

grant workshop for signage.



LOWER RIO GRANDE VALLEY - TEXAS POLLUTANT DISCHARGE ELIMINATION SYSTEM STORMWATER TASK FORCE

Research, Applied Technology, Education and Service, Inc. - Rio Grande Valley • P.O. Box 687
Edinburg, Texas • 78540 • (956) 929-7189 • <http://rvstormwater.org>

LRGV TPDES TASK FORCE

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UTRGV

Chris Fuller, Ph.D.
RATES-RGV

Task Force Liaison

Javier Guerrero, E.I.T., MS
RATES-RGV

Year (2) if swmp approved.

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11th Annual Task Force Retreat Series 2020 Strategic Planning

Outreach and Education, Public Participation – Minimum Control Measure I
February 12, 2020
8:00 AM – 5:00 PM
Cameron County Annex

8:00 AM
8:30 AM
9:00 AM
10:00 AM
11:00 AM
12:00 PM
1:00 PM
1:20 PM
1:40 PM
2:00 PM
3:00 PM

- Welcome
- 3.2.0 Public Education, Outreach, and Involvement
 - A. Overview – Permit Text
 - B. Discussions of Programs
- 3.2.1 Utility Bill Inserts, Self-Service Materials and/or mailouts
 - A. Overview of BMP
 - B. Examples of Delivery
 - C. Timeline
 - D. Navigate Google Drive
 - E. Create and design a flyer/brochure/mailout
 - F. Recordkeeping – Checklist
- 3.2.2 Website
 - A. Overview
 - B. Timeline
 - C. Review your City Website
 - D. Navigating www.rgvstormwater.org
 - E. Recordkeeping
- 3.2.3 Classroom Presentations
 - A. Overview
 - B. Timeline
 - C. Example of Classroom Presentation
 - D. Hands on Classroom Activity
 - E. Recordkeeping
- Lunch On Your Own
- 3.2.4 Stenciling
 - A. Overview
 - B. Timeline
 - C. Examples of Stenciling
 - D. Recordkeeping
- 3.2.5 Brochures and Videos - PSA-videos
 - A. Overview with Example
 - B. Timeline
 - C. Recordkeeping
- 3.2.6 Signage
 - A. Overview
 - B. Timeline
 - C. Examples of Signage
 - D. Recordkeeping
- 3.2.7 Community Outreach
 - A. Overview
 - B. Timeline
 - C. Adopt an Inlet
 - D. Recordkeeping
- 3.2.8 Education – Watershed Protection Plan
 - A. Overview
 - B. Timeline
 - C. Recordkeeping

Arroyo / contact channel
Make Maria.

Not part of watershed group.

- 3:20 PM 3.2.9 Public Meetings
 - A Overview
 - B Timeline
 - C Recordkeeping
- 3:40 PM - 3.2.10 Advisory Workgroup
 - A Overview
 - B Timeline
 - C Recordkeeping
- 4:00 PM 3.2.11 Hotline
 - A Overview
 - B Timeline
 - C Recordkeeping
- 4:20 PM Feedback Survey

During Commission.
 Agenda with ~~sign~~ Sign. Sheets.

School ~~inlet~~ plague.
 Adopt an inlet...

PSA
 Logos: 1 fates, task force.
 ARROYO.

3.0 PUBLIC EDUCATION, OUTREACH, AND INVOLVEMENT

The following section presents the permit requirement for the Public Education, Outreach, and Involvement Program. The section describes the existing BMPs necessary to implement this program. It describes the measurable goals for each BMP and a timeline (or frequency) for each implementation action. Each of these sections includes a brief discussion of current programs, a description of the BMPs selected for each MCM, a proposed implementation schedule for each BMP, and performance measures for the programs.

3.1 Public Education, Outreach, and Involvement Permit Text

The BMPs listed in this section were selected to meet the following regulatory requirement (Minimum Control Measure #1):

1. Public Education, Outreach, and Involvement

(a) Public Education and Outreach

(1) All permittees shall develop, implement, and maintain a comprehensive stormwater education and outreach program to educate public employees, businesses, and the general public of hazards associated with the illegal discharges and improper disposal of waste and about the impact that stormwater discharges can have on local waterways, as well as the steps that the public can take to reduce pollutants in stormwater.

