

Public Education and Outreach (PEO) Strategy

Introduction

Below is the Public Education and Outreach (PEO) Strategy to distribute targeted messages regarding stormwater pollution prevention to the Public. The intent of the PEO is to be a planning tool (living document) for the City to facilitate program management, development, funding, and distribution. At minimum, the next year’s budget should be projected. All five years do not need to be projected at the beginning, however, as the program progresses; it may become beneficial to project further out. All forecasts are subject to change. Substantial changes to the PEO Strategy must be submitted to NDEQ.

The Resource Tables summarize information about each resource and the MS4’s implementation plan. Not all resources will be implemented annually, but will be implemented as a comprehensive strategy to provide education and outreach to the MS4. Each resource will be targeted to the appropriate audience and will employ appropriate formats so the Education and Outreach program is effective.

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|--------------------------------|--|--------|----------------------------|---|--------|
| Resource (Format): | Billboards (Print or Electronic) | | | | |
| Description: | City of Norfolk will use billboards to communicate stormwater importance. | | | | |
| Target Message: | Reduce litter and improve our streams and rivers from pollution caused by same. Prevent and report illegal dumping and suspicious discharge. | | | | |
| Target Audience: | Citizens, youth, vendors, city employees | | | | |
| Number Distributed: | One | | Frequency: | January through December | |
| Estimated Recipients: | 500,000 | | Potential Partners: | Citizens, Nebraska H2O, NRD, civic groups, Businesses | |
| Anticipated Year | 2011 | 2012 | 2013 | 2014 | 2015 |
| | X | X | X | X | X |
| Anticipated Cost / Year | 2011 | 2012 | 2013 | 2014 | 2015 |
| | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 |

| | | | | | |
|--------------------------------|--|-------|----------------------------|---|------|
| Resource (Format): | Movie Screen (Projection) | | | | |
| Description: | Norfolk will provide water quality protection messages on pre-movie advertisements at movie theatres. | | | | |
| Target Message: | Report illegal dumping and suspicious discharges. Pickup pet waste so it does not enter local streams and lakes. | | | | |
| Target Audience: | Residents, K-12 school children, visitors, citizens | | | | |
| Number Distributed: | 1,000 shows | | Frequency: | January through December | |
| Estimated Recipients: | 15,000 viewers | | Potential Partners: | Nebraska H2O, civic groups, business owners | |
| Anticipated Year | 2011 | 2012 | 2013 | 2014 | 2015 |
| | | X | | X | |
| Anticipated Cost / Year | 2011 | 2012 | 2013 | 2014 | 2015 |
| | | 5,000 | | 5,000 | |

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|--------------------------------|---|-------|----------------------------|--------------------------|-------|
| Resource (Format): | TV Commercial (Electronic) | | | | |
| Description: | Norfolk will provide water quality protection messages in TV commercials. | | | | |
| Target Message: | Spot commercials covering many aspects of clean water | | | | |
| Target Audience: | Residents, visitors, business owners, housewives, students, civic groups | | | | |
| Number Distributed: | 6 to 8 per day | | Frequency: | January through December | |
| Estimated Recipients: | 5,000 households | | Potential Partners: | Nebraska H2O, NRD | |
| Anticipated Year | 2011 | 2012 | 2013 | 2014 | 2015 |
| | X | X | X | X | X |
| Anticipated Cost / Year | 2011 | 2012 | 2013 | 2014 | 2015 |
| | 6,000 | 6,000 | 6,000 | 6,000 | 6,000 |

| | | | | | |
|--------------------------------|--|-------|----------------------------|--------------------------|-------|
| Resource (Format): | Radio Commercial (Electronic) | | | | |
| Description: | Norfolk will provide water quality protection messages in radio commercials. | | | | |
| Target Message: | Spot commercial covering many aspects of clean water. | | | | |
| Target Audience: | Residents, visitors, travelers, students, retirees, businesses | | | | |
| Number Distributed: | 6 to 8 per day | | Frequency: | January through December | |
| Estimated Recipients: | 3,000 | | Potential Partners: | Nebraska H2O, NRD | |
| Anticipated Year | 2011 | 2012 | 2013 | 2014 | 2015 |
| | X | X | X | X | X |
| Anticipated Cost / Year | 2011 | 2012 | 2013 | 2014 | 2015 |
| | 3,000 | 3,000 | 3,000 | 3,000 | 3,000 |

