

# **SOLVING THE SEDIMENT DILEMMA: SUCCESSFUL CONSTRUCTION SITE OUTREACH TO A DIFFICULT AUDIENCE**

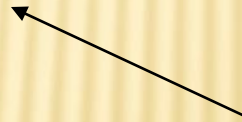
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Water Quality Matters!

Agencies are  
working on this...



...not this.

# CONSTRUCTION EDUCATION ACTIVITIES

- ✖ State and MS4 Erosion Prevention and Sediment Control (EPSC) Training
- ✖ Review of Engineering EPSC Plans
- ✖ On-site Discussions with Developers and Site Construction Superintendents During Enforcement Visits
- ✖ Storm Water Conferences
- ✖ IECA Training



# RESULTS!!!

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- ✗ Site superintendents know!
- ✗ Developers know!
- ✗ Engineers know!

Everyone seems to know about the need for EPSC, so why are there still problems?

# WHO'S TO BLAME?



- ✗ Kids?
- ✗ Homeless?
- ✗ Unusually severe weather?
- ✗ Vandalism?

# SUBCONTRACTORS?

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- ✕ Plumbers
- ✕ Brick Layers
- ✕ Drywall installers
- ✕ Electricians
- ✕ Roofers



# AUDIENCE

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- ✖ Construction Managers
- ✖ On-Site Personnel
- ✖ Developers
- ✖ EPSC Inspectors
- ✖ Subcontractors

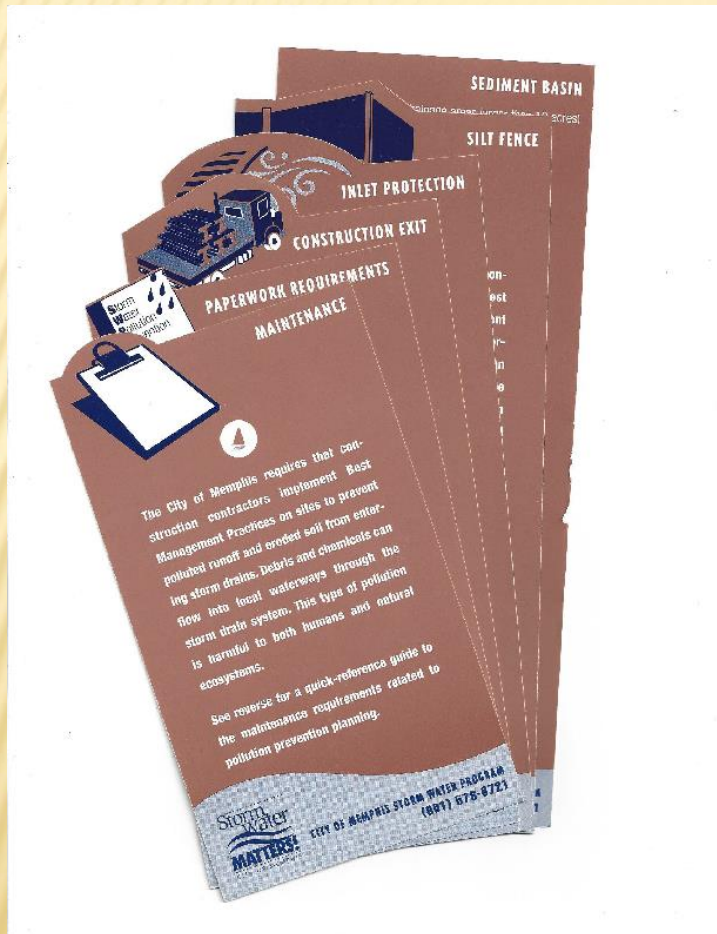
# SUBCONTRACTOR ISSUES

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- ✗ Have a short duration at the site, only during their specific phase.
- ✗ Usually don't feel the impact of fines and the enforcement process.
- ✗ Often at the site when no one else is.



# FLYERS



## INLET PROTECTION

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The City of Memphis requires that construction contractors implement Best Management Practices on sites to prevent polluted runoff and eroded soil from entering storm drains. Debris and chemicals can flow into local waterways through the storm drain system. This type of pollution is harmful to both humans and natural ecosystems.

