

## **MCM #1 - Public Education and Outreach**

Public education and outreach is the City of Evans' top priority in the City's NPDES Phase II program. Approximately 40 percent of the City's population is Hispanic and nearly 25 percent of the City's population speaks Spanish. With this in mind the City of Evans intends to educate the public by distributing bilingual mailing material and producing bilingual displays for local events. School children from both Evans and Greeley attend schools in the Greeley/Evans School District 6. In order to educate school children the two cities will work together to develop a curriculum for the school district. Other areas of concern for the City of Evans are educating the commercial businesses in the city, trash management, and hazardous waste and lawn and garden material disposal. The City has set goals in these areas to focus on taking steps to educate the public and to reduce the pollution in the storm drainage system.

### **BMP: Public Educational Brochures on Storm Water**

The City of Evans will produce and distribute three storm water brochures by the end of 2003. The information in the brochures will be designed to educate the public about storm water issues and on what the public can do to prevent storm water pollution. These brochures will be mailed out in utility billings annually, handed out at annual events such as Evans Day and the Home and Garden Show, and will be available at the Evans Community Complex. To address the needs of the City's large Spanish speaking population, the brochures will be bilingual. The City will print information on storm water issues in the City's biannual Evans Park and Recreational Brochure by the end of 2003. The City will conduct surveys during the 2003 and 2007 Evans Day events to evaluate the effectiveness of the education program.

### **BMP: Educating School Children on Storm Water**

The City of Evans, in conjunction with the City of Greeley and Greeley/Evans School District 6 will develop elementary school education programs by the end of 2003. All 5<sup>th</sup> graders in Evans will be educated annually on storm water pollution by providing the schools in Evans (Centennial, Dos Rios, Chappelow, and Anne Heiman) with materials, including videos, live presentations, brochures, and other media. This will be in place by the start of the 2004 – 2005 School Year.

### **BMP: Educating Commercial Businesses**

The City of Evans will produce and distribute bilingual brochures and/or posters for local Restaurants, Automotive Shops, and Gas Stations educating the owners, the employees, and the general public about storm water pollution and what they can do to prevent storm water pollution. The City will distribute this material to each of these businesses in the City annually beginning in 2004.

### **BMP: Web Page**

The City of Evans web site, [www.cityofevans.org](http://www.cityofevans.org), receives 4000 visitors per month. The City will add a web page link guiding users to other sites relating to storm water pollution. The web page will have information on storm water pollution, links to other storm water pollution information web sites, a hotline number for the public to report any illicit dumping and/or discharge, and phone numbers of local businesses and the Weld County Hazardous Waste Collection for information on proper disposal of oil, gas, engine coolant, and other hazardous materials. The web page will be in place by the end of 2003 and will be updated annually.

### **BMP: Trash Management**

The City of Evans currently has a multi-year contract with a private trash hauler for city wide residential trash pickup. The trash is picked up on weekly basis using an automated service. Home owners are required to use 96 gallon totters, provided by the private hauler, these totters are equipped with a permanently attached lid to control loose trash waste. The City also provides free recycling as a part of this program. During the spring and fall the City provides an annual community cleanup program to allow citizens to drop off lawn and garden waste and other household debris. Household hazardous waste collection is referred to the Weld County Household Hazardous Waste Collection Facility. The City will implement a trash dumpster size requirement for multifamily residential based on the size of building and number of residents. The City will have this building requirement in place by the end of 2004.

### **BMP: Storm Water Outreach Booth**

During annual events such as Evans Day and the Home and Garden Show, the City of Evans will set up a storm water outreach booth to distribute storm water information and provide a forum for citizens' questions. The booth will include bilingual posters and brochures and other promotional items that promote the proper disposal of household hazardous waste and lawn and garden waste. The display will be in place by the end of 2005.

<b>Public Education and Outreach Program Time Line</b>					
<b>BMP</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>
<u>Public Educational Brochures on Storm Water</u>	Distribute 3 Brochures Conduct Public Survey Parks & Rec. Brochure Article	Distribute 3 Brochures	Distribute 3 Brochures	Distribute 3 Brochures	Distribute 3 Brochures Conduct Public Survey
<u>Educating School Children on Storm Water</u>	Develop Educational Program	Implement Educational Program	Educate 5 <sup>th</sup> Graders	Educate 5 <sup>th</sup> Graders	Educate 5 <sup>th</sup> Graders
<u>Educating Commercial Businesses</u>		Distribute Brochures/Posters	Distribute Brochures/Posters	Distribute Brochures/Posters	Distribute Brochures/Posters
<u>Web Page</u>	Develop Web Page	Update Web Page	Update Web Page	Update Web Page	Update Web Page
<u>Trash Management</u>	Continue/Enhance Existing Service	Continue/Enhance Existing Service Trash Dumpster Size Requirement	Continue/Enhance Existing Service	Continue/Enhance Existing Service	Continue/Enhance Existing Service
<u>Storm Water Outreach Booth</u>			Develop Storm Water Outreach Booth	Continue Storm Water Outreach Booth	Continue Storm Water Outreach Booth