

Public Information and Education Plan (PIE)

City of Goodlettsville's Stormwater Program

TNS-075345

COMMUNITY DEVELOPMENT SERVICES
318 N. MAIN STREET
GOODLETTSVILLE, TN 37072
(615) 851-3462 PHONE | (615) 851-4052 FAX
WWW.GOODLETTSVILLE.GOV

REVISED 7/12/2017, 3/18/2020

Public Information and Education Plan (PIE)

City of Goodlettsville's Stormwater Program

Introduction

The City of Goodlettsville's public information and education plan is comprised of various components with the goal of educating the citizens on the effects of stormwater pollution and water quality.

Summary

After years of extensive water sampling testing analysis, the State has determined each stream within Goodlettsville's jurisdiction is impaired with either e.Coli, siltation, or as a result of habitat alterations. Based on these test results and the City's proximity to Nashville, Goodlettsville was charged with implementing a stormwater, or water quality program.

In 2003, the City began its stormwater program and an integral part of this is educating the citizens, developers, and businesses on what can be done to improve the water's quality.

Established Programs and Continued Goals

School-Age/Classrooms

- Host and help facilitate teacher in-service workshops correlating environmental education to the latest State standards.
- Speaking engagements within the classroom, at school events, or at a City facility.
- Cleanup events to assist Scouts earning badges or patches.
- Work alongside Parks Department to incorporate water quality education into their existing programs.
- Stream clean-up Day events.
- Website containing information for teachers, parents, and children.

Adults

- Offer monthly stormwater meetings.
- Website containing information on suggested best management practices for the home or business.
- Website information available on chemical application awareness on proper storage, use, and disposal of pesticides, herbicides, fertilizers, oil, household and professional chemicals.

- Public Service Announcements in conjunction with the Cumberland River Compact and the Tennessee Stormwater Association (TNSA).
- Stream clean-up Day events.
- Good housekeeping training for municipal employees on routine basis.
- Hotline ((615) 851-3462) and website reporting for illicit discharges and water quality related issues.

Developers

- Offer monthly stormwater meetings.
- Website containing information on suggested best management practices for the home or business.
- Public Service Announcements in conjunction with the Cumberland River Compact and the Tennessee Stormwater Association (TNSA).
- Pre-construction meetings.
- Regular on-site inspections and one-on-one meetings when needed.

Existing Businesses

- Hot spot/priority area program.
- Offer monthly stormwater meetings.
- Website containing information on suggested best management practices for the home or business.
- Public Service Announcements in conjunction with the Cumberland River Compact and the Tennessee Stormwater Association (TNSA).

Future Programs

Goals

- Continue workshop and monthly meetings as scheduled.
- Provide involvement with all age groups.

Plan

- Look at larger group projects and programs for school-aged citizens such as City-wide stream clean-up, 250K Tree Day etc.
- Work alongside Planning, Parks, and Codes Departments within the City and also continue working with other stormwater agencies throughout Middle Tennessee to expand public education opportunities and efforts.
- Follow each project so improvements for future events can be implemented.

Facilitators

- Stormwater Coordinator, Inspector, non-profit organizations (e.g. Cumberland River Compact), Austin Peay State University, Western Kentucky University, Middle Tennessee State University, Tennessee Environmental Council.

Media

Printed materials

- Brochures
- Flyers
- Forms

Social Media Announcements

- Through the Tennessee Stormwater Association
- The media address awareness on the impacts of our actions on water quality.
- Available on City's website.

Electronic media (eblast, email, website, texting)

- Utilizing the City's website *Notify Me* feature to generate eblasts, emails, and texts
- City's website contains up-to-date information
- Utilize other media outlets' posting boards to distribute event information

The Process

Water Quality information created by the Cumberland River Compact and the Tennessee Stormwater Association and are distributed to social media throughout the State.

Eblasts/emails are created and sent to a distribution list of citizens interested in receiving information from the City.

Regarding school-aged events, Scout leaders, teachers, in-service coordinators, the environmental education contact at schools, and home school leaders are notified about upcoming events and workshops.

Work with home owners and other associations through quarterly newsletters to provide water quality information and upcoming activities.

The City has developed a community advisory panel which consists of various citizens within the community with varied backgrounds and occupations to become involved with the City's stormwater program.

Items to Address

General housekeeping – Provided an annual HHW collection at our convenience center.

Judging Effectiveness

Education and outreach are vital to the success of the City's stormwater/water quality program. Each avenue of distribution – printed materials, website, social media, etc. will have quantities associated with them in terms of numbers of items distributed.

Long-term goals of education are to see habits change about how people take care of the environment, to see less litter, to see less illegal dumping, to have improved water quality tests when sampling for macroinvertebrates, e. Coli, chemicals and more.

If the City is not seeing improvements in testing and litter pick-ups, then it will need to re-evaluate the way the information is being distributed and what information is being distributed.