

Town of Ashland
MS4 Public Education and Outreach Plan
Updated 2017

This plan was developed in accordance with the “General VPDES Permit for Discharge of Stormwater from Small Municipal Separate Storm Sewer Systems”, effective July 1, 2013 (2013 MS4 General Permit), Section II.B.1.c.(1) through (6).

1. Identify at least three high-priority water quality issues, that contribute to the discharge of stormwater (e.g., Chesapeake Bay nutrients, pet wastes and local bacteria TMDLs, high-quality receiving waters, and illicit discharges from commercial sites) and a rationale for the selection of the three high-priority water quality issues;
 - a. Pet waste
 - i. There is a large pet population in the Town of Ashland.
 - ii. E. coli bacteria has been detected in Ashland Streams. Pet waste is a typical source of e. coli bacteria.
 - b. Lawn and yard care
 - i. Throughout the Chesapeake Bay watershed, lawn care chemicals contribute to nutrients in the Bay.
 - c. Unauthorized Discharges to MS4
 - i. Not all citizens and business owners know what is allowed and what is not allowed to be discharged to the Town’s MS4.
 - ii. Town has investigated restaurants dumping grease into storm drains, charity carwashes, trash, automotive fluids, etc.
2. Identify and estimate the population size of the target audience or audiences who is most likely to have significant impacts for each high-priority water quality issue;
 - a. Pet waste: The education plan will focus on the following:
 - i. Dog owners; population size: Based on the number of dog licenses issued in the Town of Ashland, there are more than 500 dogs in the Town.
 - b. Lawn and yard care: The education plan will focus on the following populations:
 - i. Households and homeowner associations; population size: 2,626
 - ii. Apartment Complexes, Townhomes, etc.; population size: 8 apartment complexes, 3 townhouse/condo complexes, 2 mobile home parks.
 - c. Unauthorized Discharges to MS4
 - i. Civic groups holding fundraiser carwashes; population size: 14 Churches, 1 High School, 1 Middle School, 1 College, estimated 5 youth organizations (e.g. Girl Scouts, Boy Scouts).
 - ii. Restaurants; population size: approximately 40
 - iii. Auto Parts Retailers; population size: 5
3. Develop relevant message or messages and associated educational and outreach materials (e.g., various media such as printed materials, billboard and mass transit advertisements, signage at select locations, radio advertisements, television advertisements, websites, and social media) for message distribution to the selected target audiences while considering the viewpoints and concerns of the target audiences including minorities, disadvantaged audiences, and minors;
 - a. Pet waste
 - i. Dog owners

- (1) Message: Pick up after your pet. Dispose of pet waste appropriately. Never place pet waste in a stormwater inlet/storm sewer system, a ditch or a stream. Place pet waste in a trash receptacle or flush down the toilet.
 - (2) Education and outreach material: Flyers, Public Access Television, Website, Social Media.
 - b. Lawn and yard care
 - i. Households and homeowner associations
 - (1) Message: Minimize fertilizers, herbicides and pesticides; leave grass clippings on lawn or bag grass clippings for Town pick up; do not put leaves or grass clippings in ditch or street except during leaf season; never put leaves in the storm sewer.
 - (2) Education and outreach material: Flyers, Public Access Television, Website, Social Media
 - ii. Apartment Complexes, Townhomes, etc.
 - (1) Message: Minimize fertilizers, herbicides and pesticides; leave grass clippings on lawn or bag grass clippings for Town pick up; do not put leaves or grass clippings in ditch or street except during leaf season
 - (2) Education and outreach material: Flyers, Public Access Television, Website, Local Newspaper, Social Media.
 - c. Unauthorized Discharges to MS4
 - i. Charity groups holding carwashes;
 - (1) Message: Obtain a permit from the Town which will designate a location that will not drain to the storm sewer; use phosphorus-free, non-toxic, biodegradable, non-acidic products; minimize use of water; contain spills.
 - (2) Education and outreach material: Flyers, Public Access Television, Website, Local Newspaper, Social Media.
 - ii. Restaurants;
 - (1) Message: Dispose of waste oils and other wastes appropriately Do not dispose of any kitchen/cooking waste in a storm drain;
 - (2) Education and outreach material: Letters, Flyers, Meetings with selected owners.
 - iii. Auto Parts Retailer;
 - (1) Message: The message will be directed to customers: Dispose of automotive fluids properly;
 - (2) Education and outreach material: Flyers, Posters.
 4. Provide for public participation during public education and outreach program development;
 - a. The Town will post this Plan, and stormwater educational flyers, TV slides, website content, etc., on the Town's website, and request input and comments on material. There will be a 2 to 3 week comment period. The comment period will be announced at a Town Council meeting, on the Town's website, and on the Town's social media site.
 5. Each year, conduct sufficient education and outreach activities designed to reach an equivalent 20% of each high-priority issue target audience.
 - a. Year 1
 - i. Target an area of approximately 20% of residences in the Town to distribute flyer regarding proper pet waste disposal. Continue to post information regarding pet waste disposal on the Town's website, TV station and social media pages.
 - ii. Target an area of approximately 20% of residences, apartment complex owners or rental agents, and homeowner association presidents in the Town to distribute flyer regarding environmentally friendly yard care. Continue to post information regarding lawn/yard care