See reverse for a quick-reference guide to inlet protection requirements related to pollution prevention planning.

## INLET PROTECTION

**WARNING:** Inlet protection will cause flooding. Do not use inlet protection in streets open to traffic or other areas where flooding could cause damage.

There are many types of acceptable inlet protection. Two common, effective methods are shown below:

### 6-72 INLET

**CONCRETE BLOCKS**  
Depending on actual site conditions, it may be necessary to increase the height of the inlet protection by adding another row of concrete blocks to provide adequate treatment capacity.

**AGGREGATE**  
Minimum size=1.5"

**GEOTEXTILE FABRIC**  
Suitable for sediment removal.

### DROP INLET

**SILT FENCE**  
with wire backing wrapped completely around

**METAL STAKES**  
and wood frame

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(901) 678-8721

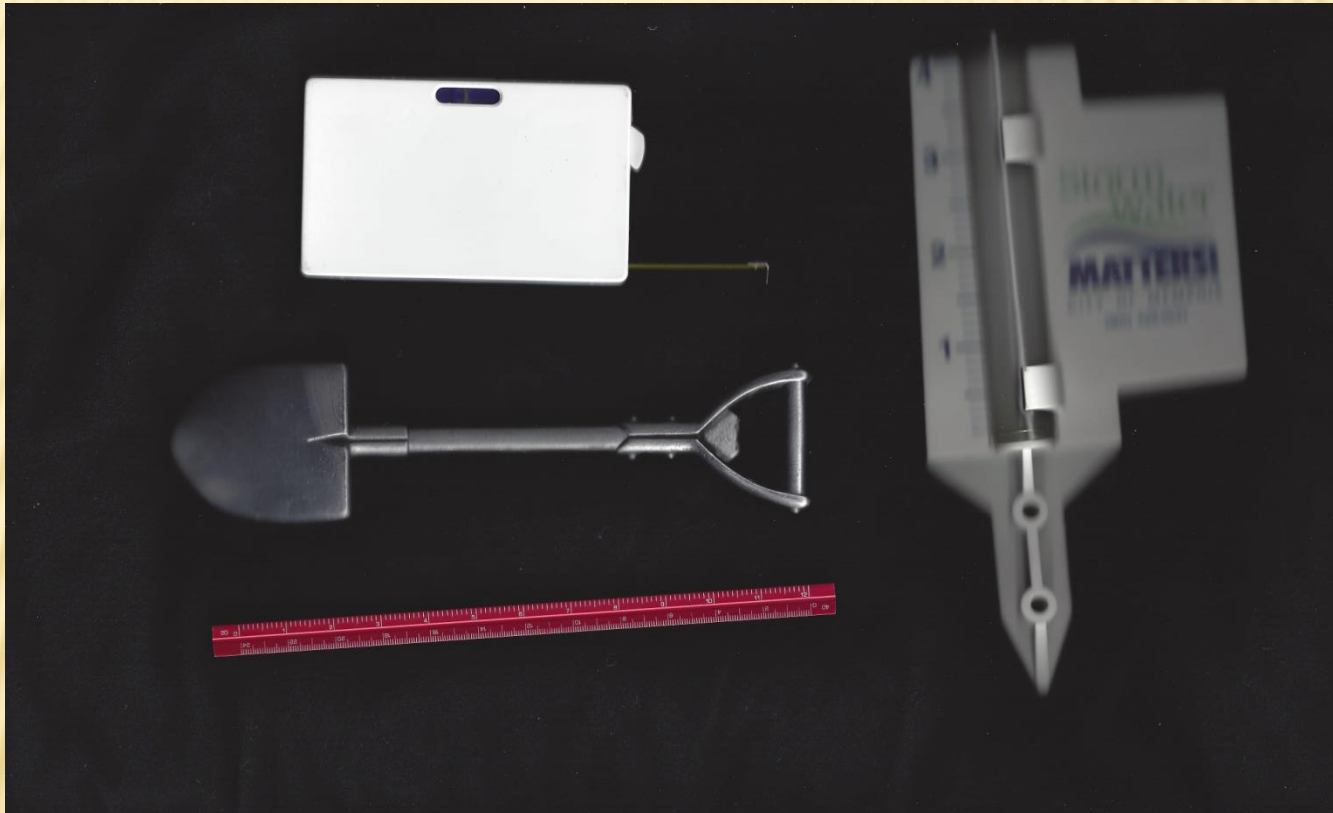
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# CONSTRUCTION SITE TOWELS





