

# Section 3

## Control Measure 1: Public Education and Outreach

### 3.1 Introduction

The Public Education and Outreach measure is designed to educate the public about the impacts of their activities on stormwater quality, and the effect that polluted stormwater discharges can have on stream and river water quality.

### 3.2 Requirements

To comply with Control Measure 1, the City must “implement a public education program to distribute educational material to the community. The public education program must provide information concerning the impact of storm water discharges on water bodies. It must address steps and/or activities that the public can take to reduce the pollutants in storm water runoff.”

### 3.3 Existing Best Management Practices

The City is already doing many activities, such as its celebration of Earth Day, and its public educational programs that fulfill many of the public education/outreach best management practices (BMPs). These BMPs will be continued for compliance with the requirements of Control Measure 1:

#### 3.3.1 BMP #1-1: Continue Annual Earth Day Event

*Description:* Earth Day Festival will continue to be held once per year. Public education topics during the day will include the impact of watershed activities on stormwater and receiving stream quality including litter and pet waste disposal, proper dumping and hazardous waste disposal, beneficial landscape maintenance and other best management practices that can be adopted in the watershed.

*Measurable Goal:* Earth Day Festival will be held annually in the spring.

*Schedule:* Spring of permit term, years 1 through 5.

*Responsible Department:* Conservation Commission.

*Cost:* Event is already held by the City. Minimal staff time (8 hours) may be required to incorporate educational materials regarding the stormwater system into the Earth Day celebration.

### **3.3.2 BMP #1-2: Continue Annual Conservation Day**

*Description:* Conservation Day will continue to be held once per year. Conservation Day will help to increase public awareness of and beautify conservation lands. The relationship of beneficial watershed activities and conservation practices.

*Measurable Goal:* Conservation Day will be held annually on the first Saturday in May.

*Schedule:* Spring of permit term, years 1 through 5.

*Responsible department:* Conservation Commission.

*Cost:* Event is already held by the City. Minimal staff time (8 hours) may be required to incorporate educational materials regarding the stormwater system into the Conservation Day celebration.

### **3.3.3 BMP #1-3: Continue Pet Waste Disposal Practices**

*Description:* The City of Woburn currently has an ordinance requiring the proper disposal of pet waste, along with fines for noncompliance. In addition, the City makes doggie mitts available and maintains signs at popular pet-walking parks that notify the public about pet waste control.

*Measurable Goal:* Maintenance of signs and doggie mitt supply.

*Schedule:* Entire permit term, years 1 through 5.

*Responsible department:* Department of Public Works.

*Cost:* Existing program, there is no additional cost to the City.

### **3.3.4 BMP #1-4: Maintain Copies of Environmental Awareness Brochures**

*Description:* The City has brochures about household hazardous waste, Woburn's water supply zones, the harm of waterfowl feeding, and conservation area trail maps that include environmental information and regulations. These will continue to be available at the Department of Public Works and the City Hall for residents' information.

*Measurable Goal:* Brochures available.

*Schedule:* Entire permit term, years 1 through 5.

*Responsible department:* Department of Public Works and Conservation Commission.

*Cost:* Minimal staff time to copy and restock brochures.

### **3.4 Additional Best Management Practices**

To enhance the stormwater management plan, the City will implement the following additional public education and outreach best management practices (to fulfill the requirements of Control Measure 1):

#### **3.4.1 BMP #1-5: Develop and Distribute Stormwater Brochure**

*Description:* The City will develop and distribute a brochure that discusses stormwater management issues (similar to its other Environmental Awareness Brochures). Potential topics include a description of the hydrologic cycle; proper litter and pet waste control; prohibition of illegal dumping; the impacts of increased development and pollutants from developed areas (including lawns); the City's best management practices; and the impacts stormwater pollution has on local water bodies.

*Measurable Goal:* Brochure developed and available for public at DPW and City Hall. Brochure distributed to residents once during the permit term via mass mailing.

*Schedule:* The brochure will be developed in Year #1 of the permit. The brochure will be available for distribution by Year #2. City will consider a mass-mailing of brochure at least once during five-year permit period.

*Responsible department:* Department of Public Works.

*Cost:* Staff time will be required to develop a brochure on the stormwater management program and watershed protection activities (estimated at about 40 hours). Cost for copies of the brochure will depend on the number of copies made (approximately \$2500 for entire permit period). Costs for city-wide distribution will depend on whether the brochure is distributed as a bill-insert or by separate mailing.

#### **3.4.2 BMP #1-6: Department of Public Works Staff Made Available for Classroom Discussion or Tours**

*Description:* The Public Works Department staff will be made available for classroom discussion or tours of the water treatment plant on Horn Pond, etc. For this BMP, the staff will notify schools by phone of their availability for talks or tours.

*Measurable Goal:* Schools made aware of the opportunity for speakers.

*Schedule:* Fall and spring of permit term, years 1 through 5.

*Responsible department:* Department of Public Works

*Cost:* Staff time required for tours or presentation depending upon the number of requests.

### **3.4.3 BMP #1-7: Stormwater Bulletins Added to Kiosks at Horn Pond**

*Description:* Currently there are two information kiosks located in the Horn Pond area. The City will add posters about stormwater and watershed activities to the kiosk to increase public awareness of stormwater quality issues.

*Measurable Goal:* Bulletin/posters developed and posted on kiosks.

*Schedule:* Poster developed during the first permit year. Posted on kiosks during permit years 2 through 5.

*Responsible department:* Department of Public Works

*Cost:* Estimated at 24 hours of staff time for preparing the bulletin.

### **3.4.4 BMP #1-8: Add Stormwater Information to DPW's Website**

*Description:* The Department of Public Works currently has an informational website at [www.woburndpw.com](http://www.woburndpw.com). The City will add information about stormwater to the website. Potential topics may include street sweepings and other City initiatives, information about household hazardous waste collection days, pollutants from developed areas (including lawns), the pet waste ordinance, and the impacts stormwater pollution has on local water bodies.

*Measurable Goal:* Stormwater information added to DPW website.

*Schedule:* Web page developed/completed during the second permit year. Updated, if necessary, during permit years 3 through 5

*Responsible department:* Department of Public Works

*Cost:* Estimated at 24 hours of staff time for developing the stormwater web page.