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|--------------------------------|--|-------|----------------------------|----------------------------|-------|
| Resource (Format): | Newsletter (Print and Electronic) | | | | |
| Description: | City of Norfolk will provide water quality protection messages through newsletters | | | | |
| Target Message: | BMP's, water quality impacts from development, nothing but stormwater goes down the drain, regulatory updates, ordinances and resolutions toward clean water | | | | |
| Target Audience: | Developers, Builders, business owners, citizens, visitors, civic groups, employees | | | | |
| Number Distributed: | 5,000 | | Frequency: | Quarterly | |
| Estimated Recipients: | 15,000 | | Potential Partners: | Nebraska H2O, NRD, schools | |
| Anticipated Year | 2011 | 2012 | 2013 | 2014 | 2015 |
| | X | X | X | X | X |
| Anticipated Cost / Year | 2011 | 2012 | 2013 | 2014 | 2015 |
| | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 |

| | | | | | |
|--------------------------------|---|------|----------------------------|----------------------------|------|
| Resource (Format): | Brochure (Print) | | | | |
| Description: | City of Norfolk will construct handouts or use coalition generated items | | | | |
| Target Message: | Minimize water quality impacts from development, follow required construction practices, nothing but stormwater goes down the drain, beneficial uses of water | | | | |
| Target Audience: | Developers, Builders, trade contractors, business owners, civic groups | | | | |
| Number Distributed: | 1,000 | | Frequency: | Ongoing | |
| Estimated Recipients: | 3,000 | | Potential Partners: | NRD, Nebraska H2O, schools | |
| Anticipated Year | 2011 | 2012 | 2013 | 2014 | 2015 |
| | X | X | X | X | X |
| Anticipated Cost / Year | 2011 | 2012 | 2013 | 2014 | 2015 |
| | 200 | 200 | 200 | 200 | 200 |

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|--------------------------------|--|------|----------------------------|-------------------|------|
| Resource (Format): | Newsfeed (Electronic) | | | | |
| Description: | The MS4 will provide publicly announced or formally requested opportunities to review and comment on new rules, regulations, and SWWP changes. | | | | |
| Target Message: | Major SWWP updates, policy or guidance changes and additions, municipal code revisions, state and federal regulations | | | | |
| Target Audience: | Elected officials, residents, businesses, developers, builders, trade contractors, city employees | | | | |
| Number Distributed: | 15 | | Frequency: | As needed | |
| Estimated Recipients: | 20,000 | | Potential Partners: | Nebraska H2O, NRD | |
| Anticipated Year | 2011 | 2012 | 2013 | 2014 | 2015 |
| | X | X | X | X | X |
| Anticipated Cost / Year | 2011 | 2012 | 2013 | 2014 | 2015 |
| | 100 | 100 | 100 | 100 | 100 |

| | | | | | |
|--------------------------------|---|------|----------------------------|---------------------------|------|
| Resource (Format): | Website (Electronic) | | | | |
| Description: | Norfolk provides public comment opportunities | | | | |
| Target Message: | Provide citizen opportunity to request changes or corrections | | | | |
| Target Audience: | All who use electronic media | | | | |
| Number Distributed: | Varies | | Frequency: | Unknown, update as needed | |
| Estimated Recipients: | Unlimited | | Potential Partners: | Nebraska H2O, NRD | |
| Anticipated Year | 2011 | 2012 | 2013 | 2014 | 2015 |
| | X | X | X | X | X |
| Anticipated Cost / Year | 2011 | 2012 | 2013 | 2014 | 2015 |
| | 200 | 200 | 200 | 200 | 200 |

Public Education and Outreach (PEO) Strategy

| | | | | | |
|--------------------------------|---|------|----------------------------|-----------------------|------|
| Resource (Format): | Inlet Markers | | | | |
| Description: | Inlets are all marked, maintained and added to as new inlets are made | | | | |
| Target Message: | "No Dumping, Drains to River" | | | | |
| Target Audience: | General public, visitors | | | | |
| Number Distributed: | 1950 | | Frequency: | May to September | |
| Estimated Participants: | All | | Potential Partners: | KNB and Local Chapter | |
| Anticipated Year | 2011 | 2012 | 2013 | 2014 | 2015 |
| | X | X | X | X | X |
| Anticipated Cost / Year | 2011 | 2012 | 2013 | 2014 | 2015 |
| | 100 | 100 | 100 | 100 | 100 |