# CONSTRUCTION SITE GIVEAWAYS





# CONSTRUCTION SITE MEETING



Photos courtesy of  
Ruth Anne Hanahan

# CONSTRUCTION SITE MEETING SPEAKING POINTS

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✕ Main points to emphasize:

- + Recognize EPSC Devices
- + Do not damage EPSC
- + Report missing and damaged EPSC
- + Prevent or report any pollution, such as oil spills



# CONSTRUCTION SITE MEETING



Photo courtesy of  
Ruth Anne Hanahan

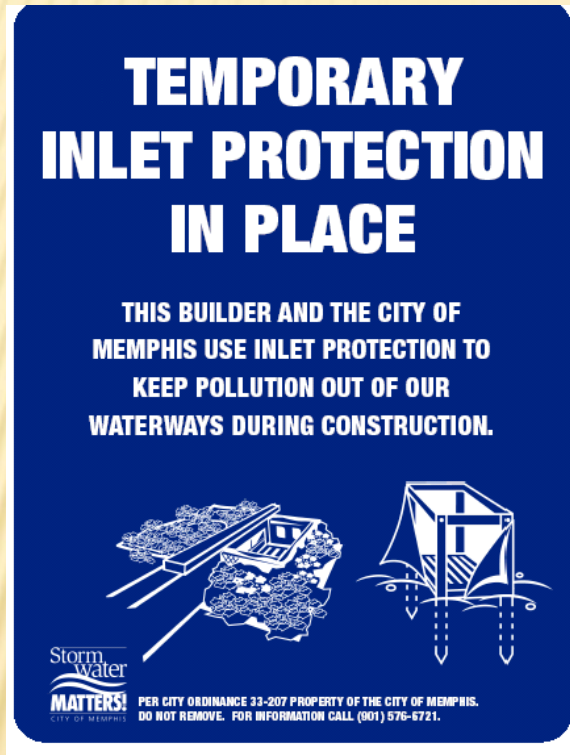


# LUNCH MEETING

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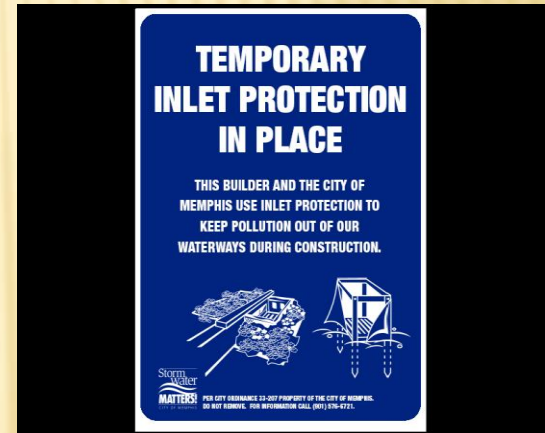
- ✖ Arrange in advance with project superintendent.
- ✖ Have preset lunch choices at a nearby location.
- ✖ Conduct EPSC presentation of 20 to 30 minutes.
- ✖ Do in conjunction with other outreach approaches.

