

The Rivanna Regional Stormwater Education Partnership



Albemarle County

Albemarle County Public Schools

Albemarle County Service Authority

City of Charlottesville

The Rivanna Regional Stormwater Education Partnership



Rivanna Water and Sewer Authority

University of Virginia

Thomas Jefferson Soil & Water Conservation
District

Background: What's an MS4?

- Municipal Separate Storm Sewer System.
- National Pollution Discharge Elimination System (NPDES) permit program started in 1972 for industry point source discharges.
- NPDES Phase I began in 1990 for stormwater discharges in cities of 100,000 or more.

Background: What's an MS4?

- In 1999 NPDES Phase II launched for "small MS4s" or "urbanized area".
- ▲ An urbanized area (UA) is a densely settled core of census tracts and/or census blocks that have population of at least 50,000.
- One of 6 permit requirements is public education and outreach.

The Partnership

- In 2003, the City of Charlottesville, the County of Albemarle, the University of Virginia and VDOT were required to apply for MS4 permits under Phase II of NPDES.
- Partnership was formed primarily to help partners comply with permit requirements, with focus on public education and outreach.
- Additional entities joined to share ideas and resources in the ongoing permit process.

Five-Year Permit Cycle Education and Outreach Program

Identify 3 High-Priority Issues

- Bacteria
- Sediment
- Nutrients

Explain Rationale

- Local stream TMDLs
- Local stream water quality issues
- Chesapeake Bay water quality issues

Identify Target Audience for Each Issue

Bacteria

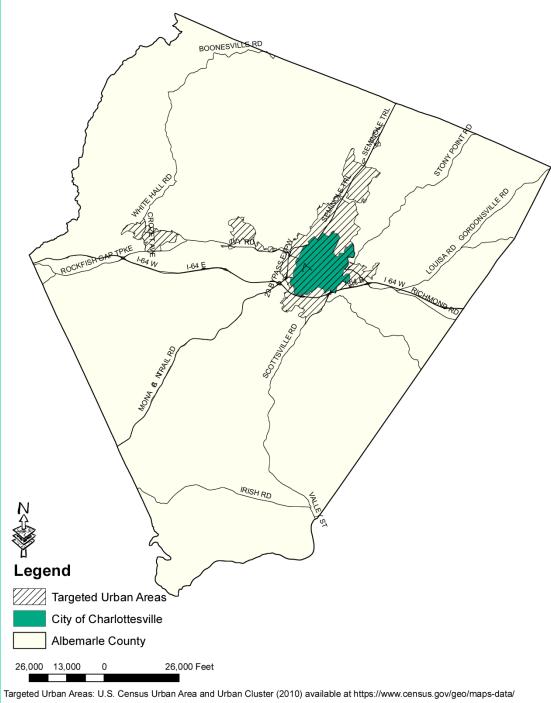
 4,000 Dog owners in Charlottesville and Urban Areas of Albemarle County

Nutrients

38,500 households in targeted urban areas

Sediment

38,500 households in targeted urban areas



Targeted Urban Areas

Identify Primary Messages for Each Issue

♦ Bacteria

- Pick up after your pet.
- Pet waste left outside washes into storm drains and waterways.
- Dispose of your pet's waste properly by bagging it and throwing it away.

Identify Primary Messages for Each Issue

Nutrients

- Don't over-fertilize your lawn.
- Excess nutrients in fertilizer are a major source of water pollution when they are carried by runoff into streams.
- Apply fertilizer based on a soil test.
- Don't dump leaves and grass clippings into storm drains or streams.

Identify Primary Messages for Each Issue

Sediment

- Reducing runoff prevents erosion in streams and water pollution from sediment.
- Install a rain barrel to save water and reduce runoff.
- Capture runoff in a rain garden.

Formulate Effective Means of Reaching Each Audience

- Posters on CAT Buses
- C-ville Weekly Print Ad
- Utility Bill Mailing Insert
- Regal Cinemas Movie Ad

How to Stay Green
Tips for keeping our waterways healthy in Spring.



When you mow your lawn, don't dispose of grass clippings down a storm drain. Grass clippings degrade water quality. Leave them on your lawn or compost them.



Natives are drought resistant and hardy.



Use moderation when applying lawn products such as fertilizers, pesticides or herbicides. Better yet, get your soil tested, fertilize only in the fall, and look into non-chemical products to protect your lawn.

Pick up after your pet.

Pet waste left outside washes into stormdrains and waterways.



Collecting the rainwater that runs off your roof saves water and helps manage the impact of stormwater runoff on water quality and stream health.





www.rivanna-stormwater.org

Bus Ad: 646,734 individual bus trips taken

How to Stay Green Tips for keeping our waterways healthy in Spring.

Use moderation when applying lawn products such as fertilizers, pesticides or herbicides. Better yet, get your soil tested, fertilize only in the fall, and look into non-chemical products to protect your lawn.





When you mow your lawn, don't dispose of grass clippings down a storm drain. Grass clippings degrade water quality. Leave them on your lawn or compost them.

Plant Native Species. Natives are drought resistant and hardy.



Pick up after your pet.

Pet waste left outside washes into stormdrains and waterways.



Install a rain barrel or two, collecting the rainwater that runs off your roof saves water and helps manage the impact of stormwater runoff on water quality and stream health.

www.rivanna-stormwater.org

C-ville Weekly **Print Ad: 20,000** papers distributed per week

Preventing Water Pollution What YOU can do to Help

Did you know that whatever goes down stormwater drainage ditches, gutters and storm drains is typically carried directly into local waterways without treatment of any kind? There are steps you can take to minimize the amount of pollution that reaches streams and rivers through the storm drain system.



Use lawn products sparingly

Use moderation when applying lawn products such as fertilizers, pesticides or herbicides. Better vet, get your soil tested, fertilize only in the fall, and look into non-chemical products to protect your lawn. Call the Cooperative Extension Service at 434-872-4580 to find out how to get your soil tested.



Pick up after your pets

Animal waste that is washed off lawns and sidewalks carries harmful bacteria through the stormwater drainage system and into streams and rivers, creating problems for swimmers and fish.



Wash your car on a grassy area

Most detergents and other car washing products contain chemicals that, when washed into the street and enter the stormwater drainage system, can harm aquatic life in streams and rivers. A grassy area can absorb water and filter out pollutants.



Report Illegal Dumping

Illegal dumping of trash, paint products, motor oil and other chemicals into storm drains is against the law! To report suspected illegal dumping call Martin at 434-975-0224 Ext 105.



www.rivanna-stormwater.org



This information is included in utility bills of the Albemarle County Service Authority as a courtesy to the Rivanna Regional Stormwater Education Partnership, of which the ACSA is a member.

Utility Bill Mailing Insert: 42,000 **Bills Distributed**

Stonefield Regal Cinemas Movie Ad

Click link on RRSEP web site to view video.



99,666 Movie Attendees

Provide Public Participation During Program Development

- Invite leadership from effective local environmental organizations with similar goals to presentation of draft plan.
- Solicit feedback and suggestions from these organizations.
- Post plan and background information on RRSEP and Partner web sites.

Provide Public Participation During Program Development

- ♦Invite public comment for 30 days (May 1 –May 31).
- **♦ Address concerns and consider suggestions for integration into plan.**

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