

Town of Vienna, Virginia



Stormwater Pollution Prevention Public Education and Outreach Plan

For compliance with Permit No VAR040066, Part I E 1 a “General VPDES Permit for Discharges of Stormwater from Small Municipal Separate Storm Sewer Systems.”



Town of Vienna
Department of Public Works
127 Center Street, South
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April 9, 2019

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Stormwater Pollution Prevention Public Education and Outreach Plan



Original Adoption – October 1, 2014
Revised – April 9, 2019

Preventing stormwater pollution in the first place is the most effective and cost-efficient way to protect the Town’s water resources and meet state and federal stormwater regulations. The foundation of a successful pollution prevention program is an active, engaged public that understands the link between individual behavior and its effect on water quality and aquatic resources. The public includes Town residents and the local business community. An informed public also knows how to identify and report suspected illicit discharges and can help educate their own family members and neighbors about the importance of preventing pollution.

This plan has been developed in compliance with the Town’s “General VPDES Permit for Discharges of Stormwater from Small Municipal Separate Storm Sewer Systems” Permit No VAR040066, Part I E 1 a.

I. Introduction

The Town of Vienna has implemented a comprehensive public education and outreach program under its municipal separate storm sewer system (MS4) permit since the permit was first issued in 2003. Since that time, the program has been enhanced to meet the specific needs of the Town and to leverage regional efforts such as the Northern Virginia Regional Commission’s Clean Water Partners program.

II. Applicable Requirements

The Town’s MS4 permit (Part I E 1) requires the Town to develop and implement a public education and outreach program designed to:

- Increase the public’s knowledge of how to reduce stormwater pollution, placing priority on reducing impacts to impaired waters and other local water pollution concerns.
- Increase the public’s knowledge of hazards associated with illegal discharges and improper disposal of waste, including pertinent legal implications.

- Implement a diverse program with strategies that are targeted toward individuals or groups most likely to have significant stormwater impacts.

To meet those goals, the Town must identify at least three high-priority stormwater issues and design a program that:

- Clearly identifies the high-priority stormwater issues.
- Explains the importance of the high-priority stormwater issues.
- Includes measures or actions the public can take to minimize the impact of the high-priority stormwater issues.
- Provides a contact and telephone number, website, or location where the public can find out more information.

While the Town has broad latitude to design the program, it must use at least two of the communications strategies listed in Table 1 of the MS4 permit annually for each high-priority issue. These include:

Strategies	Examples
Traditional Written Materials	Informational brochures, newsletters, fact sheets, utility bill inserts, or recreational guides.
Alternative Materials	Bumper stickers, refrigerator magnets, t-shirts, or drink koozies.
Signage	Temporary or permanent signage in public spaces or facilities, vehicle signage, bill boards, or storm drain stenciling.
Media Materials	Information disseminated through electronic media, radio, television, movie theaters, or newspapers.
Speaking Engagements	Presentations to school, church, industry, trade, special interest, or community groups.
Curriculum Materials	Materials developed for school-aged children, students at local colleges or universities, or extension classes offered to local citizens.
Training Materials	Materials developed to disseminate during workshops offered to local citizens, trade organizations, or industrial officials.

III. Regional Coordination

The Town participates in the Northern Virginia Regional Commission (NVRC) Clean Water Partners regional outreach program. By pooling resources, Clean Water Partners enables the Town to reach a broader audience through cable television and digital media. In addition to advertising in English, Clean Water Partners includes a focus on Spanish language media. This is important since, according to 2017 Census estimates, 6.7% of Town residents are native Spanish speakers. Clean Water Partners conducts an annual survey of 500 Northern Virginia residents to assess the effectiveness of the program. In 2018, the Clean Water Partners chose three high-priority issues as the focus of outreach efforts. These included

bacteria, nutrients, and illicit discharge of chemical contaminants. Clean Water Partners periodically assesses its focus areas to align with member priorities.

