



# Public Outreach Programs in Oklahoma City

A Phase I MS4

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# Overview

- Public Outreach is a required and very beneficial component to any storm water program.
- Permittees must know required rules and residents should be educated on proper practices in order to assist municipalities to remain in compliance.

# Overview

- In this presentation, we will discuss the multiple avenues of Outreach performed here in Oklahoma City, including:
  - Schools and Universities
  - Public Outreach and Resident Involvement
  - Permittee training and education
  - “Hands-On” and helpful approach taken by all OKC SWQ supervisors and staff
  - Central Oklahoma Storm Water Alliance (COSWA)

# School Presentations

## Protecting Our Water Resources

- Focused on Kindergarten – 6<sup>th</sup> grade
- Classroom, assemblies, and school fairs
- Hands-on science activities
- More than 2,200 OKC elementary school students in 2016



# WAYNE DROP





# Universities

- School Fairs



- Classroom Education



# Public Outreach and Resident Involvement

- Resident Volunteer Programs
- Advertising – print, radio, and television
- Press releases
- Water bill inserts
- Local festivals and events
  - Earth Day activities
  - Earth Month activities

# Volunteer Programs

## **Adopt-A-City Street**

- Businesses, civic organizations, schools
- Adopted section cleaned minimum 4 times yearly
- City provides supplies and disposes of litter filled bags
- Signs featuring organization name posted at each end of adopted street



[www.okc.gov/departments/public-works/resident-community-resources/adopt-a-city-street-program](http://www.okc.gov/departments/public-works/resident-community-resources/adopt-a-city-street-program)





**Adopt A  
City Street**



[www.okc.gov/departments/public-works/resident-community-resources/adopt-a-city-street-program](http://www.okc.gov/departments/public-works/resident-community-resources/adopt-a-city-street-program)

# Volunteer Programs

## Curbs to Creeks

- Businesses, civic organizations, schools
- Volunteers mark storm drains to prevent improper waste disposal
- City provides map of storm drains that need labels
- City provides supplies





# Curbs to Creeks



# Public Outreach Print Advertising



# Public Outreach Television and Radio





# Public Outreach English and Spanish

## BRING IT ON.

Oklahoma City's **Household Hazardous Waste Collection Facility** at 1621 S. Portland can take all the paint, bug and weed killers, used motor oil and other chemicals and solvents in your garage, under your sink and around your home. And it doesn't cost you anything.

Check [www.okc.gov](http://www.okc.gov) for a complete list of what we can and can't take or call 682-7038 for more information.

Bring your current water bill stub to prove residency. Residency restrictions apply.

We're open Tuesday–Friday 9:30 a.m. to 6 p.m. and Saturday 8:30 to 11:30 a.m.

**HOUSEHOLD HAZARDOUS WASTE  
COLLECTION FACILITY** 1621 S.  
Portland

*The City of Oklahoma City*



## TRAIGAMELO.

El establecimiento de **Residuos Domésticos Peligrosos** de la ciudad de **Oklahoma City** ubicado en la 1621 S. Portland puede recibir: pinturas, mata insectos, mata plantas, aceite de motor usado, solventes y otros químicos peligrosos que acumulamos en nuestros garages, abajo de la piletta de la cocina y en otros lugares de nuestro hogar.

Vaya a [www.okc.gov](http://www.okc.gov) para obtener una lista completa de lo que aceptamos o llame al 682-7038 para mas informacion.

Estamos abiertos de Martes a Viernes de 9:30 A.M. a 6:00 P.M. y los sabados de 8:30 a 11:30 A.M.

Consid área permitida en Oklahoma City, para obtener mas informacion.

**ESTABLECIMIENTO de RESIDUOS  
DOMESTICOS PELIGROSOS** 1621 S.  
PORTLAND

*Ciudad de Oklahoma City*





# Permittee Training & Education

- “Downstream” newsletter
- Construction permittee workshops
- Industrial permittee workshops
- Industrial award program
- Environmental Awareness events
- Curbs to Creeks, Industrial application

# “Downstream”

- Quarterly emailed newsletter



***DOWNSTREAM***  
Storm Water Quality Management  
2016 First Quarter Newsletter

**COSWA Booth at the OKC Home and Garden Show**


The Central Oklahoma Storm Water Alliance (COSWA) hosted a booth at the Oklahoma City Home and Garden Show. This years emphasis was to educate residents about Low Impact Development



IN THIS ISSUE

- COSWA booth at the OKC Home and Garden Show
- Household Hazardous Waste

To sign up, email:  
[andrea.shelton@okc.gov](mailto:andrea.shelton@okc.gov)



