

**TOWN OF SMYRNA:**

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

**(Revised on 2-17-23)**

	<b>GOALS [Frequency]</b>	<b>TARGETED AUDIENCE [Age]</b>	<b>METHODS OF ASSISTANCE</b>	<b>EXPECTATIONS</b>
	<b>ON-GOING PROJECTS</b>			
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 an effective means it should be revised to improve 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.	Implement a method of advertising all public involvement and participation efforts via multi-media staff. [Year-round]	The targeted audience would be all citizens. [All ages]	Publicize 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 Rutherford County and the four other 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.	Continue to fund TNSA’s social media efforts addressing water quality issues. [Year-round]	Targeted audience of all citizens regardless of age or background.	Twitter and Facebook via brief, yet concise statements addressing water quality issues.	Citizens of all backgrounds will understand the importance of keeping our water resources clean and usable.
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
8	<p>Maintain a standard educational packet, comprising ~24 informative brochures. These packets are distributed, plus explained at the start of each Adopt-A-Stream, stream cleanup, and at the SW program exhibit at the annual Boat Day - WaterFest. [Spring, summer, fall]</p> <p>In addition, a smaller packet of four brochures is given away by SOAC (Smyrna Outdoor Activity Center) before each of their summer paddle trips on the Stones River. [Spring, summer]</p>	<p>The targeted audience would be all citizens. [All ages]</p>	<p>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</p>	<p>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>
9.	<p>Continue to provide the <u>Smyrna's Detention Ponds and You</u> brochure to all pond owners, HOAs, and all active property management firms. [Year-round]</p>	<p>The targeted audience could be any pond owner, property manager, or concerned citizen regardless of age.</p>	<p>This eight-fold color brochure addresses why ponds must be used and maintained according to ordinance</p>	<p>New owners will now know, plus management firms will know as well to maintain ponds, despite most of our ponds being well-maintained.</p>
10.	<p><b>ADMINISTRATIVE</b> Past/future training workshops of Town facility supervisors reiterate the need of water quality minimum measures during their daily operations as well as how to identify and report all IDDEs. They train their staff, new and seasoned then are biennially evaluated for their success. (Biennially)</p>	<p>All Smyrna staff handling chemicals or disturbing earth; Codes, Street, Parks, Utilities, Golf Course, and Building and Grounds departments. [All supervisors and related staff]</p>	<p>Facilitate local workshops/luncheons where guest speakers present very informative and applicable information. Provide staff with IDDE investigation procedures as derived from an EPA cooperative agreement.</p>	<p>All Smyrna facility staff will continue to prevent chemical and sediment pollution to surface and groundwater resources.</p>
11.	<p>Distribute at all outreach events, the 16-fold Stones River Watershed brochure/map created/printed by the Rutherford County MS4 programs and Cumberland River Compact. ~78 Motlow students were given these for six years. [Year-round]</p>	<p>The targeted audience would be all citizens. [All ages]</p>	<p>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.</p>	<p>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>
12.	<p>Co-facilitate, with the citizen-driven Stones River Watershed Association, the annual Boat Day (14)-WaterFest (16 at U.S. Army Corps of Engineers lakefront property. Here Project WET and SWM Program have staffed exhibits at this heavily attended (350 - 500) event. [Annually, June]</p>	<p>The targeted audience would be all citizens. [All ages]</p>	<p>Citizenry canoe/kayak, while learning about water quality issues from Project WET (county), TDEC-Water Supply and Water Resources, TWRA, and Smyrna staffed displays. Smyrna also distributes its standard environmental education packets.</p>	<p>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.</p>
13.	<p>Built &amp; installed double-sided educational kiosks within the town's park system, using grant funds to purchase supplies and Smyrna staff for construction and installation (2018). Plan for more elsewhere as per Mike Moss, Parks director. [Year-round]</p>	<p>The targeted audience would be all citizens. [All ages]</p>	<p>Explain water quality issues to the citizenry of Smyrna in easy to understand text and straight forward illustrations.</p>	<p>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.</p>
14.	<p>Reach out to even more principals, citizen groups, churches, and citizens to hold stream cleanups and Adopt-A-Stream (AAS) events [Year-round].</p>	<p>The targeted audience would be all citizens. [All ages]</p>	<p>Participate in new efforts at additional sites along our streams, plus distribute more education..</p>	<p>Cleaner streams, more groups, and less littering.</p>