IV. Identification of High-Priority Water Quality Issues

The MS4 permit requires the Town to identify a minimum of three high-priority water quality issues that contribute to stormwater pollution and to provide a rationale for their selection. The permit places priority on reducing impacts to impaired waters and other local water pollution concerns. The Accotink Creek watershed portion of the Town has been designated as impaired by the Virginia Department of Environmental Quality (DEQ) for bacteria, benthic conditions (lack of benthic macroinvertebrates often caused by excess sediment deposition from stream bank erosion and other sources), and polychlorinated biphenyls (PCBs). The Difficult Run watershed portion of the Town has been designated as impaired for bacteria, sediment, PCBs, and heptachlor epoxide. Total maximum daily load (TMDL) wasteload allocations (WLAs) have been assigned to the Town for bacteria, sediment, and PCBs. A TMDL WLA is the maximum amount of a pollutant that can enter the water without violating water quality standards. This means the Town must develop TMDL action plans to identify best management practices and other activities for these pollutants. Finally, the Town is subject to the Chesapeake Bay TMDL for nutrients (phosphorus and nitrogen) and sediment and must develop a Chesapeake Bay TMDL Action Plan.



The Chesapeake Bay and local streams are impaired for sediment. Residents can play a role in reporting sediment from construction.

In addition to these TMDL pollutants, the Town has identified two specific business sectors for targeted education and outreach based on staff observations in the field and resident complaint history. These include automotive supply and service businesses and food service businesses.

Table 1 provides an overview of pollutants of concern in the Town and whether each pollutant is considered a “high priority” for the purpose of additional public education and outreach. While all pollutants of concern are addressed in the Town’s MS4 Program Plan through various best management practices, Table 1 is used to help focus the Town’s outreach activities on those pollutants where public education is most likely to lead to a reduction in those pollutants.

Table 1 –Pollutants of Concern Assessment

Pollutant	Discussion	High Priority?
Nutrients	The Town is subject to the Chesapeake Bay TMDL for nutrients (phosphorus and nitrogen) and must achieve specific reductions in accordance with a Chesapeake Bay TMDL Action Plan. Excess nutrients cause algae blooms, and when the algae die, they consume oxygen in the water, creating dead spots where aquatic life cannot survive. Property owners and managers can play a role in controlling nutrient pollution by reducing the amount of fertilizer that is misapplied to the urban landscape.	Yes
Sediment	Streams in the Town are impaired as a result of excess sediment. Sediment deposited in stream beds can smother aquatic life and harm fish. The majority of sediment in urban areas comes from stream bank erosion and construction activities. The Town plans to achieve reductions primarily through stormwater retrofits to reduce stormwater flow and through enforcement of stormwater management and erosion and sediment control regulations. However, the public can play a role by reporting construction activities where erosion and sediment controls may be malfunctioning.	Yes
Bacteria	Streams in the Town are impaired as a result of excess bacteria. The <i>Bacteria TMDL for the Difficult Run Watershed</i> notes that “direct deposition [from] wildlife as well as loading from residential areas (which includes the fecal load from pets) are the predominant sources of bacteria in Difficult Run watershed.” Public education can play an important role in reducing bacteria by educating pet owners about the human health and legal consequences of not picking up pet waste.	Yes
PCBs	PCBs are considered legacy pollutants and are no longer used by the general public or the business community. PCBs were widely used as a coolant but were banned by the U.S. Congress in 1979 due to its persistent and highly toxic nature. During the last permit cycle, the Town conducted a desktop search for any businesses or industries with an SIC code that is identified as having a high potential risk for PCBs. The search resulted in no business or industries within the Town limits identified as being high risk.	No
Heptachlor epoxide	Heptachlor epoxide was used as an insecticide and is considered a legacy pollutant. The U.S. EPA has significantly limited and highly regulates its use because it is highly persistent in the environment and easily dissolves in water.	No

Pollutant	Discussion	High Priority?
Fats, Oils, and Grease	The Town has identified fats, oils, and grease from restaurant and other food service operations as a problem pollutant through field observations and citizen complaints. This can be mitigated by increasing outreach to businesses on how to prevent pollution and the legal consequences of non-compliance.	Yes
Automotive Fluids	The Town has identified automotive fluids from vehicle-related services as a problem pollutant through field observation and citizen complaints. Pollution can occur through direct dumping, improper spill and leak prevention and response, and illicit car washing. This can be mitigated by increasing outreach to businesses on how to prevent pollution and the legal consequences of non-compliance.	Yes

Based on the above, the Town will focus on nutrients, sediment, and bacteria as the three “high-priority” pollutants subject to the minimum outreach requirements of Part I E 1 d of the MS4 permit. The Town will additionally engage in targeted outreach to restaurants and automotive service centers.

