MS4 Self-Assessment

Public Education and Outreach Program

Module 5

Name of the Permittee: City of San Antonio	MS4 Permit Number: WQ0004284000
Assessment Period:	

Permittee Instructions: Please complete the worksheet below. Please note that upon opening this Module, some content may be disabled such as the capacity to check inside the "boxes." The content can usually be activated by pressing "Enable Content" which will appear below the Toolbar in "MS Office."

ATTACHMENTS REQUESTED	Document attached
1. Attach an organizational chart.	☑ YES ☐ NO

PUBLIC EDUCATION AND OUTREACH **Control Measure to distribute educational materials and perform outreach to inform citizens and the regulated community, or those affected *(i.e., developers, building contractors, and industrial operators)* by storm water programs about the impacts polluted storm water runoff discharges have on water quality.**	
1. In accordance with 40 CFR §122.26 [Phase I] & 40 CFR § 122.34(a) and 40 CFR § 122.34(b)(1) [Phase II], has the permittee developed a *Storm Water Management Program (SWMP),* that describes how the **Public Education and Outreach** Control Measure will be implemented?	☑ YES ☐ NO
2. What pollutants of concern are targeted for reduction through the **Public Education and Outreach** program?	
Response Pesticides, Herbicide, Fertilizer, HHW Products, grass and leaf clippings, Pet waste, illegal dump sites, and litter.	
ORGANIZATIONAL STRUCTURE	
1. Is there a storm water team in place to ensure that the **Public Education and Outreach** Control Measure is properly implemented?	☑ YES ☐ NO
2. Describe the organizational structure and staff responsibilities necessary to implement the **Public Education and Outreach** program. Include the name, title, contact information, department name and key responsibilities of each team member.	

Response
April Luna, Public Relations Manager, april.luna@sanantonio.gov, 210.218.8622, Transportation & Capital Improvements: Oversees Storm Water Education Program and outreach.
Erik Gomez, Public Relations Management Analyst, erik.gomez@sanantonio.gov, 210.207.5010, Transportation & Capital Improvements: Develops Storm Water Education curriculum and content for outreach resources, conducts trainings, attend events, hosts City exhibit tables and develops public awareness/media relations campaigns.
Shannon Pacheco-Caldera, Graphics Designer, Shannon.pacheco-caldera@sanantonio.gov, 210.207.7787, Transportation & Capital Improvements: designs and create graphics for all Storm Water Education curriculum and outreach resources, as well as films and edits audio visual resources for public service announcements.
Stacy Geiger, Special Projects Manager, Stacy.geiger@sanantonio.gov, 210.-207.8068, Transportation & Capital Improvements: Provides support to Transportation & Capital Improvements Public Relations Team, which oversees Storm Water Education Program and outreach.

Physical Address:
City of San Antonio
Transportation & Capital Improvements
Municipal Plaza Building
114 W Commerce, 6th floor
San Antonio, Texas 78205

3. What co-permittee(s) or interagency departments will participate in the implementation of the **Public Education and Outreach** program?

Response
City of San Antonio, San Antonio Water System, and Texas Department of Transportation

4. Describe any formal agreements and key areas of responsibility shared by the permittee, co-permittee(s) and or interagency departments in the implementation of the **Public Education and Outreach** program.

Response
City of San Antonio provides education outreach to adult residents. San Antonio Water System provides education to youth, grades K-12. Texas Department of Transportation provides general outreach, such as the Don't Mess with Texas campaign.

5. Do program participants *(e.g., permittee, co-permittee(s), other departments)* meet regularly to discuss the progress of the **Public Education and Outreach** program?	☑ YES ☐ NO

6. Describe the frequency of these meetings.

Response
Co-permittee meets quarterly throughout the year.