| | | | | | |
|--------------------------------|--|-------|----------------------------|-------------------------------------|-------|
| Resource (Format): | Recycling Event | | | | |
| Description: | The City of Norfolk will promote and participate in pick-up events for recycling or proper disposal of household hazardous waste and e-waste pick-up events. | | | | |
| Target Message: | Certain materials must be handled differently than normal every day trash and recycling. Proper handling, disposal, and recycling reduce the risk of stormwater pollution. | | | | |
| Target Audience: | Residents, businesses, civic groups | | | | |
| Number Distributed: | 3,000 | | Frequency: | Every other year | |
| Estimated Participants: | 5,000 | | Potential Partners: | City, KNB, Local Chapters and Other | |
| Anticipated Year | 2011 | 2012 | 2013 | 2014 | 2015 |
| | X | X | X | X | X |
| Anticipated Cost / Year | 2011 | 2012 | 2013 | 2014 | 2015 |
| | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 |

Public Education and Outreach (PEO) Strategy

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|--------------------------------|--|------|----------------------------|------------------------------|-------|
| Resource (Format): | Volunteer Stream Monitoring | | | | |
| Description: | The MS4 will promote and participate in volunteer stream monitoring events to encourage the public to reduce the risk of stormwater pollution. | | | | |
| Target Message: | Monitoring streams allows for the City to better evaluate and assess for water quality improvements or impairments. | | | | |
| Target Audience: | Civic Groups, 9-12 school children, university students in Natural sciences or related programs, NRDs, residents, businesses, city employees | | | | |
| Number Distributed: | 5 | | Frequency: | 2 times during 5 year period | |
| Estimated Recipients: | 50 | | Potential Partners: | NRD, Schools | |
| Anticipated Year | 2011 | 2012 | 2013 | 2014 | 2015 |
| | | | X | | X |
| Anticipated Cost / Year | 2011 | 2012 | 2013 | 2014 | 2015 |
| | | | 1,000 | | 1,000 |

| | | | | | |
|--------------------------------|--|-------|----------------------------|------------------|------|
| Resource (Format): | Household Survey (Print and Electronic) | | | | |
| Description: | The MS4 will conduct a survey of households within the community to evaluate and assess the public outreach and education efforts. | | | | |
| Target Message: | Preset questions | | | | |
| Target Audience: | Residents | | | | |
| Number Distributed: | 2,000 | | Frequency: | Every other year | |
| Estimated Recipients: | 2,000 | | Potential Partners: | City | |
| Anticipated Year | 2011 | 2012 | 2013 | 2014 | 2015 |
| | | X | | X | |
| Anticipated Cost / Year | 2011 | 2012 | 2013 | 2014 | 2015 |
| | | 1,000 | | 1,000 | |

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|--------------------------------|---|------|----------------------------|-------------------|------|
| Resource (Format): | Hotline (Telephone) | | | | |
| Description: | The MS4 will provide a method of communication for the public to readily provide feedback and report problems impacting stormwater quality. | | | | |
| Target Message: | N/A | | | | |
| Target Audience: | General Public | | | | |
| Number Distributed: | N/A | | Frequency: | Ongoing | |
| Estimated Participants: | Unlimited | | Potential Partners: | NRD, Nebraska H2O | |
| Anticipated Year | 2011 | 2012 | 2013 | 2014 | 2015 |
| | X | X | X | X | X |
| Anticipated Cost / Year | 2011 | 2012 | 2013 | 2014 | 2015 |
| | 100 | 100 | 100 | 100 | 100 |

| | | | | | |
|--------------------------------|--|------|----------------------------|-----------|------|
| Resource (Format): | Meeting | | | | |
| Description: | Steering Committee | | | | |
| Target Message: | All stormwater business | | | | |
| Target Audience: | All citizens groups represented on committee | | | | |
| Number Distributed: | 2 | | Frequency: | As needed | |
| Estimated Participants: | 30 | | Potential Partners: | N/A | |
| Anticipated Year | 2011 | 2012 | 2013 | 2014 | 2015 |
| | X | X | X | X | X |
| Anticipated Cost / Year | 2011 | 2012 | 2013 | 2014 | 2015 |
| | 200 | 200 | 200 | 200 | 200 |

