

CITY OF ROANOKE PUBLIC EDUCATION PROGRAM - Effective July 1, 2014, Updated September 23, 2016.

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

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Bacteria	Restaurants	Business Licenses	467	<ul style="list-style-type: none"> Excessive bacteria hinder stream usage and contribute to algae overgrowth, which hurts aquatic life. All wastewater to sanitary sewers. Keep exterior trash receptacles and dumpsters covered and do not wash out into storm drain. Clean kitchen hoods and floor mats; properly dispose of wastewater. Proper storage/transfer of spent cooking oil (not necessarily a bacteria item, 	<ul style="list-style-type: none"> Mailer, annually PSAs on local cable station 	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	1743	<ul style="list-style-type: none"> Protect It and Inspect It—Have your system inspected every three years and have your tank pumped every three to five years. Think at the Sink: Avoid pouring fats, grease and solids down the drain Don't Overload the Commode: Only put things in the drain or toilet that belong there. Don't Strain Your Drain: Be water efficient and spread out water use. Shield Your Field: Remind guests not 	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"> Excessive bacteria hinder stream usage. Dog waste ends up in streams. Pick up after your pet and properly dispose of waste. 	<ul style="list-style-type: none"> City Publication sent annually to Homeowners PSAs on local cable station 	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"> Excessive bacteria hinder stream usage. Dog waste ends up in streams. Pick up after your pet and properly dispose of waste. 	<ul style="list-style-type: none"> Brochures placed in Veterinarian offices, annually PSAs on local cable station 	Dog waste is a major source of bacteria in our streams.

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Nutrients	Homeowners	Tax Records	See "Sediment" section above	<ul style="list-style-type: none"> • How nutrients damage streams. • Do not over-fertilize. Use soil tests/label directions. • Keep fertilizer off of pavements. • Do not over-water lawns. 	<ul style="list-style-type: none"> • City Publication sent annually to Homeowners • PSAs on local cable station 	Excessive nutrients are carried off lawns and other managed turf areas to the City's MS4 and then to local streams; this leads to algae overgrowth in the streams, which adversely impacts fish and other marine life.
	Nurseries	Business Licenses/Google Listings	APPROX 11	<ul style="list-style-type: none"> • How nutrients damage streams. • Do not over-fertilize. Use soil tests. • Keep fertilizer off of pavements. 	<ul style="list-style-type: none"> • Mailer, annually • PSAs on local cable station 	
	Lawn Care Services	Business Licenses	57	<ul style="list-style-type: none"> • How nutrients damage streams. • Do not to over-fertilize. Use soil tests. • Keep fertilizer off of pavements. • Encourage use of organic products/practices. 	<ul style="list-style-type: none"> • Mailer, annually • PSAs on local cable station 	

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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"> • General knowledge of PCBs - including legacy and current sources. • Health Risks • Identifying sources in building materials etc. • Proper disposal/cleanup 	<ul style="list-style-type: none"> • PCB Webpage • Digital Newsletter • Presentations 	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	TBD	<ul style="list-style-type: none"> • General knowledge of PCBs - including legacy and current sources. • Health Risks • Identifying sources in work and building materials etc. 	<ul style="list-style-type: none"> • Mailer, annually 	
	Relevant City Departments/City Schools	Include relevant city departments and school personnel	TBD	<ul style="list-style-type: none"> • General knowledge of PCBs - including legacy and current sources. • Health Risks • Identifying sources in work and building materials etc. 	<ul style="list-style-type: none"> • Information Data Sheet • Information to assist in identifying sources in work and building materials. 	