LEGAL AUTHORITY

1. Does the permittee have legal authority to implement the **Public Education and Outreach** program?	☑ YES ☐ NO

2. What ordinances, codes, or policies provide this legal authority?

Response MS4 Permit and Chapter 34 of the City Codes

3. Who *(e.g., specific staff, department)* has the authority to enforce this legal authority?

Response
City of San Antonio, Transportation & Capital Improvements

FISCAL RESOURCES

1. What is the budget for the implementation of the **Public Education and Outreach** program?	**REPORTING PERIOD**	**NEXT REPORTING PERIOD**
	257,448	**257,448**

SECTION I: MEASURABLE GOALS

1. What are the Measurable Goals for the **Public Education and Outreach** program? Include expected quantifiable results.

Measurable Goal 1	Provide storm water education outreach presentations.
Expected Quantifiable Results	City of San Antonio tracks the number of presentations provided quarterly.
Measurable Goal 2	Distribute storm water education brochures.
Expected Quantifiable Results	City of San Antonio tracks the number of brochures distributed quarterly.
Measurable Goal 3	Distribute pet waste mitigation tools (pet waste pouch and bags).
Expected Quantifiable Results	City of San Antonio tracks the number of pet waste mitigation tools distributed quarterly.
Measurable Goal 4	Develop and maintain educational website on storm water runoff pollution.
Expected Quantifiable Results	City of San Antonio tracks website impressions quarterly.

2. Are these Measurable Goals described in the SWMP? ☐ YES ☑ NO

SECTION II: TRAINING/EDUCATION

STAFF

1. Does the permittee require staff to complete special, continuous, and or annual training or obtain certification or licensing to implement and manage the **Public Education and Outreach** program? ☐ YES ☑ NO

2. Describe this training, certification, or license and the required frequency.

Response
N/A

3. Is the staff been trained on:		
	a. Pesticides, Herbicides and Fertilizer Applications	☑ YES ☐ NO
	b. Disposal of Oil and Hazardous Waste Materials	☑ YES ☐ NO

4. Is there a system in place to notify staff when required training is due, and does it document the training completion dates? ☐ YES ☑ NO

CONTRACTORS

1. Does the permittee contract out any part of the **Public Education and Outreach** program? ☑ YES ☐ NO

2. If yes, describe the part of the **Public Education and Outreach** program that is contracted.

Response
San Antonio Water System provides youth education.

REGULATED COMMUNITY

1. Does the permittee provide training and educational materials to educate construction operators and industrial operators on permit requirements, Notices of Intent and or ☑ YES ☐ NO

Termination, Best Management Practices and the Storm Water Pollution Prevention Plan?	

Response
City of San Antonio provides BMPs and storm water regulations on the City's educational website. San Antonio Water Systems provides training on BMPs to contractors and also provide storm water educational materials on the SAWS website, as well as inspections and enforcement.

GENERAL PUBLIC

1. Does the permittee provide educational materials/training to the general public about its storm water program?	☑ YES ☐ NO

2. What Storm Water Educational topics are campaigned to increase public awareness and participation in storm water management? (*Check all that apply)*

Proper Disposal of Oil, Household Hazardous Waste	☑ YES ☐ NO	**Proper Disposal of Pesticides, Herbicides and Fertilizers**	☑ YES ☐ NO
Septic Tank Maintenance	☐ YES ☑ NO	**Identifying and Reporting Illicit Discharge Detection and Elimination**	☑ YES ☐ NO
Earth Day Event	☑ YES ☐ NO	**Pet Waste Management**	☑ YES ☐ NO
Impaired waters in the city/state	☑ YES ☐ NO	**Watershed Management**	☑ YES ☐ NO
Proper Disposal of Lawn Clippings	☑ YES ☐ NO	**Proper Disposal of Refuse**	☑ YES ☐ NO

Other, specify:

SECTION III: EDUCATIONAL RESOURCES

1. What media is used to increase public awareness and enhance participation in storm water management?*(Check all that apply)*