V. Target Audience and Size

The MS4 permit requires the identification of target audiences most likely to have a significant impact on each pollutant of concern for each “high-priority” water quality issue. Table 2 provides an overview of the identified target audiences.

While not linked to a specific pollutant of concern, the Town considers youth-based stormwater education to be an effective outreach tool since students encompass all economic and minority groups. Further, youth education can establish positive behaviors that will last a lifetime. According to 2017 U.S. Census estimates, approximately 26.4% of the Town’s population is under age 18, while approximately 21% of the Town’s population is between ages 5 and 18 (school age population).



Public Works Day is part of the Town’s youth outreach and education efforts.

Table 2 – Discussion of Target Audiences

Pollutant	Discussion	Target Audience and Size
Nutrients	<p>Two target audiences have been identified.</p> <p>The first target audience includes property owners that maintain lawns and therefore may apply fertilizer. According to the “Town of Virginia Profile” (Town of Vienna, March 2015), the vast majority of the residential land use in the Town is either single family or townhouse (only 10% is in multi-family residential). As a result, the Town intends to consider all residential property owners the target audience for this pollutant.</p> <p>The second target audience includes property managers for homeowners associations and condominiums. In these cases, a board or manager is typically responsible for hiring a company to manage the landscape. The Town has contacts for approximately 20 HOAs and condominiums.</p>	<p>Residential Households: ~5,573 households (2017 U.S. Census estimate)</p> <p>HOA/Condominiums: ~20 associations</p>
Sediment	The public at large has been identified as the target audience. The focus of the sediment efforts will be on educating residents to recognize an erosion control issue and to know where to report the issue.	Residential Households: ~5,573 households
Bacteria	Pet owners have been identified as the target audience. While dog owners can be identified through Dog License registrations, there is no practical way to identify pet owners in general. As a result, the Town will target all residential households with a general message, while focusing a more specific message to the Town’s 1,600 dog owners.	<p>Holders of Dog Licenses: ~1,600 households</p> <p>Residential Households: ~5,573 households</p>
Fats, Oils, and Grease	Restaurants in general have been identified as the target audience for education and outreach on preventing fats, oils, and grease from entering the storm drain system.	Restaurants within Town Limits: ~75
Automotive Fluids	Automotive service centers, including car washes and facilities providing car wash services, have been identified as the target audience for education and outreach on preventing automotive fluids from entering the storm drain system.	Automotive Service Centers within Town Limits: ~18

VI. Education and Outreach Tools

The Town has a number of tools at its disposal to engage in public education and outreach. Table 3 provides an overview of tools identified by the Town and the strengths and limitations of each when considering how to deliver an effective message.

Table 3 – Discussion of Education and Outreach Tools

Tool	Reach	Strengths	Limitations
Brochure Distribution at Events	Varies depending on the size of the event.	The Town has a number of existing brochures (for example, brochures have been created for restaurants and automotive service centers). In addition, there are a number of brochures from DEQ, U.S. EPA, and various non-profits that address specific pollutants of concern.	The distribution universe is relatively limited. It is unknown whether the target audience actually reads the brochure.
Giveaways at Events	Varies depending on the size of the event.	The Town has a number of existing giveaways, such as rulers, magnets, and key rings. The message is simple and has a higher chance of being absorbed by the recipient. These materials may also be kept longer by the recipient (for example, magnets on refrigerators).	The distribution universe is relatively limited. It is unknown whether the target audience actually responds to the message.
Press Releases	Varies depending on media that may pick up the release.	A press release may get picked up by a local newspaper or otherwise be distributed to a larger audience at no cost to the Town.	There is no guarantee that the release will be picked up by the media and delivered to the intended audience.
Town Calendar	Mailed to all Town residents.	The message reaches a defined audience. The calendar reaches all Town households. These materials may also be kept longer by the recipient since they contain specific information on Town services and events.	Not all residents will keep the calendar or read the water quality message.

