

ROANOKE COUNTY PUBLIC EDUCATION PROGRAM - Effective July 1, 2014

| High-Priority Water Quality Issue | Target Audiences | Means to Determine Audience Size | Estimated Audience Size | Overall Messages | Means to Deliver Messages | Rationale |
|-----------------------------------|--|--------------------------------------|-------------------------|--|---|---|
| #1 SEDIMENT | Car Washing/Detail Facilities | Business Licenses/Yellow Pages | 16 | <ul style="list-style-type: none"> • All wash water to sanitary sewer. • Potential damage caused to streams by wash water. | <ul style="list-style-type: none"> • Mailer, annually • PSAs on local cable station | Commercial car wash facilities can contribute significant sediment if wash water is discharged into the County's MS4. |
| | Car Dealers | Business Licenses/Yellow Pages | 20 | <ul style="list-style-type: none"> • All wash water to sanitary sewer. • Potential damage caused to streams by wash water. | <ul style="list-style-type: none"> • Mailer, annually • PSAs on local cable station | Vehicle washing/detailing can contribute significant sediment if wash water is discharged into the County's MS4, which drains, untreated, to local streams. Residential car washing is specifically allowed; but, it still may contribute significant sediment if wash water is not properly handled. |
| | Auto Body Shops | Business Licenses/Yellow Pages | 51 | <ul style="list-style-type: none"> • All wash water to sanitary sewer. • Potential damage caused to streams by wash water. | <ul style="list-style-type: none"> • Mailer, annually • PSAs on local cable station | |
| | Homeowners | Tax Records | 36,000 | <ul style="list-style-type: none"> • Potential damage caused to streams by wash water. • Direct wash water to grass area for filtration and infiltration. • Never allow wash water to flow into street or storm drains. | <ul style="list-style-type: none"> • County Publication sent annually to homeowners • PSAs on local cable station • Handouts at local environmental events, 4 per year minimum | |
| | Contractors Involved in Land-Disturbing Activities | Community Development Permit Records | 51 | <ul style="list-style-type: none"> • Damage caused to streams by sediments. • Healthy fish populations require clear stream bottoms. • Silt fence is not enough. • Limit disturbed areas. • Stabilize as quickly as possible. | <ul style="list-style-type: none"> • Brochure given to land-disturbance permittee when permit is issued. • Brochure given with enforcement actions | Erosion and sediment control is required by regulations; however, more effective implementation may occur with additional education. |

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| #2 BACTERIA | Restaurants | Business Licenses/ Yellow Pages | 115 | <ul style="list-style-type: none"> Excessive bacteria hinders stream usage and contributes to algae overgrowth, which hurts aquatic life. All wastewater to sanitary sewers. Keep exterior trash receptacles and dumpsters covered and do not wash out into storm drain. Clean kitchen hoods and floor mats; properly dispose of wastewater. | <ul style="list-style-type: none"> Mailer, annually PSAs on local cable station | Uncovered dumpsters containing garbage and dumpsters and greasy floor mats that are rinsed out onto the pavement can contribute bacteria to our MS4, which discharges directly to our streams. |
| | Pet Owners (dogs/cats) | Pet Licenses | 5,392 dogs 371 cats | <ul style="list-style-type: none"> Excessive bacteria hinders stream usage. Dog waste ends up in streams. Pick up after your pet and properly dispose of waste. | <ul style="list-style-type: none"> County Publication sent annually to Homeowners PSAs on local cable station | Dog waste is a major source of bacteria in our streams. |
| | Veterinarian Offices | Business Licenses/ Yellow Pages | 13 | <ul style="list-style-type: none"> Excessive bacteria hinders stream usage. Dog waste ends up in streams. Pick up after your pet and properly dispose of waste. | <ul style="list-style-type: none"> Brochures placed in Veterinarian offices, annually PSAs on local cable station | Dog waste is a major source of bacteria in our streams. |
| | Pet Stores/Pet Boarding/ Grooming | Business Licenses/ Yellow Pages | 27 | <ul style="list-style-type: none"> Excessive bacteria hinders stream usage. Dog waste ends up in streams. Pick up after your pet and properly dispose of waste. | <ul style="list-style-type: none"> Brochures placed in pet stores, annually PSAs on local cable station | Dog waste is a major source of bacteria in our streams. |
| | County Police and Firemen; Animal Control Officer | County Records | | <ul style="list-style-type: none"> Excessive bacteria hinders stream usage. Dog waste ends up in streams. Pick up after your pet and properly dispose of waste. | <ul style="list-style-type: none"> In-house training | Dog waste is a major source of bacteria in our streams; these County employees own or handle dogs as part of their work. |

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| #3 NUTRIENTS | Homeowners | Tax Records | 36,000 | <ul style="list-style-type: none"> • How nutrients damage streams. • Do not over-fertilize. Use soil tests. • Keep fertilizer off of pavements. • Do not over-water lawns. | <ul style="list-style-type: none"> • County Publication sent annually to Homeowners • PSAs on local cable station | Excessive nutrients are carried off lawns and other managed turf areas to the County's MS4 and then to local streams; this leads to algae overgrowth in the streams, which adversely impacts fish and other marine life. |
| | Nurseries/ Greenhouses | Business Licenses/ Yellow Pages | 2 | <ul style="list-style-type: none"> • How nutrients damage streams. • Do not over-fertilize. Use soil tests. • Keep fertilizer off of pavements. | <ul style="list-style-type: none"> • Mailer, annually • PSAs on local cable station | |
| | Lawn Care Services | Business Licenses/ Yellow Pages | 58 | <ul style="list-style-type: none"> • How nutrients damage streams. • Do not over-fertilize. Use soil tests. • Keep fertilizer off of pavements. • Encourage use of organic products. | <ul style="list-style-type: none"> • Mailer, annually • PSAs on local cable station | |