

1. MCM 7. Public Education, Outreach, Involvement and Participation:

A. Public Education and Outreach

1) Within one year from the date of permit issuance, the permittees shall document and ensure that the SWMP promotes, publicizes, and facilitates public education and outreach to: residents, visitors, public service employees, businesses, commercial and industrial facilities, and construction site personnel and provide justification for any group that is not addressed by the program. The permittees must document the activities conducted and materials used to fulfill this program element and provide enough detail to demonstrate the amount of educational and outreach resources and materials used to address each group.

- The public education program coordinator will coordinate the compilation of records of outreach by the staff of the Environmental Management including quantities of literature and promotional items distributed, records of media contacts, public speaking engagements, events and meetings attended, etc. that facilitate residents, visitors, public service employees, businesses, commercial and industrial facilities, and construction site personnel.

2) The permittees shall continue to implement a public education and outreach program component to promote, publicize, and facilitate:

a) public reporting of illicit discharges or improper disposal of materials, including floatables, into the MS4;

- The City of Fort Worth has established a number of avenues to receive information submitted by the public concerning the conditions and activities conducted at a construction site. One method is by calling the Environmental Hotline (817-392-8700) where the caller will be routed to someone (during business hours) to voice their concern. During non-business hours the call is routed to a voicemail box where it will be received the next business day. When a call is received, an inspector will be notified and will evaluate the concern. If requested, the inspector will follow-up with the caller to relay the findings and next steps (if any are necessary). *Groups served: residents, visitors, public service employees, businesses, commercial and industrial facilities, construction site personnel.*
- Another method of reporting concerns is through the City of Fort Worth's web site where you can report violations online. After completing the web form, an email notification is sent to staff who will initiate an investigation of the concern reported. *Groups served: residents, visitors, public service employees, businesses, commercial and industrial facilities, construction site personnel.*
- The Hotline information is frequently included in both internal and external print, RSS subscriber feeds, including Constant Contact, and online city

communications publications. Items submitted to these communication publications are then frequently posted on social media sites by the City of Fort Worth's Office of Media and Public Affairs. *Groups served: residents, visitors, public service employees, businesses, commercial and industrial facilities, construction site personnel.*

- TPW/ENV is participating in the city-wide "Green Tips" initiative to offer workplace related tips in the internal publication for employees each week by agreeing to offer several tips throughout the year. *Groups served: public service employees.*
- Neighborhood Educators present programs and updates about water quality topics, including litter as a stormwater quality component, to groups, associations, events including some tradeshow and conventions, schools, and meetings. Informational literature and items promoting the Hotline and online options are distributed by neighborhood educators at these events and meetings around the city. *Groups served: residents, visitors, public service employees, businesses, commercial and industrial facilities, construction site personnel.*
- The Environmental Management division web site redesign will include links to regional, state, and federal resources for information about reporting of illicit discharges or improper disposal of materials, including floatables, into the MS4. *Groups served: residents, visitors, public service employees, businesses, commercial and industrial facilities, construction site personnel.*
- The City of Fort Worth will participate in the TRWD regional multimedia-based anti-litter campaign that begins in 2012 and runs for three years. *Groups served: residents, visitors, public service employees, businesses, commercial and industrial facilities, construction site personnel.*
- For a number of years curb marking was used to discourage dumping into storm drain inlets. Curb inlet markers have evolved to contain unique identifiers and contact information to aid in reporting of illicit discharges and improper disposal into the MS4. Those marking continue to be in existence as an avenue of educational awareness and may be continued by the Transportation and Public Works Department in the future. *Groups served: residents, visitors, public service employees, businesses, commercial and industrial facilities, construction site personnel.*
- The web site contains a section devoted to information for construction site operators. It contains comprehensive information that describes the TPDES permit process, inspections, tools for successful completion of the permit and inspection processes, and links to the TCEQ and other appropriate web sites for forms and other related content. The same comprehensive information is provided for industrial multi-site permits, and for commercial power-washing permits. *Groups served: businesses, commercial and industrial facilities, construction site personnel.*
- Inspectors distribute informational literature and items on an as-needed or requested basis to businesses and industries as part of ongoing personal contact and relationship building. Inspectors and other staff will present at

conferences and meetings when requested. *Groups served: businesses, commercial and industrial facilities, construction site personnel.*

b) the proper management and disposal of used oil and household hazardous wastes;