Tool	Reach	Strengths	Limitations
Storm Drain Markers	Varies, but generally those who live near or walk past a storm drain inlet.	The Town has a vigorous storm drain marker program with decals stating “Only Rain Down the Storm Drain.” Markers are placed where it is most likely that an illicit discharge due to dumping may occur.	Markers may become dislodged or require maintenance over time. It is unknown whether the target audience actually responds to the message.
Vienna Happenings	Delivered weekly by email. ~1,600 subscribers as of 4/4/2019.	Vienna Happenings provides residents information about upcoming events. The message reaches a defined audience. Audience is self-selected, indicating a willingness to receive the information.	Not all residents sign up for the email or will read the message. Scope of topics is more limited than other potential tools.
Vienna Voice Newsletter	Mailed to all Town residents and businesses on a monthly basis. The electronic version is released on social media and the website.	Vienna Voice provides a forum for disseminating information on a wide variety of topics of interest. The newsletter reaches all Town residents and businesses.	Not all residents will read the message.
Town Business Matters	Delivered monthly by email. ~1,000 local business subscribers.	Town Business Matters provides an opportunity to focus on business-specific items. Audience is self-selected, indicating a willingness to receive the information.	Not all businesses sign up for the email or will read the message.
Town Website	Available to all Town residents.	According to 2017 Census data, ~92% of Town residents have access to broadband internet. The Town’s existing stormwater page is accessible and contains large amounts of information.	The web page is passive and not generally accessed unless a resident is looking for something specific.
Social Media	The Town’s Facebook has 5,114 “likes” as of 4/4/2019. The Town’s Twitter feed has 5,285 followers as of 4/4/2019.	The message reaches a defined audience. Audience is self-selected, indicating a willingness to receive the information.	Messages can be missed depending on frequency of social media use by resident. Some recipients may not be Town residents.

Tool	Reach	Strengths	Limitations
Direct Mail	Varies depending on targeted universe, but can reach 100% provided addresses are available.	The message reaches a defined audience. Stand-alone nature of a direct mailing from the Town may increase the chance of being read.	Not all recipients will read the message. This option is more expensive since it is not “piggybacking” on existing means of distribution.
Water and Sewer Bill	Delivered quarterly by mail to all Town residents.	The message reaches a defined audience. Inclusion with a bill increases likelihood that the message will be read. Can link pollution prevention message with cost of treating drinking water.	Not all residents will read the message.
Town Drinking Water Report	Delivered annually by mail to all Town residents.	The message reaches all Town residents. Can link pollution prevention message with quality of drinking water.	Not all residents will read the message.
Radio/Digital Media	Varies depending on the station/internet ad purchase.	Can reach a broad audience. Can be designed to target messages to specific demographics. Messages can reach intended audience multiple times to increase chance that the message is absorbed. As noted, the Town participates in the Clean Water Partners Program, which includes radio and digital media.	Cost would be too high for the Town to engage in this effort on its own.

VII. Message Development

The MS4 permit requires the Town to develop relevant pollution prevention messages to be delivered to target audiences. Table 4 provides an overview of pollution prevention actions and associated messages based on a review of existing DEQ and U.S. EPA documents, including but not limited to DEQ’s “Tips on Keeping Your Lawn Green, and the Chesapeake Bay Clean.”

