

Public Information and Education Plan

City of Alcoa, Tennessee

Permit No. TNS075132

The City of Alcoa, Tennessee (City) operates a small Municipal Separate Storm Sewer System (MS4) that is subject to the State of Tennessee’s National Pollutant Discharge Elimination System (NPDES) Small MS4 Permit (TNS000000). Part 4.2.1 of the permit requires the City to develop and implement an education and outreach program on stormwater impacts. The objective of this program is to reduce or eliminate behaviors and practices that cause or contribute to the impacts of stormwater discharges on water bodies, and the steps that audiences can take to reduce pollutants in stormwater runoff. The permit requires the program to reach three major audiences: (1) the public; (2) the engineering and development community; and (3) City employees. Parts 4.2.1.1 through 4.2.1.3 of the permit establish the management measures that must be addressed for each audience, as well as the measurable goals and annual report requirements for activities performed by the City. In addition, the program must be documented in a written Public Information and Education (PIE) Plan, to include:

- a. Specific public information/education activities that are designed to meet the management measure;
- b. Identification of job categories and applicable management measures for employee education;
- c. A schedule/calendar of events for each year; and,
- d. Methodology to evaluate components to assess overall effectiveness and the need for improvement.

This document is the City’s PIE Plan. On the pages that follow, Tables 1, 2, and 3 present the activities the City will perform to address the management measures for each of the three major audiences. Each table identifies the number of activities required (as stated by the measurable goal established in the permit) and describes the activity(s) to be implemented by the City to meet the measurable goal for the major audience. For each activity, the tables further provide the frequency and schedule, management measure(s) addressed, and the documentation to be kept/provided by the City to meet the permit’s Annual Report requirements. The last rows of each table provide an accounting of the number of activities to be performed and number of times each management measure is addressed.

As indicated by the City’s Notice of Intent, the City population as of the effective date of the NPDES Small MS4 Permit (September 1, 2022) is 11,375. This population was used to determine the measurable goal (i.e., number of activities) as required by the permit.

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Table 1. Education and Outreach Activities to be Conducted for the General Public

Alcoa is required to conduct or sponsor a minimum of <u>one activity annually</u> that addresses EACH of the following management measures:							
a. General awareness of the impacts on water quality b. Awareness of the importance of SCM maintenance for SCM operators c. Awareness of proper storage, use, and disposal of pesticides, herbicides, fertilizers, oil, and other automotive related fluids d. Awareness of identifying and reporting procedures for illicit connections/discharges, sanitary sewer seepage, spills, etc.							
Activity Title and Description	Frequency	Schedule (approx.)	Management Measures Addressed				Required Documentation
			a	b	c	d	
TNSA Social Media Campaign The City will purchase an annual subscription to the social media campaign offered by the Tennessee Stormwater Association (TNSA). The campaign provides bi-weekly posts on Facebook and Instagram, which address a variety of stormwater and pollution prevention awareness topics.	Bi-weekly	Throughout year	✓	✓	✓	✓	The following metrics are supplied by TNSA to the City for annual reporting: <ul style="list-style-type: none"> • dates of posts • description and intent of posts • approx. # of people reached • amount of monetary support
City Website The City’s website will include educational information, videos, and links that address the noted management measures.	Daily	Throughout year	✓	✓	✓	✓	The City will report: <ul style="list-style-type: none"> • description and intent of posts/links • date(s) the website was available • approximate # of people reached
Number of Times Management Measure is Addressed (minimum of 1 required for each management measure)			2	2	2	2	

Table 2. Education and Outreach Activities to be Conducted for the Engineering and Development Community

