

**Oak Lodge Sanitary District
2016
Outreach, Education and Public Involvement Framework**

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Table of Contents	Page
1.0 Introduction.....	1
1.1 Goals	1
1.2 Objectives	2
1.3 District Demographics.....	2
2.0 Shared MS4 Permit, Cooperative Efficiencies.....	3
2.1 Program Level Targets.....	4
2.2 Snapshot: Status of Public Education Effectiveness Programs.....	4
2.3 Existing Resources.....	5
3.0 Evaluation and Planning.....	5
Appendices	
Appendix A. OLSD BMP Table.....	6
Appendix B. Education and Outreach Budget Details.....	10
Appendix C. Calendar Workplan.....	16

1.0 Introduction

The Outreach, Education and Public Involvement Framework (OEPIF) outlines the Oak Lodge Sanitary District’s (OLSD) goals and commitments with regards to Education, Outreach and Public Involvement concerning their Federal Permits. The framework was drafted using information and goals stated in the Oak Lodge Sanitary District’s previous plans, as well as directly from the NPDES MS4 Phase I permit. In addition, staff conducted internet research to collect outreach material and guidance available from various sources including, but not limited to, the Environmental Protection Agency (EPA), Oregon’s DEQ, and the Districts in the MS4 permit dated March 15, 2012. Once a final draft is generated, OLSD staff proposes seeking public input for the OEPIF during a 30-day comment period.

1.1 Goals

Oak Lodge Sanitary District plays an important role in increasing the knowledge of public impacts on the local Storm Water Management (SWM) as well as the Sanitary Sewer System (SSS). The district goals for Outreach, Education, and Public Involvement stem from the overall goals of the SWM program, as listed here:

The goals of the SWM program are to protect the public’s safety, health, and property through applied surface water management techniques, to prevent and/or reduce the discharge of pollutants in storm water runoff to the maximum extent practicable (MEP), and to protect, and maintain the natural functions and values of the area’s surface waters through the employment of accepted best management practices (BMPs). The District will endeavor to apply the following objectives with regards

to public involvement, outreach, and education in the implementation of its surface water management program:

- Provide for public involvement, public information, and public education as tools for improving surface water management through heightened awareness and activity impact on watershed protection, aquatic habitat protection, and riparian habitat protection.¹

For Outreach, Education and Public Involvement the district's targeted goals include promoting:

- An awareness of why it is necessary to keep the storm water system clean;
- An awareness of why keeping the Sewer System free of overload is in the public's best interest;
- District materials and plans to the public for involvement and input.

Targeted goals will increase public support when seeking permits, encourage the public to protect the system's equipment through best actions, and keep costs down.

1.2 Objectives

The two most important functions of OLSD's Outreach, Education and Public Involvement Program are to protect our customers and the environment. The District protects our customers by creating benefits which may include keeping system costs down by encouraging public actions that protect equipment, such as the pipes and the pumps. With the help of our ratepayers, we work together to keep our costs down when it comes to the service we provide.

Protection of the environment includes compliance with the State and Federal level requirements and OLSD's permits for cleaning the wastewater and maintaining the storm water systems for water quality, thereby encouraging the health and well-being of humans and the ecosystems on which we all rely.

Both program objectives rely on frequent interaction with our customers, put simply – through OLSD's Outreach, Education and Public Involvement Programming.

1.3 District Demographics

Oak Lodge Sanitary District is located in the north Clackamas County area between the cities of Gladstone and Milwaukie. The District's jurisdictional boundary encompasses approximately 6.2 square miles and is bounded on the west by the Willamette River, on the south by the City of Gladstone, on the north by the City of Milwaukie, and on the east by the geological formation known as Oatfield Ridge. The District serves an estimated population of 32,000 with sanitary sewer and surface water management services. Oak Lodge Sanitary District serves a mature community, which is approximately 80% developed. Most development occurring within the District's boundaries is in-fill, with a few small subdivisions

¹ From the *Oak Lodge Sanitary District's 2014-15 Stormwater Management Plan (SWMP)*, by Karen Streeter and updated by Jason Rice in 2015.

and minor partitions. The District implements its Surface Water Management (SWM) program within its jurisdictional boundary but not within areas also encompassed within a city. Therefore, the area to which this program applies is approximately 5.5 square miles.²

2.0 Shared MS4 Permit, Cooperative Efficiencies

Oak Lodge Sanitary District participates in a shared National Pollutant Discharge Elimination System (NPDES) Municipal Separate Storm Sewer System (MS4) Discharge Permit with 12 other regional co-permittees (referred to as the “MS4”). All 13 partners work both independently and together to meet their commitments as part of the permit. Specific to Outreach and Education a group of providers called the Clackamas County Watershed Education Team (CCWET) works together to fulfill a number of mandated goals regarding water quality and stormwater runoff.

