

TOWN OF SMYRNA:

PUBLIC INFORMATION AND EDUCATION (P.I.E.) PROGRAM

(Revised on 5-9-13)

	GOALS [Frequency]	TARGETED AUDIENCE [Age]	METHODS OF ASSISTANCE	EXPECTATIONS
	ON-GOING PROJECTS			
1.	Develop a Public Information and Education (PIE) program that details specific goals and audiences as well as year-round events. This shall also include targeting of specific pollution from known sources such as identified Hot Spots. [Implement year-round, while evaluating annually]	The targeted audience would be all citizens regardless if they own residents, businesses or industries, and are teachers or students. [All ages]	All goals will be listed along with the targeted audience and how the MS4 expects the citizens to respond.	A heightened awareness of the need for cleaner water and the stewardship needed to obtain it.
2.	Track and maintain records of public information/education and outreach efforts then include them in the Annual Report to TDEC. [Year-round]	The targeted audience would be all citizens regardless if they own residents, businesses or industries, and are teachers or students. [All ages]	All events are tracked on a standard table that includes dates, number of participants, and number of standard educational packets distributed.	Records of events are expected to indicate the amount of effort and the number of citizens contacted.
3.	At the time of the year when the Annual Report to TDEC is written, the effectiveness of all on-going public information and education efforts shall be assessed. The SWM Program staff should assess this then present its findings to the director.	The targeted audience would be all citizens regardless if they own residents, businesses or industries, and are teachers or students. [All ages]	If an ongoing public information and education effort is no longer effective ways should be found to increase its effectiveness or the effort should be eliminated.	The number of citizens, regardless of age, should continue to remain on status quo or hopefully, increase from one year to the next.
4.	Develop then implement a method of advertising all public involvement and participation efforts. [Year-round]	The targeted audience would be all citizens. [All ages]	Announce on Smyrna’s website and Channel 3, in local newspapers, on utility bills, and at SWAC meetings.	Citizens will become more involved in Smyrna sponsored public participation events.
5.	Continue to fund, assist, and assess a contractual effort between the Discovery Center and the Rutherford County MS4 entities to implement the Project WET program within County and City of Murfreesboro schools as well as private schools. [Year-round]	The targeted audience would be students in all grades. [School age]	A Discovery Center educator trains teachers how to teach water quality issues to their students, while providing the needed classroom and stream monitoring supplies. School principals are kept apprised.	Students will understand that everyday activities are dependent upon clean water, thus they will adopt appropriate steps to change their habits in favor of cleaner water.
6.	Place two different statements on two consecutive utility bills describing how the general public can learn how to prevent water quality impacts by referencing the SWM Program website [Each May/June and November/December]. Broadcast, on Channel 3, the same statements [Each August/September and February/March].	The targeted audience would be all citizens, including but not limited to residents, businesses or industries, teachers, students, engineers, developers, contractors, homebuilders, or HOA officers, who live or operate in Smyrna. [All ages]	Inform target audience, via monthly utility bill, of the Storm Water Management website. Provide PSAs and other informative venues of what can be done to prevent water quality impacts from a wide array of sources.	A heightened awareness of the need for cleaner water and the stewardship needed to obtain it.
7.	Periodically, update the SWM Program website. [Year-round]	The targeted audience would be all citizens. [All ages]	Include definitions and official stormwater documents in a readily accessible and understandable format, adding new PSAs and links when found beneficial.	Citizens will understand that everyday activities are dependent upon clean water, thus will adopt appropriate steps to change their habits in favor of cleaner water.

