

Minimum Control Measures

Detailed descriptions of the best management practices selected to meet the six minimum control measures including the goals, strategies, measurable objectives and implementation timelines for each.

MCM 1: Public Education & Outreach

The Public Education and Outreach Program is developed and implemented by Environmental Division staff who are supervised by the Environmental & Technical Division Manager for the Public Works Department.

The City of Keizer has selected four Best Management Practices (BMPs) to comply with the requirements specified in the Public Education and Outreach minimum control measure in Schedule A.3.a. The BMPs are shown in **Table 1**. The goals, strategies, measurable objectives, and implementation timelines for each BMP are described below.

TABLE 1. PUBLIC EDUCATION & OUTREACH BMPs

ID	Best Practices
PE-1	Implement a Public Education and Outreach Program
PE-2	Offer Stormwater Education Activities
PE-3	Deliver Target Topics to Target Audiences
PE-4	Provide Education to Construction Professionals

PE-1 Implement a Public Education and Outreach Program

Goals

- Implement a Public Education and Outreach Program to inform the public about the impacts of stormwater discharges on waterbodies and the behaviors and practices that cause or contribute to adverse impacts on receiving waters on or before February 28, 2020.
- Track implementation and assess progress of the Public Education and Outreach Program for annual reporting.

Strategy

The City will continue to implement its existing Public Education and Outreach Program while working to develop and implement the requirements of Schedule A.3.a. The new program requirements will be met through the development and implementation of a comprehensive Public Education Plan (PEP).

The PEP is intended to lay a strategic path for implementation of all of the City's public education activities related to stormwater. That is, in addition to outlining the specific actions the City will take to meet the requirements in Schedule A.3.a-b of the General Permit, the PEP will include educational activities that staff will conduct to comply with the City's TMDL Implementation Plan and WPCF Class V Stormwater Permit. The PEP will be reviewed annually to identify strengths

and/or deficiencies and updated as necessary to effectively address stormwater issues of significance in Keizer.

The PEP will outline the activities planned for each year of the permit term and define the target message(s), target audience(s), distribution method(s), and performance measure(s) for each activity.

Staff will employ a variety of recordkeeping methods to track and document implementation of the Public Education and Outreach Program, including spreadsheets, documents, databases and GIS applications. Staff will assess progress using the measurable objectives listed for each BMP.

Measurable Objectives

1. Develop a comprehensive PEP that integrates all of the City’s public education and outreach activities on or before February 28, 2020
2. Implement the planned activities for each year as shown in the PEP
3. Review the PEP annually and update as needed
4. Track implementation and assess progress of the Public Education and Outreach Program annually using the measurable objectives defined for each BMP

Implementation Timeline

Year 1	<ul style="list-style-type: none"> – Continue to implement the existing programs – Develop a comprehensive PEP and implement the planned activities on or before February 28, 2020
Years 2-5	<ul style="list-style-type: none"> – Implement the planned activities in the PEP
Annual	<ul style="list-style-type: none"> – Review the PEP and update as needed – Track program implementation and assess progress

PE-2 Offer Stormwater Education Activities

Goals

- Conduct at least two educational activities per year to increase the public’s understanding of the impacts of stormwater on local waterways and promote specific actions the public can take to reduce stormwater pollution and prevent illicit discharge from entering the MS4.
- Evaluate at least one education and outreach activity each year to inform and improve future stormwater education and outreach efforts.

Strategy

Environmental Division Staff will evaluate existing efforts and continue to implement educational activities that have been successful in the past while developing new educational activities to meet the requirements of the General Permit. New activities will be designed to promote specific actions the public can take to reduce stormwater pollution and will be delivered in an appropriate manner to maximize reach for each target audience. Staff will use a variety of tools to engage the public such as printed and digital materials, online resources, social media, workshops, special events, classroom presentations, and more. Educational activities will be fully documented and described in the PEP.

At least one planned activity will be evaluated each year using the performance measures listed for that activity. Results of the evaluation will be summarized and presented in annual reports.

Measurable Objectives

1. Conduct at least two stormwater educational activities each year of the permit term
2. Evaluate at least one educational activity each year using the performance measures listed for that activity

Implementation Timeline

In many cases, activities have been scheduled to coincide with implementation of minimum control measures three through six, outlined in Schedule A.3.c-f.

Year 1	– Continue to implement the existing activities – Implement the planned activities on or before June 30, 2020
Years 2-5	– Implement the planned activities for each year
Annual	– Evaluate at least one activity

PE-3 Deliver Target Topics to Target Audiences

Goal

- Deliver Target Topics to the Target Audiences over the course of the permit term, reaching the general public and local elected officials at least once and construction site operators twice.