The mandated goals are outlined as part of the “NPDES MS4, SCHEDULE A, Number 4 – Stormwater Management Plan Requirements, Parts d. and e.” Part d. concerns Education and Outreach and Part e. concerns Public Involvement and Participation, and includes the following goals:

- Education and Outreach: Co-permittees must implement an education and outreach program designed to achieve measurable goals based on target audiences, specific stormwater quality issues in the community, or identified pollutants of concern. For detail refer to 8 specific goals (i. – viii.) as listed in the MS4 BMP Table, Appendix A.
- Public Involvement and Participation: Co-permittees must implement a public participation approach that provides opportunities for the public to effectively participate in the development, implementation and modification of the co-permittee’s stormwater management program. The approach must include provisions for receiving and considering public comments on the monitoring plan..., annual reports, SWMP revisions, and the TMDL pollutant load reduction benchmark development.³

A complementary goal for OLSD with the MS4 co-permittees is to increase clarity of outreach endeavors for all stakeholders involved in the CCWET in order to maximize resources and coordinate efforts. “The EPA recommends a partnership-based regional education approach, identifying the multiple benefits of collaboration to achieve common goals: “Partnerships have many advantages, including providing access to resources; increasing effectiveness, efficiency, and public influence; allowing for creativity and innovation; and improving communication between typically adversarial parties” (EPA, 2003).”⁴

² From the Oak Lodge Sanitary District’s 2014-15 *Stormwater Management Plan (SWMP)*, by Karen Streeter.

³ From the *National Pollutant Discharge Elimination System, Municipal Separate Storm Sewer System (MS4) Discharge Permit*, Expiration Date: March 1, 2017, Permit No: 101348, File No: 108016.

⁴ From the *Public Education Outreach Plan, A component of the Virginia Municipal Separate Storm Sewer System Management Program* in Loudoun County, VI, June 30, 2014 draft.

2.1 Program Level Targets

Issues and targets include raising the public's awareness about the watershed impacts of SSS and SWM challenges and OLSD focuses messaging on source control. Its program efforts include a focus on the following:

Residential Audience Priorities

1. Home use of "flushables"
 - a. Proper disposal of all items marketed as "flushable" that belong in the landfill
2. Home landscaping nutrient management
 - a. Proper application of fertilizer, use of low or no-phosphorus fertilizers; proper use of herbicides; proper use of pesticides
 - b. Promoting the use of natives that require low water and low fertilizer; providing educational materials on Zeroscaping
3. Home auto repair hazardous materials
 - a. Proper management and disposal of oil, grease, and other automotive fluids; use of low or no-phosphorus detergents and low water use car washes
4. Private stormwater detention system management
 - a. Proper maintenance, homeowner association responsibilities, and neighborhood awareness

Commercial Audience Priorities

1. Landscapers and management company nutrient management
 - a. Proper application of fertilizer, use of low or no-phosphorus fertilizers; proper use of herbicides; proper use of pesticides
 - b. Promoting the use of natives that require low water and low fertilizer; providing educational materials on Zeroscaping
2. Restaurants and hospitality fats, oil, and grease (FOG) management
 - a. Proper disposal of fats, oil and grease
3. Automotive business oil, grease and hazardous fluids management
 - a. Proper management and disposal of petroleum and hazardous materials

2.2 Snapshot: Status of Public Education Effectiveness Programs

OLSD uses a series of ongoing methods to communicate information to the community about the various elements associated with surface water. Overall, the District has implemented a wide variety of methods to communicate with and educate the community about surface water issues. We are learning that some methods appear to be more effective in changing behavior than others and efforts are underway to begin a careful evaluation process for public outreach. For example, citizens indicate that they read the newsletter that they receive with their bimonthly bills; see the BMPs for Public Education listed in Appendix A for full detail on the District's progress toward public education and outreach efforts.