P 2	GOALS [Frequency]	TARGETED AUDIENCE [Age]	METHODS OF ASSISTANCE	EXPECTATIONS
	ON-GOING PROJECTS (continued)			
8.	Maintain a standard educational packet, comprised of ~25 informative brochures. [Year-round]	The targeted audience would be all citizens. [All ages]	Distribute to citizens during events, i.e. stream and shoreline cleanups, storm drain decal, and tree planting events, Boat Days-WaterFests, GSA Twilight Camps and Public Land Days	Citizens will understand that everyday activities are dependent upon clean water, thus will adopt appropriate steps to change their habits in favor of cleaner water.
9.	Revise existing Site Inspection Requirements document to reflect recent permit changes made by TDEC then distribute by email as needed.	The targeted audience would be all design engineers, developers, contractors, and homebuilders.	The one page Site Inspection Requirements document includes all permit changes initiated by TDEC.	Plans will be designed to most recent permit requirements to enable better operator compliance.
10.	Facilitate training workshops, where Smyrna staff is reminded of the importance of water quality impacts from their daily operations as well as how they are to identify and report all IDDEs. [Biennially, every two years]	All Smyrna staff handling chemicals or disturbing earth; Codes, Street, Parks, Utilities, Golf Course, and Building and Grounds departments.	Facilitate local workshops/luncheons where guest speakers present very informative and applicable information.	All Smyrna staff will continue to prevent chemical and sediment pollution to surface and groundwater resources.
11.	Distribute, at all outreach events, the 16-fold Stones River Watershed brochure/map created/printed by the Rutherford County MS4 programs and the Cumberland River Compact. [Year-round]	The targeted audience would be all citizens. [All ages]	This half brochure - half map does a splendid job of defining the major water quality issues and listing the professional contacts in the Stones River watershed.	Citizens will understand that everyday activities are dependent upon clean water, thus will adopt appropriate steps to change their habits in favor of cleaner water.
12.	Co-facilitate, with the citizen-driven Stones River Watershed Association, the annual Boat Day (VI)-WaterFest (VIII) at U.S. Army Corps of Engineers lakefront property. [Annually in the early summer]	The targeted audience would be all citizens. [All ages]	Citizenry canoe/kayak, while learning about water quality issues from TDEC-DWS & WPC, TN Department of Military, Discovery Center, TWRA, and Smyrna staffed displays. Smyrna distributes its standard educational packets.	Citizens will understand that fun boating is dependent upon clean water, thus will take appropriate steps to change their habits in favor of cleaner water.
13.	Label storm drains throughout residential neighborhoods, using civic, church, and scout groups. [Fall]	The targeted audience would be all citizens. [All ages]	Citizens will notice and read these storm drain labels along our storm sewer system.	All citizens will see the decals then curtail from dumping any pollutants into the storm sewer system.
14.	Participate in the TN Department of Military's Public Lands Day lake-shoreline cleanup on the TN Army National Guard airbase. [Fall]	The targeted audience would be all citizens. [All ages]	Smyrna exhibits its display and distributes its standard educational packet to all willing participants.	Citizens will learn how litter harms our environment thus will cease littering, regardless of where they are.
15.	Create then broadcast a video of a stream paddle trip filmed on Stewart Creek, where water quality impacts and boat safety are highlighted. [Spring and summer]	The targeted audience would be all citizens old enough to safely paddle. [All ages]	Emphasize water quality issues and paddling safety, while showing actual filmed footage covering ~3 miles of Stewart Creek.	Citizens will realize the beauty and serenity of Stewart Creek then understand the need to change their habits in favor of cleaner water.
16.	Advertise on Channel 3 all Household Hazardous Waste Collection Days and the TV and computer collection site. [Dependent upon TDEC, Year-round]	The targeted audience would be all citizens, especially adults. [All ages]	Clearly explain what can be recycled as well as where and when this can be done in Rutherford County.	All citizens will cease disposing of hazardous waste and recyclable computers into our landfills.