Table 4 – Pollution Prevention Messages

Pollutant	Pollution Prevention Action	Message Highlight
General	Make the connection between individual actions and stormwater pollution.	<ul style="list-style-type: none"> • Piggyback on regional Clean Water Partner’s “Only Rain Down the Drain.”
Nutrients	Mowing high with a sharp blade (2 to 3 inches for cool-season grasses) can keep a lawn greener without fertilizers.	<ul style="list-style-type: none"> • Protect local streams and the Chesapeake Bay. • Reduce the cost of drinking water treatment. • Healthier lawn. • Saving money (less frequent use of fertilizers). • Saving time (no need to fertilize in the fall).
	Leaving grass clippings on the lawn reduces the need for nitrogen fertilizer by as much as one-third.	
	For cool season grasses, September through November is the best time for fertilizing.	
	The best way to determine if your lawn needs fertilizer is to test it.	
	Never apply fertilizers to sidewalks, driveways or roadways. Sweep or blow fertilizer spilled on hard surfaces.	
Sediment	Report illicit discharges to the Town by contacting the Department of Public Works (703-255-6380) or reporting problems using the Town’s “Report a Concern” function on the website.	<ul style="list-style-type: none"> • Protect local streams and the Chesapeake Bay. • Reduce the cost of drinking water treatment. • Protecting our water resources is everyone’s responsibility.
Bacteria	Pick up after your pet.	<ul style="list-style-type: none"> • Pet waste goes to our drinking water supply and must be cleaned. That is gross. • Pet waste causes illness making streams unsafe for kids and pets. • Picking up pet waste is the law.
Fats, Oils, and Grease	Fats, oils, and grease must be properly recycled – never down the storm drain.	<ul style="list-style-type: none"> • Protecting our environment is part of being a good business. • It is the law – fines of up to \$35,000 per violation.
Automotive Fluids	Automotive fluids must be properly recycled – never down the storm drain.	<ul style="list-style-type: none"> • Protecting our environment is part of being a good business. • It is the law – fines of up to \$35,000 per violation.
	All washing activities must be done inside – no washwater to the storm drain.	

VIII. Public Education and Outreach Strategies

The following public education and outreach strategies will be implemented to meet the requirements of Part I E 1 of the MS4 permit. They are presented in the same format as the best management practices (BMPs) in the Town's MS4 Program Plan.

The strategies were selected taking into account the Town's desire to engage in general outreach, including outreach to the Town's youth population, while also focusing on specific water quality issues and target audiences determined in previous sections. As required in the MS4 permit, the Town has selected at least two strategies from Table 1 of the permit that will be implemented annually for each high-priority issue. Timing and frequency is designed to ensure that a mix of strategies is employed over the five year permit cycle in order to avoid messaging fatigue. The Town also intends to continue its participation in the Clean Water Partners program.

BMP 1 – General Education and Outreach

Objective: The objective of this BMP is to increase general knowledge about the link between individual actions and stormwater pollution and to educate Town residents about how they can change their behavior to have a positive impact on local streams and the Chesapeake Bay.

Best Management Practices:

- Distribute giveaways such as magnets, rulers, and key chains with water quality messages at the Town Hall and during community events.
- At least once annually, include a general pollution prevention message linked to water quality in either: (1) the Town Water Quality Report; or, (2) one of the quarterly residential water bills.
- Host the stormwater web page and update it with new information as appropriate.
- Participate in the NVRC Clean Water Partners program.

Standard Operating Procedures and Policies: This BMP is supported by the MOA between the Town of Vienna and Clean Water Partners.

Measurable Goals and Evaluation Criteria: The Town will include in each MS4 annual report: (1) the amount of materials distributed and an estimate of the number of individuals reached; (2) the message included in the Town Water Quality Report or residential water bill; (3) a snapshot of the stormwater web page; and, (4) a summary of the Clean Water Partners program and the results of any surveys or other mechanisms used to determine program effectiveness.

Responsible Party: Public Works and Public Information. NVRC Clean Water Partners will act as the Town's regional partner.

BMP 2 – Youth-Focused Outreach

Objective: The objective of this BMP is to instill positive, pollution prevention behaviors in youth that will last a life-time.

Best Management Practices:

- Host an annual Public Works Day with a focus on activities of interest to school-age children.
- Use the Town’s EnviroScape model at Town events to teach children about watersheds, stormwater, and pollution prevention.

Standard Operating Procedures and Policies: No additional SOPs or policies are required to implement this BMP.