**Special Edition Newsletter**

2016 EPA REGION 6 STORMWATER CONFERENCE

**18th Annual MS4 Stormwater Conference**  
**Oklahoma City, Oklahoma October 2 - 6, 2016**

**CITY OF OKLAHOMA CITY**  
**PUBLIC WORKS DEPARTMENT**

Registration for the EPA Region 6 Stormwater Conference is open. This year the Conference will be held in Oklahoma City, Oklahoma at the [Sheraton Oklahoma City Downtown Hotel](#). The early registration deadline has been extended to July 31. With registration, you will be able to attend the Early Bird Workshops and Stormwater

# Construction workshops

- Annual workshop
- Construction site permittees



# Industrial workshops

- Bi-annual workshop
- Industrial permittees



# Industrial Award Program

- Facilities that demonstrate outstanding performance
  - Implement and promote the intent of storm water quality management
  - Go above and beyond basic BMP requirements
- Primarily self-nominated

# Industrial Award Program

- *Storm Water Achievement* award, past recipients
  - 2008: Waste Connections, OKC Hauling
  - 2009: Metal Container Corporation
  - 2010: Testers Inc.
  - 2011: Mike Monroney Aeronautical Center
  - 2014: City Trailer & Paint Works
  - 2015: Bachman Services
  - 2016: to be announced!



“Our results are not any greater than is expected of us, but our effort is genuine and based on a desire to go beyond compliance.”

--Bret Scovill of Waste Connections, 2008





# 2008

















2014



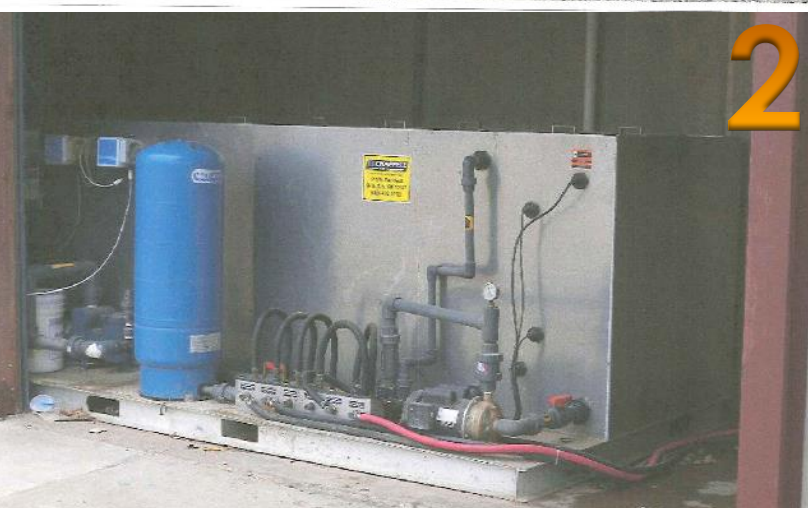




OPEN DUMPSTERS REPLACED W/CLOSED COMPACTOR



COVERED VEHICLE WASH AREAS



WATER RECYCLING  
EQUIPMENT

2014



ROCK /  
CONCRETE  
SILT  
BARRIERS  
AND  
SEDIMENT  
BASINS

“We want to improve our community and the environment. We want to have “Hands On” experiences as an organization to promote Storm Water Quality.

“We want to teach our employees Storm Water Awareness and knowledge they can use while they are at work, and whenever the opportunity presents itself to teach others outside of work, to help change the world one rain drop at a time.”

-- Carla Hayes of Bachman Services, 2015









# Awareness Events

- Environmental Fairs
- Safety Fairs
- Earth Day events



# Curbs-to-Creeks

- Permitted facilities encouraged to participate
- Counts as BMP!



# Hands-On Approach

- “Hands-On” and helpful approach taken by all OKC SWQ supervisors and staff
  - “We’re here to help!”
- Environmental Technicians answer questions and offer assistance
  - Help permittees be in compliance
- Industrial section staff also speak at permittee employee training sessions



# COSWA

- Central Oklahoma Storm Water Alliance
  - Monthly meetings
  - Lunch n Learn sessions
  - Rain Barrel Promotions
  - Radio ads
  - Booth at OKC Home & Garden Show
- Providing:
  - Education, Permit Compliance, Support

[www.coswa.wordpress.com](http://www.coswa.wordpress.com)

Recycle  
the  
Rain

ONLY  
\$63.50



Central Oklahoma  
Storm Water Alliance

Member Organizations

City of Bethany  
City of Choctaw  
City of Del City  
City of Edmond  
City of Midwest City  
City of Mustang  
City of Oklahoma City  
City of Yukon

A rain barrel promotes conservation and saves you money on water bills by harvesting rain water for your garden

Using Rain Barrel Water

- Water your flowers, trees, shrubs and lawn
- Wash your car
- Rinse tools or muddy boots

Advantages

- Saves money
- Helps reduce storm water pollution
- Conserves water resources
- Better for plants and gardens





# For additional information

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[www.okc.gov/swq](http://www.okc.gov/swq)