Media	YES/NO	Media	YES/NO	Media	YES/NO
Website	☑ YES ☐ NO	**Environmental Mascot**	☐ YES ☑ NO	**Pamphlets**	☑ YES ☐ NO
Newsletter	☐ YES ☑ NO	**Bill Inserts and City Wide Direct Mailing**	☑ YES ☐ NO	**One-on-one personal contact**	☑ YES ☐ NO
Hotline	☑ YES ☐ NO	**Magazine Articles**	☐ YES ☑ NO	**Posters on Community Transportation vehicles (i.e., taxis, city buses)**	☐ YES ☑ NO
Radio	☑ YES ☐ NO	**Church Meetings**	☐ YES ☑ NO	**Television Public Service Announcements**	☑ YES ☐ NO
Event Days	☑ YES ☐ NO	**School Meetings**	☑ YES ☐ NO		
Brochures	☑ YES ☐ NO	**Community Meetings**	☑ YES ☐ NO		
Fact sheets	☑ YES ☐ NO	**Fairs**	☑ YES ☐ NO		
DVDs	☐ YES ☑ NO	**Libraries**	☑ YES ☐ NO		
CDs	☐ YES ☑ NO	**Books**	☑ YES ☐ NO		

Newspaper	☑ YES ☐ NO	Billboards	☑ YES ☐ NO	
Color books	☑ YES ☐ NO			

Other, *(Specify)*:

2. What specific audiences are targeted for storm water education? (*Check all that apply)*

TARGETED GROUPS			YES/NO
Industrial operators	☑ YES ☐ NO	**Non-English Speaking Residents**	☑ YES ☐ NO
Commercial and Residential Developers	☑ YES ☐ NO	**Outdoor Recreation Groups *(Garden Clubs)***	☑ YES ☐ NO
Homeowners	☑ YES ☐ NO	**Students *(Colleges, High School, Elementary)***	☑ YES ☐ NO
Construction Contractors	☑ YES ☐ NO	**Auto Repair and Auto Salvage Shops**	☐ YES ☑ NO
Environmentalists	☑ YES ☐ NO	**Legislators**	☐ YES ☑ NO
Community Groups *(Church)*	☑ YES ☐ NO		

Other, *(Specify)*:

3. What educational and outreach activities are implemented? *(Check all that apply)* The permittee:

CLASSROOM EDUCATION ON STORM WATER	
• **Distributes educational materials to schools.**	☑ YES ☐ NO
• **Provides classes, seminars, and workshops for schools to participate in municipal-sponsored storm water educational training.**	☑ YES ☐ NO
• **Sponsors storm water workshops for teachers.**	☑ YES ☐ NO
• **Awards certificates and give other type of recognition to schools that participate in municipal-sponsored storm water workshops or events.**	☐ YES ☑ NO
• **Coordinates with the school board to make storm water education as a regular part of school curriculum or After-School program.**	☑ YES ☐ NO
EDUCATION/OUTREACH FOR BUSINESSES	
• **Distributes educational materials to business owners and operators.**	☐ YES ☑ NO
• **Provides municipal storm water training program to businesses.**	☐ YES ☑ NO
EDUCATIONAL DISPLAYS, PAMPHLETS, BOOKLETS, AND UTILITY STUFFERS	
• **Distributes storm water education materials with utility bills to residents and businesses.**	☐ YES ☑ NO
• **Maintains storm water educational displays in public places such as municipal buildings, recreational centers, shopping centers.**	☑ YES ☐ NO
LAWN AND GARDEN ACTIVITIES	
• **Establishes partnerships with local lawn care businesses, lawn care suppliers and retail stores to increase public awareness about reducing pollutants in storm water.**	☑ YES ☐ NO
• **Trains municipal employees at least annually on the proper lawn care practices.**	☐ YES ☑ NO