The current approach for an effectiveness evaluation [was to] to focus on illicit dumping and discharge. This program has been modeled off of a similar (and successful) program that was initiated in Washington's Kitsop County. OLSD's new program, called "Dump Smart" is being

utilized for this effort. OLSD's approach has been to educate and inform both service providers and home owners utilizing those services likely to create accidental waste. OLSD focused on carpet cleaners, painters, and power washing as all three have significant mobile capabilities and can impact waterways across our District and watershed. OLSD designed brochures and an education campaign which was highlighted in our newsletter, on our website, and face-to-face with business owners offering these types of services. Since then, identification of detrimental dumping practices has increased, indicated by the more specific language used during service calls and many businesses have been educated on the negative effects their actions could have.⁵

2.3 Existing Program Resources

This framework outlines the targets for providing effective outreach that maximizes program partnerships and streamlines resources to achieve defined goals and objectives in the regional effort to inform, educate, and involve the public in protecting and preserving local waters. Over a decade, careful annual budgeting and its partnership approach has allowed OLSD to maximize its investments in OEPI while streamlining expenses. For details about the OEPI budgets please refer to Appendix B.

3.0 Evaluation and Planning

OLSD works with the co-permittees to evaluate the effectiveness of its outreach and education efforts, as well as conducting regular surveys of our ratepayers to find out what reaches our audiences. During the permit year 2013-2013, OLSD participated in a regional study about the effectiveness of various stormwater-related public outreach efforts within Oregon. Commissioned through the Oregon Association of Clean Water Agencies, the study shows that shared efforts achieve measurable changes in increasing the public's understanding of watershed health. Survey findings show that the two most effective ways OLSD reaches its customers is through the bill inserts and newsletters.

OLSD works with a local group of citizens to gather input on many of its special stormwater projects. Currently called the Boardman Wetland Stormwater Committee, this team assists the board and staff through public involvement on many of the larger projects.

Future Opportunities for Outreach, Education and Public Involvement efforts include:

- 1) Prioritize three residential and three commercial issues identified as most significant to the region over the next two years (2016-2018);
- 2) Analyze the issues and develop messages and effective methods to reach target audiences;
- 3) Develop timelines and evaluation methods to guide and measure effectiveness.

⁵ Karen Streeter, 2015 OLSD SWM Annual Report including Section B.5.b, the *Status of Public Education and Effectiveness Programs*

Over time, through ongoing efforts and public input in developing the next iteration of the framework for Outreach, Education, and Public Involvement, OLSD hopes to create “whole water cycle” stewards for the future.

APPENDIX A – OLSD’s Education and Outreach BMP’s from the 2015 MS4:

<p>Public Education and Outreach</p> <p>Topic: Reduce Discharges of Pesticides, Herbicides and Fertilizers</p>	<p>BMP Description: OLSD administers a public education program which provides information that attempts to motivate workers and residents to reduce stormwater pollution that is caused by the application of pesticides, herbicides, and fertilizers in the District. Educational information is shared with the public through the use of:</p> <ul style="list-style-type: none"> Articles in newsletters District’s website. Through local public involvement campaigns. A recent example of a relevant public involvement campaign is one that has been launched annually over the past several years throughout the Portland Metro area by many municipal partners, including the Districts. This group is called the Regional Coalition for Clean Rivers and Streams. Brochures <p>Common topics that are addressed by this program include:</p> <ul style="list-style-type: none"> Less harmful alternatives to the use of pesticides, herbicides, and 	<p>(1) Track programs messages delivered, type of communication piece, and where appropriate, the number of people affected</p> <p>Measurable Goals:</p> <ul style="list-style-type: none"> Continue to maintain relevant public education materials on the district’s website. Prepare a minimum of one relevant article per year for inclusion with customer billing statements. 	<p>The following outreach efforts occurred last year:</p> <p>Bimonthly Newsletters with surface water education topics in each and Annual Report with District facts and</p> <p>School Outreach: Administered WHEP with our high school partner, Rex Putnam. Conducted seven group plant tours for 3rd-12th grade students.</p> <p>Macroinvertebrates workshop for high school students. Native planting and watershed observations for 6-12th grade students. Rex Putnam Green Team annual report and Board presentation. Planting at William J. Wild Park with Cub Scouts and community members. Partner with Schoolyard Farms to teach about runoff risks within gardens.</p> <p>Events: OLSD hosted or participated four events (SOLVE Green Team Student Summit, Get Wet in your Watershed Teacher Workshop, CWET Celebrating Water Event, and Children’s Clean Water Festival)</p> <p>Brochure: <i>“Dump Smart:”</i> Proper Disposal for Paint, Power Washing, and Carpet Cleaning; Plant workflow diagram for students, Participation in the Regional Coalition for Clean Rivers and Streams, Clackamas County Water Education Team, Watershed Health Education Programs, Participation in Boardman Rinearson Wetlands cleanups and plantings with SOLVE.</p>
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	<p>fertilizers are provided. For example, use of ladybugs to eat insect pests is encouraged as an alternative to pesticide application.</p> <ul style="list-style-type: none"> • Information about the potential hazards to water quality, public health, and aquatic life associated with the misuse of pesticides, herbicides, and fertilizers in the District. • Users are reminded that pesticide and herbicide products need to be used in a manner consistent with the product's label. 		<p>Website: Streamlined access to information for property owners, tenants, and educators on maintenance, conservation and other general issues.</p>
<p>Education and Outreach</p> <p>Privately Owned SWM Facility Education</p>	<p>BMP Description: Privately owned SWM facilities require periodic inspection and maintenance to keep them working correctly. This effort focuses on outreach and education to those private landowners who own these types of facilities</p>	<p>(1) Number and Type of Education and Outreach efforts specific to privately owned facility inspection and maintenance.</p>	<p>Participation in SCAP (Stormdrain Cleaning Assistance Program) with mailers sent to 200+ property owners who has/may have private storm drains on their property.</p>
<p>Education and Outreach</p> <p>Erosion Control Contractor Training Opportunities</p>	<p>BMP Description: Provide notice to construction site operators concerning where education and training to meet erosion prevention and sediment control requirements can be obtained.</p>	<p>(2) Describe efforts to provide this notice</p>	<p>OLSD Plan Review Staff refers contractors to the WES Erosion Control manual and to WES for information on training and certification opportunities.</p>

<p>Education and Outreach</p> <p>Effectiveness Evaluation</p>	<p>BMP Description: Over the permit term, OLSD will provide information related to an effectiveness evaluation. This may be conducted in coordination with other local Phase 1 jurisdictions. The effectiveness evaluation information will focus on assessing changes in targeted behaviors and will allow for additional information that can be used in adaptive management of the OLSD education and outreach strategy.</p>	<p>(3) Report on activities annually.</p> <p>Measurable Goals:</p> <ul style="list-style-type: none"> • Provide/compile information regarding a public education effectiveness evaluation over the permit term. 	<p>During the 2013-2014 permit year, OLSD participated in a regional study about the effectiveness of various stormwater-related public outreach efforts within Oregon. The report was commissioned through Oregon Association of Clean Water Agencies. See Appendix B for a copy of the study.</p>
<p>Education and Outreach</p> <p>Employee Training</p>	<p>BMP Description: A variety of training is provided to staff associated with surface water management. Training and advisory committee opportunities are made available through local agencies and groups involved with a broad range of water quality issues including stormwater (e.g., Oregon Association of Clean Water Agencies conferences). Such training is provided based on need and availability.</p>	<p>Track the number of employees receiving training in stormwater management annually.</p> <p>Measurable Goals:</p> <ul style="list-style-type: none"> • Attend relevant stormwater management related training based on need and availability. 	<p>A monthly newsletter for OLSD employees is included with paychecks. During 2014-2015, MS4 related information was included in 6 of the 6 newsletters.</p> <p>Specific Trainings: Certification for Stormwater Inspector put on by NPDES January 30, 2015. Certification good for 5 years.</p> <p>Water Environmental Services Short School. 4 days.</p>
<p>Public Education and Outreach</p> <p>Topic: Facilitate Public Reporting of Illicit Discharges</p>	<p>BMP Description: The District implements a program to promote, publicize, and facilitate public reporting of the presence of illicit discharges and other types of improper disposal of materials into the MS4. After District staff have received a report which relates to one of these discharges, they investigate and, if</p>	<p>(1) Number illicit discharges reported.</p> <p>(2) Number of illicit discharges requiring action.</p> <p>(3) Number of educational events educating public about illicit discharges and procedures to report.</p> <p>(4) Number of publications</p>	<p>Potential illicit discharges reported: 9 Actions taken: 9</p> <p>Educational Events: 2</p> <p>Educational Publications: 4</p>