Measurable Goals and Evaluation Criteria: The Town will include in each MS4 annual report documentation of efforts to educate youth, including an estimate of the number of youth engaged.

Responsible Party: Public Works.

BMP 3 – Chesapeake Bay Nutrients

Objective: The objective of this BMP is to inform property owners and managers about ways to reduce the impact of nutrients through proper use and application of fertilizers. The Town has identified all households as well as HOAs and condominium associations as the target audiences.

Best Management Practices:

- At least once annually, distribute information on proper fertilizing techniques using one of the following: (1) seasonally-appropriate press release; (2) article in the Vienna Voice newsletter; (3) message in the Town Calendar; or, (4) message in the quarterly residential water bill in addition to BMP 1.
- At least once annually, include a message about the proper use and application of fertilizers using a social media platform.
- In FY21, mail information to HOA and condominium contacts about proper use and application of fertilizers and how to ensure contractors are using water quality friendly practices.

Standard Operating Procedures and Policies: No additional SOPs or policies are required to implement this BMP.

Measurable Goals and Evaluation Criteria: The Town will include in each MS4 annual report: (1) documentation that information has been distributed on proper fertilizing techniques; and, (2) a snapshot of the social media post. In FY21, the Town will also provide information mailed to HOA and condominiums.

Responsible Party: Public Works and Public Information.

BMP 4 – Sediment and Other Illicit Discharges

Objective: The objective of this BMP is to reduce illicit discharges, with a particular focus on sediment pollution, by educating residents on how to recognize and report a suspected illicit discharge. The Town has identified all households as the target audience for illicit discharge and sediment-related education.

Best Management Practices:

- At least once annually, promote the means by which the public can report a suspected illicit discharge using one of the following: (1) press release; (2) article in the Vienna Voice newsletter;

(3) message in the Town Calendar; or, (4) message in the quarterly residential water bill in addition to BMP 1.

- At least once annually, include a message about how the public can report a suspected illicit discharge using a social media platform.
- At least once annually, promote the availability of the Fairfax County Hazardous Household Waste Program using one of the following: (1) article in the Vienna Voice newsletter; (2) message in the Town Calendar; or, (3) message using Vienna Happenings.

Standard Operating Procedures and Policies: No additional SOPs or policies are required to implement this BMP.

Measurable Goals and Evaluation Criteria: The Town will include in each MS4 annual report: (1) documentation that information has been distributed on how to report a suspected illicit discharge; (2) a snapshot of the social media post; and, (3) documentation of how the HHW program was promoted.

Responsible Party: Public Works and Public Information.

BMP 5 – Bacteria

Objective: The objective of this BMP is to reduce bacteria pollution by educating residents in general, and pet owners specifically, on the impacts of pet waste on water quality and the importance of picking up after pets. The Town has identified all residents as the target audience for pet waste-related education, with a specific focus on dog owners

Best Management Practices:

- At least once annually, distribute information about proper pet waste disposal using one of the following: (1) press release; (2) article in the Vienna Voice newsletter; (3) message in the Town Calendar; or, (4) message in the quarterly residential water bill in addition to BMP 1.
- At least once annually, include a message about the proper pet waste disposal using a social media platform.
- In FY20, mail information to Town residences holding dog licenses about the importance of picking up after pets.
- Maintain signage at medium risk and priority sites identified in the Difficult Run and Accotink Creek Bacteria TMDL Action Plan to encourage pet walkers to clean up pet waste and alert them to fines for non-compliance. Signage for newly identified sites will be installed within one year of identification.

Standard Operating Procedures and Policies: No additional SOPs or policies are required to implement this BMP.

Measurable Goals and Evaluation Criteria: The Town will include in each MS4 annual report: (1) documentation that information has been distributed on proper pet waste disposal; and, (2) a snapshot of the social media post. In FY20, the Town will also provide information mailed to pet owners. The Town will confirm maintenance of existing signage and document any newly installed signage.

Responsible Party: Public Works and Parks and Recreation.