• Provides training workshops to residents on lawn/garden care BMPs.	☑ YES ☐ NO
LOW IMPACT DEVELOPMENT :	
• Holds meetings with the public to educate on reporting illicit discharges, construction site runoff problems and so on.	☐ YES ☑ NO
• Regularly reviews land use codes to ensure consistency with low impact development principles and practices.	☐ YES ☑ NO
• Reviews new site plans to determine that low impact development principles and practices are incorporated.	☐ YES ☑ NO
• Has retrofitted its municipal-owned facilities with low impact development practices.	☐ YES ☑ NO
PET WASTE MANAGEMENT	
• Posts "clean up after your pet" signs and relevant educational materials at parks. In residential areas and pet supply stores to encourage pet owners to help reduce fecal waste and other biological pollutants in storm water.	☑ YES ☐ NO
• Has designated areas for dog-walking at dog parks.	☑ YES ☐ NO
• Issues citations under an enforcement program for pet owners who do not clean up after their pet(s).	☑ YES ☐ NO
PROMOTIONAL GIVEAWAYS	
• Partners with radio and TV stations to offer promotions, giveaways.	☑ YES ☐ NO
PROPER DISPOSAL OF HOUSEHOLD HAZARDOUS WASTES	
• Has designated certain days of the year to collect household hazardous waste from the public via public events, curbside pickup, drop off, etc.	☑ YES ☐ NO
TAILORING OUTREACH PROGRAMS TO MINORITY AND DISADVANTAGED COMMUNITIES AND CHILDREN	
• Develops brochures/posters about storm water and pollutant reduction literature in non-English languages.	☑ YES ☐ NO
• Holds storm water workshops and public meetings. Distributes educational materials in low-income residential areas.	☑ YES ☐ NO
TRASH MANAGEMENT	
• Sponsors several clean-up campaigns during the year, to remove pounds of trash from conveyance systems and receiving waters.	☑ YES ☐ NO
• Has installed structural controls and bins to collect trash.	☑ YES ☐ NO
USING THE MEDIA	
• Makes public service announcements on radio and TV to increase public awareness and participation in reducing storm water pollutants.	☑ YES ☐ NO
WATER CONSERVATION PRACTICES FOR HOMEOWNERS	
• Partners with local water utilities to educate residents and businesses on how they can help reduce storm water pollutants.	☑ YES ☐ NO
• Inserts storm water educational materials in utility bill mail outs to the public.	☐ YES ☑ NO

4. Does the permittee develop and distribute storm water educational materials in different languages?	☑ YES ☐ NO
5. Describe the other languages of these storm water materials, if not developed in English.	
Response Spanish	

SECTION IV: RECORDS MANAGEMENT

1. Does the permittee have a database in place to track the activities for the **Public Education and Outreach** program?	☑ YES ☐ NO
2. What information *(e.g., events, attendance, topics, feedback, and distribution of educational materials)* is tracked for the **Public Education and Outreach** program?	
Response Events attended, number of brochures distributed, number of pet waste materials distributed, estimated number of event participants, number of adopt-a-spot locations adopted.	
3. Who has access to this database?	
Response City of San Antonio, Transportation & Capital Improvements department	
4. Who is responsible for updating the database?	
Response Erik Gomez and Stacy Geiger	
5. Does the permittee update its SWMP to reflect current change and progress made in the **Public Education and Outreach** program?	☑ YES ☐ NO

SECTION V: ASSESSMENT

1. Does the permittee assess the effectiveness of the **Public Education and Outreach** program?	☑ YES ☐ NO
2. Based on the results of the effectiveness assessment, describe the positive results of the **Public Education and Outreach** program.	
Response An increase in citizen outreach has been achieved, as well as citizen response.	
3. Based on the results of the effectiveness assessment, what changes are proposed to enhance the **Public Education and Outreach** program?	
Response Increase business and commercial education.	
4. Does the permittee have adequate staff and equipment to implement the **Public Education and Outreach** program?	☑ YES ☐ NO
5. Does the permittee assess the **Public Education and Outreach** program to determine if it meets Measurable Goals and other indicators?	☑ YES ☐ NO
6. Does the permittee assess the **Public Education and Outreach** program's compliance with the permit requirements?	☑ YES ☐ NO
7. Does the permittee generate an assessment report of the **Public Education and Outreach** program for its records?	☑ YES ☐ NO
8. What departments are involved in the **Public Education and Outreach** program assessment?	
Response	

City of San Antonio, Transportation & Capital Improvements, San Antonio Water System		
Completed by (Print Name): Arthur Reinhardt		
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