P 3	GOALS [Frequency]	TARGETED AUDIENCE [Age]	METHODS OF ASSISTANCE	EXPECTATIONS
15.	Create then broadcast more videos of a stream paddle trip filmed on Stewart Creek, where water quality impacts 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 along 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.	In addition to the existing stream crossing signs, naming the stream below the overpass, post watershed divide signs, naming the watershed. [Year-round]	The targeted audience would be all citizens of all ages and backgrounds.	Paired signs would face opposing directions for all motorists.	Citizens will understand there is a stream near them that needs protecting.
17.	Replace or repair all existing No Littering, Drains to Lake signs posted at strategic locations near streams. [Year-round]	Targets motorists, riders, and fishing enthusiasts	Clearly states it is against state law to litter.	Tennesseans finally stop littering.
18.	Multimedia staff agreed to update 'The Stewart Creek Journey', a video of a paddling trip down Stewart Creek, where the speaker pointed out and explained damaged streambanks and down trees due to the absence of ponds in the past, while also addressing paddling safety measures. [Year-round]	The targeted audience would be all citizens, of ages and backgrounds.	Provides the reasoning for the Clean Water Act and why all citizens need to do their share.	Tennesseans will take greater stewardship in their water resources and aquatic biota.
19.	Encourage multi-media staff to continue filming public participation events, such as stream cleanups and tree planting events, plus explain why citizens need to assist in cleanups, while not littering themselves. [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.
20.	Find teachers willing to take classes to the streams as was once done by Cedar Grove Elementary's Project WET stream monitoring event on Rocky Fork Branch. Then encourage multimedia staff to document it and present it on Channel 3. [Spring]	The targeted audience would be elementary school students and their parents and siblings. [All ages]	Actual footage showing local 5 <sup>th</sup> 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.
21.	<b>ADMINISTRATIVE</b> Re-visit holding new Guest Speaker presentations, where professionals address recycling, urban forestry, rain gardens, no littering, and other sustainable stream health methodologies. Then encourage multimedia staff to document and place on Channel 3 and Twitter. (Year-round).	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.
22.	Write new articles for multimedia staff to use to highlight water quality events and issues. [Year-round]	The targeted audience would be citizens of all ages and backgrounds.	Explains water quality issues in an easily understandable format.	Generate greater citizenry awareness and involvement.

P 4	GOALS [Frequency]	TARGETED AUDIENCE [Ages]	METHODS OF ASSISTANCE	EXPECTATIONS
	<b>GENERAL CONTRACTORS &amp; ENGINEERS</b>			
23.	<b>ADMINISTRATIVE</b> Whenever TDEC changes EPSC protocol, contact all active general contractors ASAP by word of mouth, email, or in writing of these changes. [Year-round]	All active earth movers, project managers, general contractors, and developers	Word of mouth, email, or in writing.	Better in the field responses to all EPSC-related changes.
24.	<b>ADMINISTRATIVE</b> During all pre-construction meetings, reiterate all of the EPSC measures that are expected to be used and properly maintained as well as why they are so important. Please refer to the attachment called GradingPermitissuanceProceduresa. [Year-round]	Grading permit recipients, including earth movers, project managers, general contractors, and developers.	Word of mouth, email, or in writing.	Better in the field responses to all EPSC-related requirements.
25.	<b>ADMINISTRATIVE</b> During plan review, all EPSCs are required to be in place, if not they are requested from the design engineer while no permit is ever issued without them. Plus, a statement addressing proper chemical storage, spill cleanup, and minimizing of litter is also required on all EPSC sheets of approved plans.	All engineering firms as well as all grading permit recipients, including earth movers, project managers, general contractors, and developers.	Discussed at all pre-construction meetings then strictly enforced.	Better in the field responses to all EPSC- related requirements.
	<b>PAST EFFORTS</b>			
	Applied for and received three TWRA grants (\$2,000) then used funds to purchase stream cleanup supplies.	All ages of citizens		Increase public awareness and stewardship
	Two Boy Scout Eagle candidates led separate efforts of affixing No Dumping decals to storm drains in many Smyrna neighborhoods. This was ceased due to the unfortunate adolescent thievery of many of these decals.	All ages of citizens		Increase public awareness and stewardship
	<b>POSSIBLE FUTURE EFFORTS</b>			
1.	Develop a mechanism for informing the citizenry of new construction projects and provide a means for citizens to report violations. [Year-round]	The targeted audience will be all citizens regardless of age or background.	Drop-downs on the SWM Program website.	Citizens will call the SWM Program when they observe a construction violation.
2.	Create an informative 'Hot Spots' brochure then mail to owners of these properties.[Year-round]	Owners and operators of Hot Spot properties.	Provide guidance to these owners and operators.	Possible BMPs could be retrofitted onto their properties.
3.	Add 13 Watershed Divide signs to main thoroughfares.	All ages of citizens.		Citizens may gain an appreciation of where water flows once it leaves their property.

**CLOSING STATEMENT:** In addition to monthly sweeping of many of the main thoroughfares in Smyrna, our citizens do a great deal of volunteer work to reduce the litter load of our streams. Thanks to the Town's public participation-driven quarterly Adopt-A-Highway (state) and Adopt-A-Roadway (Town) events, plus spring and fall stream cleanup (public) events and fall Adopt-A-Stream (school) events, the litter loading of our streams has appeared to diminish as observed during our periodic stream assessments. With this said, it appears that these efforts were an effective means of improving local stream water quality and habitat over the course of the past fifteen (15) years. [This text is a 2020 program audit requirement, via R. Karesh, TDEC]. These events are often coupled with introductory explanations as to why these efforts help our water quality. PIE081622.doc