results of Public Outreach Survey

Activity 2: Develop student-focused educational events and activities.

See Year 1 for details.

Year 5 goals: Develop relationships with Keizer schools and teachers; Potentially take over Oregon Green Schools certifications with focus on water quality

Activity 3: Provide stormwater content for the Consumer Confidence Report.

See Year 1 for details.

Year 5 goals: Promote public outreach survey

Activity 4: Utilize social media campaigns and Keizer’s website as an educational tool.

See Year 1 for details.

Year 5 goals: Promote business outreach program

Activity 5: Attend three public / community events.

See Year 1 for details.

Year 5 goals: Public Works Open House; Water Festival; Promote pet waste education at one event

Activity 6: Partner with MWOG to co-host the Erosion Control Summit.

See Year 1 for details.

Year 5 goals: Erosion control BMPs

Activity 7: Provide Updates to the City Council.

See Year 1 for details.

Year 5 goals: Permit updates; Program successes

Activity 8: Collaborate with regional outreach partners.

See Year 1 for details.

Year 5 goals: MWOG, CRC and ACWA

Activity 9: Provide and maintain pet waste stations at City parks.

See Year 1 for details.

Year 5 goals: Maintain and evaluate use of stations

Activity 10: Host or promote a guided community hike.

See Year 1 for details.

Year 5 goals: Increase watershed awareness

Activity 11: Distribute UIC information to owners of UICs.

See Year 1 for details.

Year 5 goals: Update content.

Activity 12: Conduct an annual review and update of the PEP.

See Year 1 for details.

Year 5 goals: Evaluate Year 5; Update future activities

Activity 13: Continue to develop a 5-year plan for the restoration of the Claggett Creek Park Wetlands.

See Year 2 for details.

Year 5 goals: Continue implementation of 5-year plan

Activity 14: Implement the new development, contractor outreach program.

See Year 2 for details.

Year 5 goals: Increase involvement; Continue relationship building

Activity 15: Continue implementing home outreach program.

See Year 3 for details.

Year 5 goals: Update based on Public Outreach Survey

Activity 16: Continue to develop sustainability projects through the Green Team.

See Year 3 for details.

Year 5 goals: Increase involvement

Activity 17: Continue the business outreach program.

See Year 4 for details.

Year 5 goals: Increase involvement

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