Existing permittees shall assess program elements that were described in the previous permit, modify as necessary, and develop and implement new elements, as necessary, to continue reducing the discharge of pollutants from the MS4 to the MEP. New elements must be fully implemented by the end of this permit term and newly regulated permittees shall have the program fully implemented by the end of this permit term. The program must, at a minimum:

- a. Define the goals and objectives of the program based on high priority community-wide issues (for example, reduction of nitrogen in discharges from the small MS4, promoting previous techniques used in the small MS4, or improving the quality of discharges to the Edwards Aquifer);
- b. Identify the target audience(s);
- c. Develop or utilize appropriate educational materials, such as printed materials, billboard and mass transit advertisements, signage at select locations, radio advertisements, television advertisements, and websites;
- d. Determine cost effective and practical methods and procedures for distribution of materials.

(2) Throughout the permit term, all permittees shall make the educational materials available to convey the program's message to the target audience(s) at least annually.

(3) If the permittee has a public website, the permittee shall post its SWMP and the annual reports required under Part IV.B.2. or a summary of the annual report on the permittee's website. The SWMP must be posted no later than 30 days after the approval date, and the annual report no later than 30 days after the due date.

(4) All permittees shall annually review and update the SWMP and MCM implementation procedures required by Part III.A.2., as necessary. Any changes must be reflected in the annual report. Such written procedures must be maintained, either on site or in the SWMP and made available for inspection by the TCEQ.

200. Prot.

1060571. Carr (B) General.

(5) MS4 operators may partner with other MS4 operators to maximize the program and cost effectiveness of the required outreach.

(b) Public Involvement

All permittees shall involve the public, and, at minimum, comply with any state and local public notice requirements in the planning and implementation activities related to developing and implementing the SWMP, except that correctional facilities are not required to implement this portion of the MCM.

Existing permittees shall assess program elements that were described in the previous permit, modify as necessary, and develop and implement new elements, as necessary, to continue reducing the discharge of pollutants from the MS4 to the MEP. New elements must be fully implemented by the end of this permit term and newly regulated permittees shall have the program fully implemented by the end of this permit term. At a minimum, all permittees shall:

- (1) Consider using public input (for example, the opportunity for public comment, or public meetings) in the implementation of the program;
- (2) Create opportunities for citizens to participate in the implementation of control measures, such as stream clean-ups, storm drain stenciling, volunteer monitoring, volunteer "Adopt-A-Highway" programs, and educational activities;
- (3) Ensure the public can easily find information about the SWMP.

3.2 DISCUSSION OF PROGRAMS

The following table lists BMPs that meet the requirements of MCM 1.

Table 3-0: Public Education, Outreach, and Involvement BMPs

Section	Description of BMP	IMPLEMENTATION SCHEDULE (YEAR)					BMP Category		
		1	2	3	4	5	I	R	N/A
3.2.0	Assess Public Education, Outreach and Involvement program	X	X	X	X	X			X
3.2.1	Utility Bill Insert, self-service materials and/or mailouts <i>(ad)</i>	X	X	X	X	X	X		
3.2.2	Web Site <i>Newsletters, Paper</i>	X	X	X	X	X	X		
3.2.3	Classroom Presentations	X	X	X	X	X		X	
3.2.4	Stenciling	X	X	X	X	X	X		
3.2.5	Videos	X	X	X	X	X		X	
3.2.6	Signage	X	X	X	X	X		X	
3.2.7	Community outreach	X	X	X	X	X	X		
3.2.8	Education	X	X	X	X	X	X		
3.2.9	Public Meetings	X	X	X	X	X	X		
3.2.10	Advisory Workgroup	X	X	X	X	X		X	
3.2.11	Hotline	X	X	X	X	X	X		

X - notes activity, see Section for details I-Individual R-Regional

3.2.0 Assess Public Education, outreach and involvement program.

Permittees shall assess program elements that were described in the previous permit, modify as necessary, and develop and implement new elements, as necessary, to continue reducing the discharge of pollutants from the MS4 to the MEP. The program must, at a minimum will

dates, location, PIYERS total.

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