- The City of Fort Worth's award-winning Environmental Collection Center (ECC) and mobile collection program are the cornerstones of the hazardous waste disposal education and outreach programs. The ECC and mobile collection program collect hazardous waste from the residents of Fort Worth and more than forty other government entities. Approximately 15 percent of that waste was recycled during fiscal year 2011. *Groups served: residents, visitors, public service employees.*
- The Crud Cruiser Hotline (817-392-6268) is an automated listing of regional mobile collection events. The event information is also posted on the Environmental Management web site. *Groups served: residents, visitors, public service employees.*
- Postcards are direct mailed in advance to more than 20,000 Fort Worth homes in areas that are scheduled for mobile collection events throughout the summer and fall. *Groups served: residents.*
- The ECC will be a prominent feature on the redesigned Environmental Management web site landing page with a link to its own pages devoted to information about the ECC's programs and the process of proper management and disposal. *Groups served: residents, visitors, public service employees.*
- Informational literature and items promoting the ECC are distributed by neighborhood educators at events and meetings around the city. *Groups served: residents, visitors, public service employees.*
- The ECC is frequently promoted in both internal and external print, RSS feeds, constant contact, and online city communications publications. Items submitted to these communication publications are frequently posted on social media sites by the Office of Media and Public Affairs. *Groups served: residents, visitors, public service employees.*
- Environmental Management is participating in the city-wide "Green Tips" initiative to offer workplace related tips in the internal publication for employees each week by agreeing to offer several tips throughout the year. *Groups served: public service employees.*
- As a part of the web site redesign, links to regional, state, and federal resources for information and educational materials about hazardous waste disposal will be included. *Groups served: residents, visitors, public service employees, businesses, commercial and industrial facilities, construction site personnel.*
- The City has trademarked a set of cartoon characters (Captain Crud and the Cruddies) that are used by Fort Worth and other participating cities in advertising campaigns and educational materials to promote the ECC and proper disposal of hazardous household waste. *Groups served: residents,*

visitors, public service employees, businesses, commercial and industrial facilities, construction site personnel.

- Neighborhood Educators present programs and updates about water quality topics, including proper disposal of hazardous household wastes, to groups, associations, events including some tradeshow and conventions, schools, and meetings. The Neighborhood Educators use the trademarked “Captain Crud & the Cruddies” activity guides for grades K-4. The city also has a high school curriculum called “Pipes to Ponds.” *Groups served: residents, visitors, public service employees, businesses, commercial and industrial facilities, construction site personnel.*
- When possible, Environmental Management works with Code Compliance, Solid Waste/Recycling, Water Department, Keep Forth Worth Beautiful, and Stormwater Management within the City and other regional groups in North Texas to create cooperative messages that include the function of the ECC and hazardous waste. *Groups served: residents, visitors, public service employees, businesses, commercial and industrial facilities, construction site personnel.*

c) the proper use, application, and disposal of pesticides, herbicides, and fertilizers by public, commercial, and private applicators and distributors.

- The Residents page of the redesigned water quality section web site will include tips and links to brochures, posters, and other materials for residents on the proper use and disposal of pesticides, herbicides, and fertilizers and information about alternatives to the use of chemicals in the landscape and home environments. Links to TexasSmartscape, Agrilife, and other such web sites will offer additional information, education, and advice on lawn care. *Groups served: residents, visitors, public service employees, businesses, commercial and industrial facilities, construction site personnel.*
- Home and landscape pollution topics, tips, and features are frequently promoted in both internal and external print, RSS (subscriber email) feeds including Constant Contact, and online city communications publications. *Groups served: residents, visitors, public service employees, businesses, commercial and industrial facilities, construction site personnel.*
- Environmental Management is participating in the city-wide “Green Tips” initiative to offer workplace related tips in the internal publication for employees each week by agreeing to offer several tips throughout the year. *Groups served: public service employees.*
- Informational literature and items promoting this message will be distributed by neighborhood educators at events and meetings in around the city. *Groups served: residents, visitors, public service employees, businesses, commercial and industrial facilities, construction site personnel.*
- Neighborhood Educators present programs and updates about water quality topics to groups, associations, events, schools, and meetings. *Groups*

served: residents, visitors, public service employees, businesses, commercial and industrial facilities, construction site personnel.