	<p>appropriate, apply control measures. See BMP #3.</p>	<p>educating public about illicit discharges and procedures to report.</p> <p>Measurable Goals:</p> <ul style="list-style-type: none"> • Create a page for public complaints on the District's website and track number of complaints for reporting. 	
<p>Public Involvement and Participation</p>	<p>BMP Description: Schedule A.4.e of the District's MS4 NPDES permit requires OLSD to provide opportunity for public participation in the development, implementation, and modification of the Stormwater Management Plan (SWMP). Prior to submittal of various milestone reports, OLSD will provide the public with an opportunity to comment for a period of 2 weeks prior to submittal dates. Comments on the documents will be collected and considered.</p> <p>Additionally, OLSD has many opportunities for members of the community to participate in various sub committees that provide oversight and guidance to OLSD management related to MS4 implementation.</p>	<p>Measurable Goals:</p> <ul style="list-style-type: none"> • Provide for public participation with the SWMP and pollutant load reduction benchmarks prior to the permit renewal application deadline. • Provide for public participation with the monitoring plan due to the Department by September 1, 2012 	<p>Monitoring Plan Public Noticed: completed, notice in newspapers was completed</p> <p>SWM Annual Report Public Notice: completed, notice in newspapers was completed</p> <p>SWM Annual Report and Permit on website: completed, documents uploaded for public to access</p> <p>Boardman Watershed Community Committee: 1 community meeting occurred, with community participating in development of a capital project design to support Boardman Watershed Initiative</p> <p>Website contains a variety MS4 related material, opportunity for public to comment.</p>

APPENDIX B – OLSD Outreach and Education Budget Details:

DAK LODGE SANITARY DISTRICT
LINE ITEM DETAIL

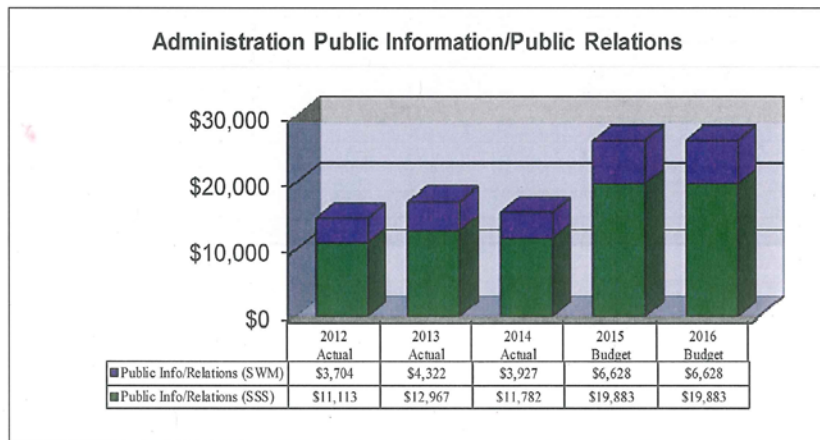
Year: 2016
 Account No.: 100-100-5303
 Account Title: Administration Public Information/Public Relations

Project or Item	Estimated Total Cost	Allocation	
		SSS	SWM
Newsletters	\$6,411	\$4,808	\$1,603
Information Brochures	\$2,000	\$1,500	\$500
Meeting Expenses	\$3,000	\$2,250	\$750
Legal Notices/Advertising/Publications	\$7,000	\$5,250	\$1,750
Web Page Development	\$500	\$375	\$125
Volunteer Recognition	\$2,500	\$1,875	\$625
School Education Programs	\$4,000	\$3,000	\$1,000
Non-specified Expense	\$1,100	\$825	\$275
Totals:	\$26,511	\$19,883	\$6,628

Administration Public Information/Public Relations

Purpose: The purpose of the Public Information/Public Relations line item is to fund public information, education, and involvement activities which promote greater understanding of District services, improve environmental awareness, disseminate information about District operations, support volunteer activities, and encourage involvement.