P 3	GOALS [Frequency]	TARGETED AUDIENCE [Age]	METHODS OF ASSISTANCE	EXPECTATIONS
	PAST ACHIEVEMENTS			
17.	Write and submit articles to Channel 3, the SWM website, and the local newspaper highlighting the importance of public participation events, such as stream cleanups, tree plantings, and storm drain decal events, plus what citizens can do [Year-round]	The targeted audience would be all citizens. [All ages]	Explain water quality issues to the citizenry of Smyrna in easy to understand text and straight forward illustrations.	Citizens will understand that everyday activities are dependent upon clean water, thus will adopt appropriate steps to change their habits in favor of cleaner water.
18.	Broadcast on Channel 3 Cedar Grove Elementary's Project WET stream monitoring event on Rocky Fork Branch. [Late Spring]	The targeted audience would be elementary school students and their parents and siblings. [All ages]	Actual footage showing local 5 th graders noting physical conditions and gathering chemical and biological samples in Rocky Fork Branch.	Students will understand that everyday activities are dependent upon clean water, thus will adopt appropriate steps to change their habits in favor of cleaner water.
19.	Held eight Guest Speaker presentations between quarterly Storm Water Advisory Committee and Planning Commission meetings. Professionals gave live presentations addressing pervious concrete, recycling, urban forestry, visual stream assessment protocol, rain gardens, sustainable stream health, and green infrastructure methodologies.	The targeted audience would be all citizens. [All ages]	Citizens can watch presentations on Smyrna's Channel 3.	Citizens will understand that everyday activities are dependent upon clean water, thus will adopt appropriate steps to change their habits in favor of cleaner water.
20.	Installed 25 'No Littering, Drains to Lake' and legal penalty signs posted in parks and along greenways. [Year-round]	The targeted audience would be all citizens. [All ages]	Citizens notice and read these signs along our waterways.	Citizens will learn how litter harms our environment, thus will cease littering, regardless of where.
21.	Posted stream crossing signs along major highways and well-traveled thoroughfares. [Year-round]	The targeted audience would be all citizens. [All ages]	Stream name signs are posted at stream crossings of major roads. Paired signs face opposing directions so all motorists can see them.	Citizens will understand that there is a stream near where they live and work. They will take stewardship in the well-being of that stream.
22.	Acquired water quality monitoring kits, through the SRWA, for elementary school teachers. [Year-round]	The targeted audience would be elementary school students and their parents. [All ages]	Provide students with the needed supplies to perform monitoring.	Students will understand that critters need clean water to survive.
23.	Received three TWRA grants to obtain funds for stream cleanup supplies and t-shirts as citizen awards as well as 200 trees and 100 bushes for a stream bank stabilization effort. [When grants are advertised]	The targeted audience would be all citizens. [All ages]	Actual visiting and cleaning the stream banks and realizing the magnitude of the problem, while being rewarded with a t-shirt commemorating their efforts.	Citizens will realize the beauty and serenity of our streams and plugged sinkholes then understand the need to change their habits in favor of cleaner water.
24.	With TDEC's presence, assist in a multi-jurisdictional MS4 program effort to teach ~100 Girl Scouts at their Twilight Camp and ~1600 girls at its Centennial Celebration in 2012. [Summer]	The targeted audience will be Girl Scouts and their leaders, parents, and siblings. [1 st – 6 th graders]	Establish 5 or 6 educational stations inside of Stewartsboro School where girls of the same age and grade rotate to each site. Here, they learn about water quality issues from local professionals.	Girl Scouts, parents, and siblings will understand that everyday activities are dependent upon clean water, thus will adopt appropriate steps to change their habits in favor of cleaner water.

P 4	GOALS [Frequency]	TARGETED AUDIENCE [Age]	METHODS OF ASSISTANCE	EXPECTATIONS
	FUTURE PROJECTS			
25.	Develop a mechanism for informing the public of new construction projects and provide a means for citizens to report violations. [Year-round]	The targeted audience would be all citizens, probably middle school age and older. [Middle school and older]	Drop-downs on the SWM Program website.	Citizens will call the SWM Program when they observe a construction violation. This should expedite the SWM Program's response.
26.	Create an informative 'Hot Spots' brochure then mail it to owners of the more significant properties classified as 'Hot Spots'. [Year-round]	Owners and operators of properties classified as 'Hot Spots'. [Adults]	Provide guidance to these owners and operators through this brochure and follow-up discussions that will explain the need to control pollutants that runoff from large parking lots, restaurants and schools with free-standing grease receptacles, and oil/repair facilities.	Owners and operators should take heed of this guidance and attempt to control the amount of pollutants leaving their property in runoff. Large parking lots without detention; Restaurants and schools with free-standing grease receptacles; auto retail; oil/repair facilities; body shops.
27.	Post and maintain watershed divide signs along major highways and well-travelled thoroughfares. [Year-round]	The targeted audience would be all citizens. [All ages]	Divide signs will be posted as funds permit. Paired signs face opposing directions so all motorists can see them.	Citizens will understand that there is a stream near where they live and work. They will take stewardship in the well-being of that stream.
28.	Contractually broadcast several water quality PSAs, via television and radio. [Year-round]	The targeted audience would be all citizens. [All ages]	Explain water quality issues to the citizenry of Smyrna in easy to understand dialogue and straight forward illustrations.	Citizens will understand that fun boating is dependent upon clean water, thus will take appropriate steps to change their habits in favor of cleaner water.
29.	Build and install double-sided educational kiosks within the town's park system, using grant funds to purchase supplies and Smyrna staff for construction and installation. [Year-round]	The targeted audience would be all citizens. [All ages]	Explain water quality issues to the citizenry of Smyrna in easy to understand text and straight forward illustrations.	Citizens will understand that fun boating is dependent upon clean water, thus will take appropriate steps to change their habits in favor of cleaner water.