- When possible, Environmental Management works with Code Compliance, Solid Waste/Recycling, Water Department, Keep Fort Worth Beautiful, and Stormwater Management within the City and other regional groups in North Texas to create cooperative messages about the proper use and disposal of these chemical applications. *Groups served: residents, visitors, public service employees, businesses, commercial and industrial facilities, construction site personnel.*
- Inspectors distribute informational literature and items on an as-needed or requested basis to businesses and industries as part of ongoing personal contact and relationship building. Inspectors and other staff will present at conferences and meetings as requested. *Groups served: businesses, commercial and industrial facilities, construction site personnel.*

B. Public Involvement and Participation:

1) Within one year from date of permit issuance, the permittees shall develop and implement a public involvement and participation program which complies with State, Tribal, and local public notice requirements. This program element must include opportunities for a wide variety of constituents within the MS4 area to participate in the SWMP development and implementation.

- Environmental Management will make printed copies of the SWMP available at the central branch of the public library. *Groups served: residents, visitors, public service employees, businesses, commercial and industrial facilities, construction site personnel.*
- The SWMP will also be available online in an easily accessible location in the water quality section of the division's web site. A direct email address will be created to allow for residents and businesses to ask questions or voice concerns about the SWMP. *Groups served: residents, visitors, public service employees, businesses, commercial and industrial facilities, construction site personnel.*
- Environmental Management staff members currently serve on boards or are members of several committees of the North Central Texas Council of Government's Regional Stormwater Management Program; including the Regional Stormwater Management Program Coordinating Council and the Stormwater Public Education Task Force. Other staff members serve on various committees on regional and state levels. *Groups served: residents, visitors, public service employees, businesses, commercial and industrial facilities, construction site personnel.*
- The Fort Worth Chamber of Commerce and Downtown Fort Worth, Inc. both have a number of boards and committees consisting of business personnel through which outreach and advice regarding stormwater quality can be achieved. *Groups served: residents, visitors, public service employees, businesses, commercial and industrial facilities, construction site personnel.*

- The Fort Worth Business Assistance Center (BAC), a division of the Housing & Economic Development Department of the City of Fort Worth, provides exceptional information and resources for small business owners about city ordinances and requirements. *Groups served: businesses, commercial and industrial facilities, construction site personnel.*
- The Neighborhood Education Office of the City of Fort Worth Planning and Development Department regularly meets with homeowner and neighborhood associations and other civic groups in all sectors of the city to provide information and education and return feedback to other city departments on issues of concern. *Groups served: residents, public service employees, businesses, commercial and industrial facilities, construction site personnel.*
- A Community Advisory Committee serves to provide input for Stormwater management and quality issues through the Transportation and Public Works Department. Meetings will be held in March 2012. *Groups served: residents, public service employees, businesses, commercial and industrial facilities, construction site personnel.*

TRWD ACTIVITIES

Additionally the co-permittee, TRWD, has three 24-hour telephone numbers for complaints. These numbers are published in homeowners' newsletters and on all District Western Division publications. TRWD is working to make bacteria data collected on the Trinity River more publicly available. TRWD currently collects *E. coli* data at 7 locations on a routine basis. The current and historic data are being analyzed and formatted with the potential to be posted on the District's website or other public forum for viewing. TRWD provides resources and access to schools for programs like Major Rivers and WaterWise. TRWD is an active member in Fort Worth Independent School District programs such as Waterama and Adopt-A-School. TRWD staff currently visit schools and community groups to conduct guest lectures and presentations. The water district's education initiatives has produced interactive community kiosks and student workbooks featuring topics like water conservation, water quality and recycling water through wetlands. Several regional cleanups are held annually to gather litter from watersheds and spread information on water pollution prevention. TRWD also offers a program for community groups and businesses to cleanup sections of the Trinity River, called Adopt-A-River. TRWD speaks at meetings for the non-profit Save Eagle Mountain Lake, Inc. and acts as a technical advisor.

TXDOT ACTIVITIES

TxDOT implements a public education program with the following:

- A program element to promote, publicize, and facilitate public reporting of illicit discharges or improper disposal of materials, including floatables, into the MS4;
- A program element to promote, publicize, and facilitate the proper management and disposal of used oil and household hazardous wastes; and

- A program element to promote, publicize, and facilitate the proper use, application, and disposal of pesticides, herbicides, and fertilizers by TxDOT staff, and private applicators and distributors.