Goal: Inform, educate, encourage involvement, and strengthen the connection between the District and the community it serves through the use of a variety of means. The goals contained in this year's budget include: 1) Publish newspaper notices and advertisements; 2) Publish and distribute newsletters; 3) Publish informational brochures; 4) Develop and maintain a web page accessible through the Internet; 5) Provide student environmental education outreach involving approximately 1,891 students at 6 elementary schools and 1,504 students at 2 high schools; and 6) Publicly recognize all of the District's volunteers for their contributions during the year.



OAK LODGE SANITARY DISTRICT

LINE ITEM DETAIL

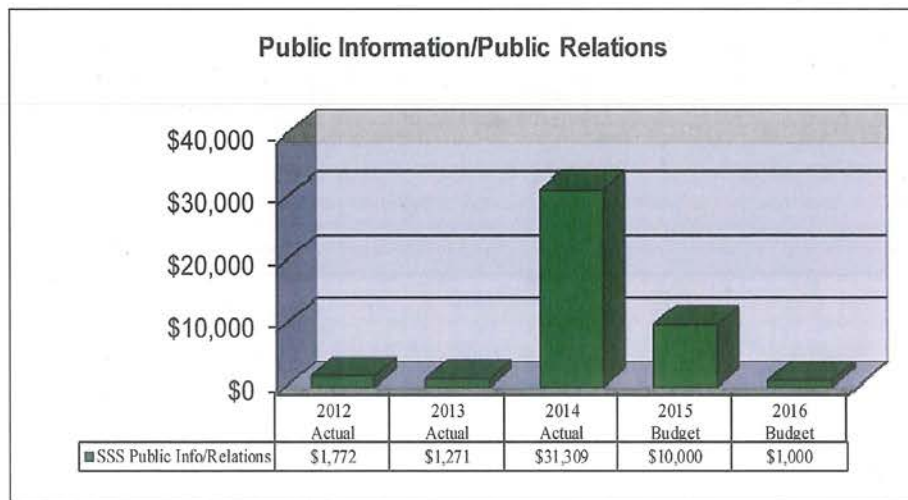
Year: 2016
 Account No.: 100-200-5303
 Account Title: SSS Public Information / Public Relations

Project or Item	Estimated Total Cost	Allocation	
		SSS	SWM
Public Outreach Program	\$0	\$0	\$0
Fats, Oils, Grease - Outreach	\$0	\$0	\$0
County Sheriff Drug Take Back Program	\$1,000	\$1,000	\$0
Totals:	\$1,000	\$1,000	\$0

SSS Public Information/Public Relations

Purpose: The purpose of the Public Information/Public Relations line item is to fund public information, education, and involvement activities which promote greater understanding of District services, improve environmental awareness, disseminate information about District operations, support volunteer activities, and encourage involvement.

Goal: Inform, educate, encourage involvement, and strengthen the connection between the District and the community it serves through the use of a variety of means. The goals associated with this year's budget allocation include: 1) Purchase newspaper notices and advertisements; 2) Host committee volunteer meetings and 2) Fund a drug take-back program administered by the Clackamas County Sheriff.



OAK LODGE SANITARY DISTRICT
LINE ITEM DETAIL

Year: 2016
Account No.: 100-300-5303
Account Title: SWM Public Information / Public Relations

Project or Item	Estimated Total Cost	Allocation	
		SSS	SWM
SWM Public Involvement	\$20,000	\$0	\$20,000
Clean Water Coalition Regional Ad Campaign	\$2,000	\$0	\$2,000
SOLV Environmental Outreach Agreement	\$9,000	\$0	\$9,000
Meeting Expenses	\$1,000	\$0	\$1,000
Totals:	\$32,000	\$0	\$32,000

SWM Public Information/Public Relations

Purpose: The purpose of the Public Information/Public Relations line item is to fund public information, education, and involvement activities which promote greater understanding of District services, improve environmental awareness, disseminate information about District operations, support volunteer activities, and encourage involvement.

Goal: Inform, educate, encourage involvement, and strengthen the connection between the District and the community it serves through the use of a variety of means. The goals contained in this year's budget include: 1) Purchasing newspaper notices and advertisements, 2) Hosting committee volunteer meetings, 3) participating with other agencies in a regional ad campaign, 4) Funding SOLV Work Activities, and 5) Funding the Rex Putnam Watershed Health Program.