Alcoa is required to conduct or sponsor a minimum of <u>two activities per permit cycle</u> that addresses EACH of the following management measures:						
e. Awareness of the stormwater ordinances, regulations, and guidance materials related to long-term water quality impacts from post-construction runoff f. Awareness of the stormwater ordinances, regulations, and guidance materials related to long-term water quality impacts from construction site runoff						
Activity Title and Description	Frequency	Schedule (approx.)	Management Measures Addressed		Required Documentation	
			e	f		
City Website For the engineering and development community, the City will maintain educational information pertaining to	Daily	Throughout year	✓	✓	The City will report: <ul style="list-style-type: none"> • Description and intent of posts/links • date(s) the website was available • approximate # of people reached 	



<p>construction and post-construction runoff, and links to relevant documents:</p> <ul style="list-style-type: none"> The Tennessee Construction General Permit Relevant City ordinances The City’s stormwater design and stormwater utility manuals 					<ul style="list-style-type: none"> when information is added or deleted from website
<p>Site Designer Training Upon adoption of a revised stormwater (post-construction) ordinance, the City will hold a virtual training session for developers and site designers on the revisions made to City ordinances and the new stormwater design manual. A recording may be placed on the website.</p>	Once	Fall 2024 <i>(estimated)</i>	✓	✓	<p>The City will report:</p> <ul style="list-style-type: none"> description of the training date(s) the training was held # of people attending the training
<p>Number of Times Management Measure is Addressed <i>(minimum of 2 required for each management measure)</i></p>			2	2	

Table 3. Education and Outreach Activities to be Conducted for City Employees

<p>All applicable staff must be trained at least once per permit term (new employees within 6 months of hire) on each of the issues identified under the management measures listed below:</p>													
<p>g. Awareness of water quality impacts from daily operations h. Pollution prevention and good housekeeping i. Understanding SOPs for identifying and reporting procedures for illicit connections/discharges, sanitary sewer diversions or seepages, spills, etc.</p>													
	Activity Title and Description	Frequency	Schedule <i>(approx.)</i>	Management Measures Addressed			Required Documentation						
				g	h	i							
	<p>Annual City Staff Training The following City departments with responsibilities pertaining to municipal good housekeeping and pollution prevention will be trained annually:</p> <table border="1" data-bbox="109 1224 716 1354"> <tr> <td>Engineering</td> <td>Street Department</td> <td>Sanitation</td> </tr> <tr> <td>Stormwater Management</td> <td>Fleet Services</td> <td>Fire Department</td> </tr> </table> <p>The following videos will be used for training:</p>	Engineering	Street Department	Sanitation	Stormwater Management	Fleet Services	Fire Department	Annual	Date will be determined annually	✓	✓		<p>The City will report:</p> <ul style="list-style-type: none"> The total number of existing employees NOT trained annually
Engineering	Street Department	Sanitation											
Stormwater Management	Fleet Services	Fire Department											



<ul style="list-style-type: none"> • <i>Rain Check Stormwater Pollution Prevention for MS4s</i> by Excal Visual, Inc. • <i>“Storm Watch” Stormwater for Municipalities</i> by Excal Visual 						
<p>New Hire Training All applicable City employees (per department list in line 1 immediately above) will receive training on municipal pollution prevention as part of the onboarding process using videos on municipal pollution prevention and good housekeeping.</p>	<p>Upon hiring</p>	<p>Throughout year</p>	<p>✓</p>	<p>✓</p>		<p>The City will report:</p> <ul style="list-style-type: none"> • The total number of new employees NOT trained within 6 months of hire
<p>Illicit Discharge Reporting for Employees The City will create posters advising City staff how to report suspected illicit discharges and illegal dumping. The posters will be posted in City facilities where relevant City staff congregate, such as breakrooms, meeting rooms, etc.</p>	<p>Available each workday</p>	<p>Throughout year</p>			<p>✓</p>	<p>The City will report:</p> <ul style="list-style-type: none"> • Location(s) of posters • Dates posters were posted • approx. number of employees reached • Digital version of poster
<p>Number of Times Management Measure is Addressed <i>(minimum of 1 required for each management measure)</i></p>			<p>2</p>	<p>2</p>	<p>1</p>	

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