BMP 6 – Targeted Business Outreach

Objective: The objective of this BMP is to engage businesses in general as partners in protecting water quality and preventing stormwater pollution. In addition, this BMP aims to reduce the discharge of fats, oils, and grease from restaurants and automotive fluids from automotive service centers.

Best Management Practices:

- At least once annually beginning FY20, include a pollution prevention message in Town Business Matters along with an offer for the Town to present to specific businesses or business associations.
- No later than FY22, send a letter and any other information to all restaurants about the importance of pollution prevention and the legal ramifications for dumping or illicit discharges.
- No later than FY23, send a letter and any other information to all automotive service centers about the importance of pollution prevention and the legal ramifications for dumping or illicit discharges.

Standard Operating Procedures and Policies: No additional SOPs or policies are required to implement this BMP.

Measurable Goals and Evaluation Criteria: The Town will include in each MS4 annual report documentation of the message in Town Business Matters. No later than FY22 and FY23, the Town will provide information sent to restaurants and automotive service centers, respectively.

Responsible Party: Public Works.

IX. Assessment of Strategies

The Town will assess the adequacy of selected public education and outreach strategies at least annually and include this in each annual report to DEQ. If the selected BMPs are determined to not be meeting these goals, the Town will document program changes and submit the documentation to DEQ.

X. Summary Implementation Schedule

BMP	Task	FY19	FY20	FY21	FY22	FY23	Responsibility
1	General Education and Outreach						
	Distribute giveaways with water quality messages at events.	▶	▶	▶	▶	▶	Public Works
	Include general pollution prevention article in either: (1) Town Water Quality Report; or, (2) residential water bill.	▶	▶	▶	▶	▶	Public Works; Public Information
	Host stormwater web page.	▶	▶	▶	▶	▶	Public Works; Public Information
	Participate in Clean Water Partners regional program.	▶	▶	▶	▶	▶	Public Works, NVRC
2	Youth-Focused Outreach						
	Host DPW Day with a focus on youth education.	▶	▶	▶	▶	▶	Public Works
	Use the EnviroScape model at Town events.	▶	▶	▶	▶	▶	Public Works
3	Chesapeake Bay Nutrients						
	Distribute information on proper fertilizing techniques through one of the following: (1) press release; (2) Vienna Voice; (3) Town Calendar; (4) water bill.	▶	▶	▶	▶	▶	Public Works; Public Information
	Distribute nutrient-related message using a social media platform.	▶	▶	▶	▶	▶	Public Works; Public Information
	Distribute nutrient-related message to HOAs/condominium associations.			■			Public Works; Public Information
4	Sediment and Other Illicit Discharges						
	Distribute information on illicit discharge reporting through one of the following: (1) press release; (2) Vienna Voice; (3) Town Calendar; (4) water bill.	▶	▶	▶	▶	▶	Public Works; Public Information

BMP	Task	FY19	FY20	FY21	FY22	FY23	Responsibility
	Distribute illicit discharge reporting message using a social media platform.	▶	▶	▶	▶	▶	Public Works; Public Information
	Promote County HHW program through either; (1) the Vienna Voice; (2) Town Calendar; or, (3) Vienna Happenings.	▶	▶	▶	▶	▶	Public Works; Public Information
5	Bacteria						
	Distribute information on proper pet waste through one of the following: (1) press release; (2) Vienna Voice; (3) Town Calendar; (4) water bill.	▶	▶	▶	▶	▶	Public Works; Public Information
	Distribute one bacteria-related message using a social media platform.	▶	▶	▶	▶	▶	Public Works; Public Information
	Distribute bacteria-related message to dog license holders.		■				Public Works; Public Information; Animal Control
	Maintain signage at medium risk and priority sites identified in the Difficult Run and Accotink Creek Bacteria TMDL Action Plan; install signage at newly identified sites within one year.	▶	▶	▶	▶	▶	Public Works
6	Targeted Business Outreach						
	Include pollution prevention message in Town Business Matters.		▶	▶	▶	▶	Public Works; Public Information
	Distribute pollution prevention materials to restaurants.		▶	▶	■		Public Works
	Distribute pollution prevention materials to automotive service centers.		▶	▶	▶	■	Public Works