Target Audiences:

1. General public: homeowners, homeowner associations, school children, and businesses (including home-based and mobile business)
2. Local elected officials, land use planners and engineers
3. Construction site operators

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 management practices for proper use, application storage and disposal of pesticides and fertilizers
 4. Best management practices for litter and trash control
 5. Best management practices for recycling programs
 6. Best management 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
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Strategy

Under the previous permit, staff delivered a variety of stormwater messages to the community through events, classroom presentations, newsletters, and informational brochures. The City will continue to deliver educational messages to the community while developing a messaging strategy to meet the new requirements.

Each of the planned activities outlined in the PEP will define the intended target topic(s) and target audience(s) to ensure that the required messages are delivered and that each of the three audiences are reached. Messages will be distributed through annual newsletters, events, classroom presentations and demonstrations, community meetings, homeowner and business workshops and/or materials published to the City’s website and social media platforms.

As part of the City’s messaging strategy, staff will conduct an incentivized, community-wide survey in the spring of 2021. The survey will be designed to 1) identify our audience’s communication preferences, 2) gauge public awareness of water quality issues, and 3) understand the audience’s values regarding water resources to determine if there are barriers to behavior change. Results of the survey will be used by staff to refine the planned educational activities in the PEP. A follow-up survey will be conducted in 2023 to gauge effectiveness and to inform future messaging strategies.

Measurable Objectives

1. Conduct a survey in 2020-21 to refine the messaging strategy for delivering stormwater topics to target audiences in an effective manner; repeat in 2023-24
2. Deliver one or more Target Topics to the general public and elected officials at least once during the permit term

Implementation Timeline

Year 1	– Continue to deliver messages using existing strategies
Years 1-5	– Deliver Target Topics to Target Audiences as outlined in the PEP
Year 2	– Conduct a community-wide survey regarding water quality values/issues in Keizer
Year 4	– Conduct a follow-up survey and evaluate progress
Annual	– Track the Target Topics delivered and the Target Audiences reached

PE-4 Provide Education to Construction Professionals

Goal

- Conduct educational outreach to construction site operators working within the community at least twice during the permit term.

Strategy

The City’s existing Erosion and Sediment Control Program provides multiple opportunities for educating construction site operators. The program includes in-person consultations and online guidance materials for the permitting, plan review, and inspection processes that contain information on the appropriate selection, design, installation, use and maintenance of erosion and sediment control measures. The cornerstone of the program is the offering of an annual training event developed specifically for construction professionals. Staff will continue to implement these activities while working to update the Erosion and Sediment Control Program to meet the new requirements of the General Permit.

The Environmental Compliance Coordinator provides site-specific, technical guidance to contractors during the permitting and plan review process as necessary to ensure compliance with

the City’s Erosion Control ordinance. All education provided to contractors during pre-application meetings, plan reviews, and inspections is evaluated by the Environmental Education Coordinator to inform future educational efforts.

The City’s website contains resources for construction site operators such as ordinances, permits, permitting thresholds and procedures, fee schedules, technical guidance on erosion prevention and sediment control best practices, and training materials. Content is reviewed annually and updated as necessary to reflect current practices and new technologies.

Environmental Division staff also co-host the annual Mid-Willamette Erosion Control and Stormwater Management Summit for construction professionals. The event is held in partnership with the cities of Salem, Albany, and Corvallis, Marion County, and the Marion Soil & Water Conservation District. While presentations vary from year to year, the event’s framework includes a regulatory update, a keynote discussion on erosion prevention and sediment control, forms and functions of green stormwater infrastructure, implementation of low-impact development and case studies. Staff will continue to work with partners to host this (or a similar) event as interest and resources allow.

Measurable Objectives

1. Deliver at least two educational activities to construction site operators during the permit term
2. Maintain educational resources for construction site operators on the website
3. Document education provided to contractors during the permit, plan review, and inspection process
4. Document training events offered to construction professionals
5. Develop and/or update guidance documents pertinent to the Erosion and Sediment Control Program on or before February 28, 2023.

Implementation Timeline

Guidance documents will be updated to reflect any changes in the Erosion and Sediment Control Program on or before February 28, 2023.

Years 1-5	– Continue existing educational outreach to construction site operators
Annual	– Host the Mid-Willamette Erosion Control & Stormwater Management Summit (or similar event) – Evaluate education provided to contractors through the permit process – Review online resources for construction site operators and update as needed