# EPSC SIGNS



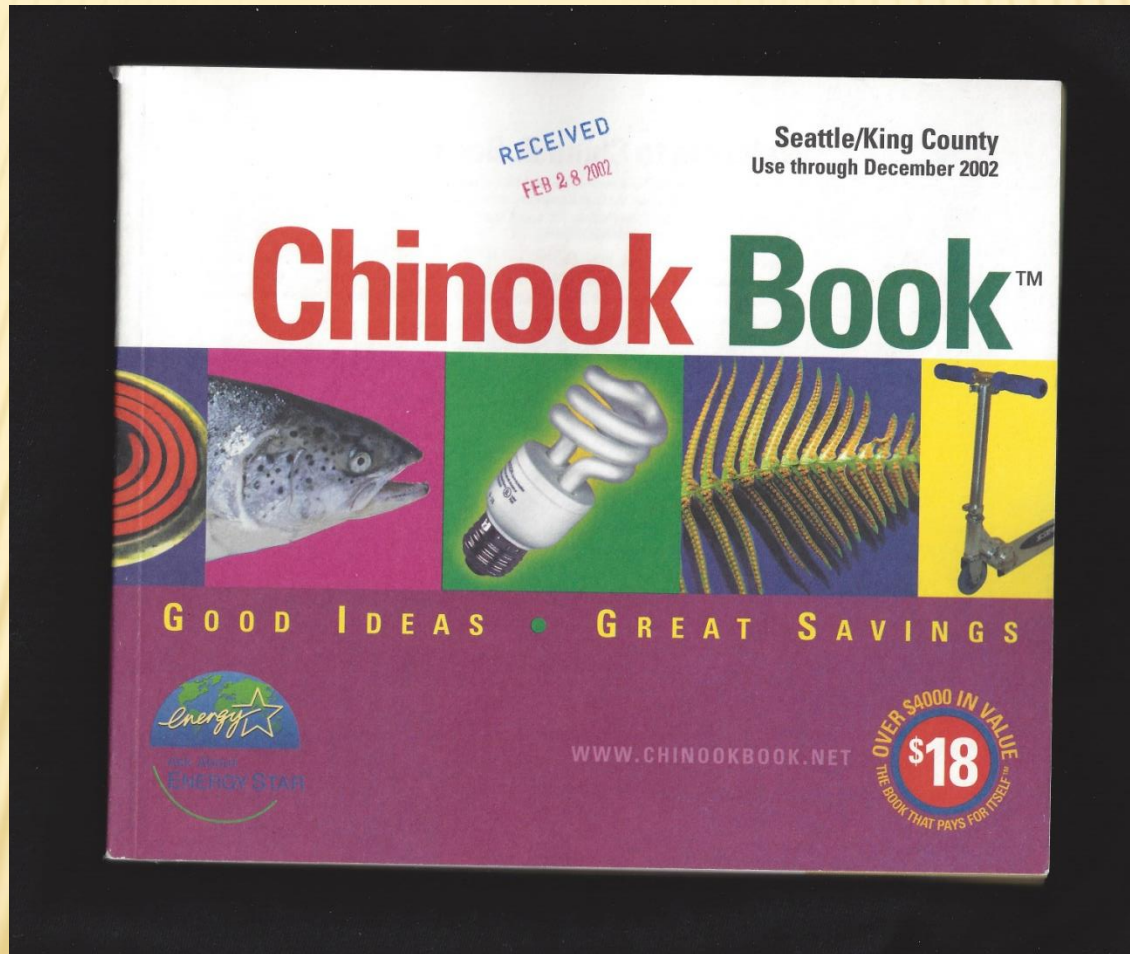
# EPSC SIGNS

- ✖ A developer said that the inlet protection around the inlets is worrisome to new home buyers, because they do not understand that it is temporary, so signs were developed to explain this and to remind on-site workers.





# COUPON BOOK



# MUDDY WATER BLUES!

- ✘ Contractors were told to install EPSC measures, but many had not seen it done properly!
- ✘ Partnered with IECA to host EPSC Field Days.





# ENFORCEMENT

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- ✘ Send “Nice Guy” letters to all sites visited. Keep track of projects by developer, so that they can be reminded that they have been contacted before, even if it was by a different inspector.
- ✘ Send “Notice of Inspection” letter to sites visited to point out that they looked good, which also reminded them to maintain EPSCs.



# PRESS RELEASE

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- ✖ Interviewed one contractor building at a very visible location who did a great job and sent out a press release noting that the EPSC measures were good on that project.

# RESULTS!

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- ✖ Achieved compliance throughout the City.
- ✖ EPSC measures were installed at the beginning of the project work.
- ✖ EPSC measures were installed correctly.
- ✖ Hard to find a (seriously) non-compliant site.

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