PUBLIC EDUCATION AND OUTREACH

Statewide components of the District's public education program are undertaken and administered by the department, including TxDOT's Environmental Affairs Division in Austin. Elements of TxDOT's statewide public education and outreach program include the following items:

- TxDOT programs such as "Don't Mess with Texas" and Adopt-a-Highway programs are successful contributors to litter abatement.
- The department's web page has an environmental section with information on environmental resources and a link to the "Don't Mess with Texas" litter prevention campaign web page, <http://www.dontmesswithtexas.org>.
- The department's Environmental Affairs Division or the District distributes educational materials to the community at educational fairs and expositions, including "Tex and Dot Water Quality" activity books and "Only Rain Down the Drain" temporary tattoos for school children, "Wildflowers: A Natural Water Filter" brochures and wildflower seeds, Erosion & Sediment Control Poster, and NPDES brochures. In addition, TxDOT coordinates with TCEQ on obtaining several water educational materials and stickers to distribute to community and school children.
- The department's in-house environmental training classes, such as TxDOT's Environmental Pursuit (ENV 100), Environment in Project Develop (ENV 101), the Texas Transportation Institute's Erosion and Sediment Control (ENV 102), and Water Resources (ENV 118) incorporate information about NPDES/TPDES requirements, stormwater management and stormwater BMPs.
- The department or the District produces informational materials to inform the public on measures TxDOT is taking to protect water quality, including brochures, an environmental newsletter, newspaper inserts, and public service announcements (PSAs). TxDOT has developed an informational brochure for the general public, interested organizations, and other government entities outlining the department's efforts in water quality protection.
- The department prepares information for publications such as the "Keep Texas Beautiful" newsletter "Grassroots."
- "Keep Texas Beautiful," a grassroots partner of "Don't Mess with Texas," is a nonprofit environmental organization focused on litter prevention, waste reduction and beautification.

- TxDOT will disseminate data from any ongoing research projects with the University of Texas and Texas A&M University, including a study involving the measurement of the quality of highway runoff.
- TxDOT uses existing programs such as the Technology Transfer System to augment public information efforts. By request, the department's construction stormwater manual has been provided to a number of municipalities, consultants, contractors, and departments of transportation.
- TxDOT requires all in-house personnel handling and applying herbicides, pesticides and fertilizers to take a twelve hour training course and become licensed ground applicators. Licensing is achieved by passing an examination administered by the Texas Department of Agriculture. An annual eight-hour refresher course is required for licensed applicators.
- Training programs familiarize TxDOT employees about office waste recycling. TxDOT continues to educate affected personnel concerning recycling of waste oil, batteries and tires; disposal of hazardous materials and solvents; and proper removal of asbestos and lead-based paint. Since 1995, TxDOT has been a member of the Recycling Development Marketing Board, and TxDOT has developed a Recycling and Recycled Products Program geared towards road construction and maintenance, offices, equipment fleet, buildings, break areas and cafeterias.
- A poster, Basic Principles of Erosion and Sediment Control and Other Source Controls, was designed for roadway construction contractors and inspectors to educate them on protecting soils from erosive forces and on-site capture of eroded soils and sediments. To accompany the posters, rain gauges were also given out to remind the contractors when to check stormwater control devices.
- The Texas Engineering Extension Service (TEEX) training for equipment driver/operators on the importance of proper vehicle maintenance and operation will be continued.
- TxDOT's Travel Division publishes the monthly magazine titled "Texas Highways." This magazine reaches over 300,000 subscribers and indirectly promotes environmental stewardship through its highlighting of Texas' natural beauty.

PUBLIC INVOLVEMENT AND PARTICIPATION

TxDOT has developed a multifaceted, comprehensive program designed to ensure public participation in the stormwater management throughout the state. Elements of TxDOT's statewide public involvement and participation program include the following items:

- TxDOT programs such as “Don’t Mess with Texas” and Adopt-a-Highway programs are successful contributors to litter abatement.
- TxDOT will assign local volunteer groups to pick up litter along a designated segment of highway as part of the Adopt-a-Highway program. Under this program, groups sign up to adopt a two mile length of highway and make sure that litter is periodically picked up from the ROW along the highway.
- The Campus Cleanup programs support students in campus cleanup efforts, including providing project startup kits and guidance.
- “Texas Trash-Off” is an annual event encouraging people across the state to join forces to clean up the millions of pieces of litter that accumulate on Texas roadways each year.
- Selected maintenance personnel will attend the TEEX Small Spills Training as this training is offered.
- TxDOT established the Partners Program to enlist the aid of Texas businesses, schools, civic and environmental groups, and government agencies to address most common types of litter and find new ways to prevent Texans from trashing roadsides.