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|--------------------------------|--|------|----------------------------|--------------|------|
| Resource (Format): | Comment Cards (Print) | | | | |
| Description: | The MS4 will provide a hard copy method of submitting comments or questions regarding meeting information. | | | | |
| Target Message: | | | | | |
| Target Audience: | Meeting Attendees | | | | |
| Number Distributed: | | | Frequency: | Twice yearly | |
| Estimated Participants: | 30 | | Potential Partners: | | |
| Anticipated Year | 2011 | 2012 | 2013 | 2014 | 2015 |
| | X | X | X | X | X |
| Anticipated Cost / Year | 2011 | 2012 | 2013 | 2014 | 2015 |
| | 100 | 100 | 100 | 100 | 100 |

| | | | | | |
|--------------------------------|--|------|----------------------------|------------------------------|------|
| Resource (Format): | Illicit Discharge Training (Classroom and Electronic) | | | | |
| Description: | The MS4 will provide training on approved procedures to identify, investigate, and enforce the removal and/or cleanup of illicit connections and illegal discharges. | | | | |
| Target Message: | Conducting and investigation for illegal discharges and illicit connections. | | | | |
| Target Audience: | City employees | | | | |
| Number Distributed: | 30 | | Frequency: | Annually | |
| Estimated Participants: | 30 | | Potential Partners: | City employees, Nebraska H2O | |
| Anticipated Year | 2011 | 2012 | 2013 | 2014 | 2015 |
| | X | X | X | X | X |
| Anticipated Cost / Year | 2011 | 2012 | 2013 | 2014 | 2015 |
| | 100 | 100 | 100 | 100 | 100 |

Public Education and Outreach (PEO) Strategy

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|--------------------------------|---|----------------------------|------|-------------------|------|
| Resource (Format): | Construction Stormwater Training (Classroom and Electronic) | | | | |
| Description: | The MS4 will provide training on construction stormwater management. | | | | |
| Target Message: | Submittal procedures, review process, site plans, standard BMPs, enforceability, compliance assistance, documentation, etc. | | | | |
| Target Audience: | Applicants (developers, contractors, builders, etc.), reviewers (city employees), inspectors (city and applicant representatives) | | | | |
| Number Distributed: | 100 | Frequency: | | Annually | |
| Estimated Participants: | 100 | Potential Partners: | | Nebraska H2O, NRD | |
| Anticipated Year | 2011 | 2012 | 2013 | 2014 | 2015 |
| | X | X | X | X | X |
| Anticipated Cost / Year | 2011 | 2012 | 2013 | 2014 | 2015 |
| | 100 | 100 | 100 | 100 | 100 |

| | | | | | |
|--------------------------------|--|----------------------------|------|-------------------------|------|
| Resource (Format): | Post Construction Stormwater Training (Classroom) | | | | |
| Description: | The MS4 will provide training on post-construction stormwater management. | | | | |
| Target Message: | Submittal procedures, review process, site plans, standard BMPs, documentation, etc. BMP owners need to understand the function and benefits of post-construction BMPs and how to inspect and maintain BMPs. | | | | |
| Target Audience: | Applicants (developers, trade contractors, builders, etc.), reviewers (city employees), inspectors (city and applicant representatives) | | | | |
| Number Distributed: | 50 | Frequency: | | Annually | |
| Estimated Participants: | 50 | Potential Partners: | | Nebraska H2O, NRD, NDOR | |
| Anticipated Year | 2011 | 2012 | 2013 | 2014 | 2015 |
| | X | X | X | X | X |
| Anticipated Cost / Year | 2011 | 2012 | 2013 | 2014 | 2015 |
| | 100 | 100 | 100 | 100 | 100 |

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|--------------------------------|---|------|----------------------------|----------------|------|
| Resource (Format): | Good Housekeeping Pollution Prevention Training (Classroom and Electronic) | | | | |
| Description: | The MS4 will direct GH/PP practices to be followed within the property of the municipal maintenance facilities. | | | | |
| Target Message: | What are potential pollutants, GH/PP BMPs, inspections, corrective actions, documentation, proactive solutions | | | | |
| Target Audience: | City Employees | | | | |
| Number Distributed: | 100 | | Frequency: | Annually | |
| Estimated Participants: | 100 | | Potential Partners: | City Employees | |
| Anticipated Year | 2011 | 2012 | 2013 | 2014 | 2015 |
| | X | X | X | X | X |
| Anticipated Cost / Year | 2011 | 2012 | 2013 | 2014 | 2015 |
| | 100 | 100 | 100 | 100 | 100 |