

**CITY OF ROANOKE PUBLIC EDUCATION PROGRAM - Updated March 20, 2019.**

High-Priority Water Quality Issue	Target Audiences	Means to Determine Audience	Estimated Audience Size	Overall Messages	Means to Deliver Messages	Rationale
<b>Sediment</b>	Car Washing/Detail Facilities	Business Licenses	37	<ul style="list-style-type: none"> <li>All wash water to sanitary sewer.</li> <li>Potential damage caused to streams bywash water.</li> </ul>	<ul style="list-style-type: none"> <li>Mailer, annually</li> <li>PSAs on local cable station</li> </ul>	Commercial car wash facilities can contribute significant sediment if wash water is discharged into the City's MS4.
	Car Dealers	Business Licenses/Google Listings	APPROX 85	<ul style="list-style-type: none"> <li>All wash water to sanitary sewer.</li> <li>Potential damage caused to streams bywash water.</li> </ul>	<ul style="list-style-type: none"> <li>Mailer, annually</li> <li>PSAs on local cable station</li> </ul>	Vehicle washing/detailing can contribute significant sediment if wash water is discharged into the City's MS4, which drains, untreated, to localstreams.
	Auto Body Shops	Business Licenses/Google Listings	APPROX 10	<ul style="list-style-type: none"> <li>All wash water to sanitary sewer.</li> <li>Potential damage caused to streams bywash water.</li> </ul>	<ul style="list-style-type: none"> <li>Mailer, annually</li> <li>PSAs on local cable station</li> </ul>	
	Homeowners	Tax Records	35,569 – Residential 2,940 – Multi Family 2,254 – Tax Exempt 4,973 – Commercial	<ul style="list-style-type: none"> <li>Potential damage caused to streams bywash water.</li> <li>Direct wash water to grass area for filtration and infiltration.</li> <li>Never allow wash water to flow into streetor storm drains.</li> <li>Encourage the use of environmentally-friendly soaps?</li> </ul>	<ul style="list-style-type: none"> <li>City Publication sent annually to homeowners</li> <li>PSAs on local cable station</li> <li>Handouts at local environmental events, 4 per year minimum</li> </ul>	
	Contractors Involved in Land-Disturbing Activities	Community Development Permit Records	Dependent upon the number of permits issued in a given year	<ul style="list-style-type: none"> <li>Damage caused to streams bysediments.</li> <li>Healthy fish populations require clearstream bottoms.</li> <li>Silt fence is not enough.</li> <li>Limit disturbed areas.</li> <li>Stabilize as quickly as possible.</li> </ul>	<ul style="list-style-type: none"> <li>Brochure given to land-disturbance permittee when permit is issued.</li> <li>Brochure given with enforcement actions</li> </ul>	Erosion and sediment control is required by regulations; however, more effective implementation may occur with additional education.

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Illicit Discharge	Restaurants	Business Licenses	513	<ul style="list-style-type: none"> <li>Excessive bacteria hinder stream usage and contribute to algae overgrowth, which hurts aquatic life.</li> <li>All wastewater to sanitary sewers.</li> <li>Keep exterior trash receptacles and dumpsters covered and do not wash out into storm drain.</li> <li>Clean kitchen hoods and floor mats; properly dispose of wastewater.</li> <li>Proper storage/transfer of spent cooking oil (not necessarily a bacteria item,</li> </ul>	<ul style="list-style-type: none"> <li>Mailer, annually</li> <li>PSAs on local cable station</li> </ul>	Uncovered dumpsters containing garbage and dumpsters and greasy floor mats that are rinsed out onto the pavement can contribute bacteria to our MS4, which discharges directly to our streams.
	Septic System Owners	GIS map of probable sites developed by VT Department of Civil and Environmental Engineering via watershed master plan research and available data	423	<ul style="list-style-type: none"> <li>Protect It and Inspect It—Have your system inspected every three years and have your tank pumped every three to five years.</li> <li>Think at the Sink: Avoid pouring fats, grease and solids down the drain</li> <li>Don't Overload the Commode: Only put things in the drain or toilet that belong there.</li> <li>Don't Strain Your Drain: Be water efficient and spread out water use.</li> <li>Shield Your Field: Remind guests not</li> </ul>	Facebook, Mailer, potentially PSAs	Dysfunctional septic systems can contribute to surface water contamination.
	Dog Owners (No cat licenses in the City)	Dog Licenses	7131 (individual licenses)	<ul style="list-style-type: none"> <li>Excessive bacteria hinder stream usage.</li> <li>Dog waste ends up in streams.</li> <li>Pick up after your pet and properly dispose of waste.</li> </ul>	<ul style="list-style-type: none"> <li>City Publication sent annually to Homeowners</li> <li>PSAs on local cable station</li> </ul>	Dog waste is a major source of bacteria in our streams.
	Veterinarian Offices (messages directed at customers)	Business Licenses/Google Listings	APPROX 11	<ul style="list-style-type: none"> <li>Excessive bacteria hinder stream usage.</li> <li>Dog waste ends up in streams.</li> <li>Pick up after your pet and properly dispose of waste.</li> </ul>	<ul style="list-style-type: none"> <li>Brochures placed in Veterinarian offices, annually</li> <li>PSAs on local cable station</li> </ul>	Dog waste is a major source of bacteria in our streams.

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PCBs	General Public	Tax Records	35,569 – Residential 2,940 – Multi Family 2,254 – Tax Exempt 4,973 – Commercial	<ul style="list-style-type: none"> <li>• General knowledge of PCBs - including legacy and current sources.</li> <li>• Health Risks</li> <li>• Identifying sources in building materials etc.</li> <li>• Proper disposal/cleanup</li> </ul>	<ul style="list-style-type: none"> <li>• PCB Webpage</li> <li>• Digital Newsletter</li> <li>• Presentations</li> </ul>	PCB cycling through volatility, soil and water movement causes dispersal away from the PCB source. Older buildings and work equipment may still be a source of PCB exposure.
	Industry/Business (without VPDES permit)	Business Licenses/Google Listings	1,7431	<ul style="list-style-type: none"> <li>• General knowledge of PCBs - including legacy and current sources.</li> <li>• Health Risks</li> <li>• Identifying sources in work and building materials etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Mailer, annually</li> </ul>	
	Relevant City Departments/City Schools	Include relevant city departments and school personnel	TBD	<ul style="list-style-type: none"> <li>• General knowledge of PCBs - including legacy and current sources.</li> <li>• Health Risks</li> <li>• Identifying sources in work and building materials etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Information Data Sheet</li> <li>• Information to assist in identifying sources in work and building materials.</li> </ul>	