

## Applicable Permit Section: Schedule A(4)(a) Public Education and Outreach

Requirement: “implement a public education program to distribute educational materials to the community or conduct equivalent outreach activities about the impacts of stormwater discharges on water bodies and the steps that the public can take to reduce pollutants in stormwater runoff”

BMP	Objective	Measurable Goal	Performance Tracker	Rationale for BMP
Informative Pamphlets	Inform residential, commercial, and industrial users about steps they can take to reduce storm water pollution.	Available to the Public at City Hall front desk.		These informative pamphlets were chosen because of the issues they address (e.g., car service, natural gardening, erosion control, concrete dumping) and the ability of the City to acquire existing pamphlet formats from other agencies.
A. After the Storm				
B. Stream-Friendly Home and Yard Care		Mail to all Troutdale Mailing Addresses.	Number mailed	
C. Managing Concrete and Mortar		Include with all applicable Public Works Permits that are issued.		
Catch basin Labeling	Inform and educate residents at the point of entry to the storm system (catch basin) as to where it drains. Discourage illegal dumping.	Ensure that at least 95% of catch basins are labeled.	Number of labels installed relative to number of catch basins	Storm sewer system inlets have historically proven to be locations for illegal dumping of all types of pollutants. Labeling catch basins should act to heighten general resident awareness of the problem. Thermoplastic labeling was chosen over painting due to improved look and durability.
Newsletter - Champion	Inform target audiences with educational messages regarding specific pollutant impacts to storm system.	Publish three editions annually of the Troutdale Champion with stormwater issues addressed in articles.	Number of articles published	The Troutdale Champion was chosen for a media outlet for several reasons. The newsletter is mailed to all residents of Troutdale. Using an existing publication cuts down on staff time and costs to generate, print, and deliver the publication.

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School-Based Education	Educate elementary school children about human impacts that cause stormwater pollution.	% of requests filled with in-school educational presentation.	Number of requests made	This method of school-based education was chosen primarily due to its effectiveness. Students from the 4th grade on can visualize point and non-point source pollution with this model. The City of Gresham owns the model and allows the City of Troutdale its use whenever it is needed thus combining resources.
Spring Cleanup	Sponsor an annual free yard debris drop-off event for Troutdale citizens in the Spring.	Tons of yard debris collected and processed for reuse at this event. Records of Spring Cleanup debris tonnage are kept at the City's Public Works Management Department.	Tons of yard debris collected	Yard debris can become a source of stormwater contamination when not handled correctly. This annual yard debris drop-off event ensures that citizens have a free event where they can drop off yard debris for processing for reuse.
Hazardous Waste Disposal	Coordinate with our Metro Regional Government to hold a local hazardous waste collection event or to provide citizens a reduced disposal fee for drop-off of hazardous wastes at Metro facilities.	Number of customers serviced at either a hazardous waste roundup event or at a Metro facility annually. Number of vehicles serviced and the volume or weight of material accepted will be documented and kept at the Metro Solid Waste and Recycling Offices.	Number of events held in Troutdale	Hazardous wastes can become a source of stormwater contamination when not handled correctly. Providing citizens with an affordable and easy option for correct disposal of hazardous wastes prevents these materials from being illegally dumped into the stormwater system.

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Rain Garden Workshop	Coordinate with East Multnomah Soil and Water Conservation District to provide citizens a free clinic about rain gardens, as funding allows.	Number of citizens attending event.	Number of citizens attending event	Rain garden are a tangible way for citizens to get involved with stormwater management, and manage their stormwater onsite. This workshop is designed to teach citizens how to assess their property for the best rain garden location and size; choose plants; and construct and maintain the garden.