- on the Town's website, TV station and social media pages. Meet with homeowner associations if appropriate.
- iii. Target all churches in Town to distribute information on charity carwashes. Meet with youth group ministers if appropriate. Continue to post information regarding permits needed for carwashes on the Town's website, TV station and social media pages.
- b. Year 2
- i. Target an area of approximately 20% of residences in the Town to distribute flyer regarding proper pet waste disposal. Continue to post information regarding pet waste disposal on the Town's website, TV station and social media pages.
 - ii. Target an area of approximately 20% of residences, apartment complex owners or rental agents, and homeowner association presidents in the Town to distribute flyer regarding environmentally friendly yard care. Continue to post information regarding lawn/yard care on the Town's website, TV station and social media pages. Meet with homeowner associations if appropriate.
 - iii. Target schools and youth organizations in Town to distribute information on charity carwashes. Continue to post information regarding permits needed for carwashes on the Town's website, TV station and social media pages.
 - iv. Target 25% of restaurants to distribute flyer regarding proper disposal of cooking waste. Continue to post information on the Town's website, TV station and social media pages.
- c. Year 3
- i. Target an area of approximately 20% of residences in the Town to distribute flyer regarding proper pet waste disposal. Continue to post information regarding pet waste disposal on the Town's website, TV station and social media pages.
 - ii. Target an area of approximately 20% of residences, apartment complex owners or rental agents, and homeowner association presidents in the Town to distribute flyer regarding environmentally friendly yard care. Continue to post information regarding lawn/yard care on the Town's website, TV station and social media pages. Meet with homeowner associations if appropriate.
 - iii. Target 25% of restaurants to distribute flyer regarding proper disposal of cooking waste. Continue to post information regarding disposal of kitchen waste on the Town's website, TV station and social media pages.
 - iv. Target all auto parts stores to distribute flyer regarding proper disposal of automotive fluids. Continue to post information regarding disposal of automotive fluids on the Town's website, TV station and social media pages.
- d. Year 4
- i. Instead of distributing flyers, the Town has determined that the same objective can be obtained in a more cost-effective manner by using the announcements sent out by Hanover County in the Hanover Review, which is mailed to every household in the County and the Town of Ashland. These announcements provide tips to residents on how they can reduce pollution to the Chesapeake Bay through their everyday activities such as pet waste pick-up, landscaping, car washing, and yard waste dumping. With this method, all the Town residents can be targeted instead of 20%.
 - ii. Continue to post information regarding pet waste disposal on the Town's website, TV station and social media pages.
 - iii. Continue to post information regarding lawn/yard care on the Town's website, TV station and social media pages. Meet with homeowner associations if appropriate.

- iv. Target 25% of restaurants to distribute flyer regarding proper disposal of cooking waste. Continue to post information regarding disposal of kitchen waste on the Town's website, TV station and social media pages.
- e. Year 5
 - i. The Town will use the announcements sent out by Hanover County in the Hanover Review, which is mailed to every household in the County and the Town of Ashland. These announcements provide tips to residents on how they can reduce pollution to the Chesapeake Bay through their everyday activities such as pet waste pick-up, landscaping, car washing, and yard waste dumping.
 - ii. Continue to post information regarding pet waste disposal on the Town's website, TV station and social media pages.
 - iii. Continue to post information regarding lawn/yard care on the Town's website, TV station and social media pages. Meet with homeowner associations if appropriate.
 - iv. Target 25% of restaurants to distribute flyer regarding proper disposal of cooking waste. Continue to post information regarding disposal of kitchen waste on the Town's website, TV station and social media pages.
- 6. The Town will review and adjust target audiences and messages including educational materials and delivery mechanisms to reach target audiences in order to address any observed weaknesses or shortcomings. This will be done on an annual basis.