

March 2020 Stormwater Reader

Employees for Stormwater Protection

Class is in session! This month we are learning about the first minimum control measure of the Stormwater Management Program: public education, outreach, and involvement. Each of the following departments helps us achieve that goal every year:

- **Environmental Services** educates citizens through its webpages, public presentations, promotional items, the Texas SmartScape program, volunteer opportunities, educational materials, and annual meetings. The department distributes outreach materials and provides presentations to restaurants, industrial facilities, schools, visitors, construction site operators, residents, and City employees.
 - Texas SmartScape is an educational program promoting the planting of native or adaptive plants specific to the region, and March is Texas SmartScape Month. Native or adaptive plants reduce pollution because they require little to no fertilizers. They also require less water, promoting a sustainable lifestyle and water conservation. Visit txsmartscape.com for more information.
 - The Stormwater Program has three volunteer opportunities available for anyone who would like to participate: Adopt-A-Spot, Waterway Clean-Up, and the Storm Drain Marking Program. Please contact Devan Jones at devan.jones@cityofcarrollton.com for more information about getting involved.
- **Animal Services** educates residents on proper pet waste disposal at public presentations/events, while residents are adopting or reclaiming a pet, and on their webpages. Many residents do not know that pet waste in surface waters increases bacteria levels, which in turn can cause gastrointestinal problems and skin reactions, as well as make the water unsafe for swimming and other activities. Animal Services plays an important role in communicating that message, as well as the other negative impacts of pet waste on the environment.
- **Engineering and Development Services** help educate construction site personnel during preconstruction meetings by distributing stormwater requirements for construction sites. Construction sites contribute the number one pollutant in our waterways: dirt. Construction site personnel must also control trash, leaks, and spills from vehicles and equipment as well as properly dispose of concrete washout, dewatering, and portable toilet waste.
- **Marketing Services** shares stormwater information to residents through various communication channels, such as the City's social media accounts, On the Horizon utility bill newsletter, eNewsletter, City website, news releases sent to the media, City cable TV channel, printed materials, and more. Marketing Services also promotes programs like Cease the Grease, Texas SmartScape Month, and the Household Hazardous Waste Disposal Program.
- **Parks & Recreation** maintains 52 pet waste signs and 25 pet waste stations at the City's dog parks, parks, and greenbelts/trails. These signs remind residents to DOO the right thing, and the stations provide bags so visitors can pick up their pet's waste. They also take part in the Adopt-A-Spot and Waterway Clean-up programs.
- **Public Works** helps distribute grease control information to residents and businesses to prevent sanitary sewer overflows through its webpages, brochures, articles, and outreach activities like the Public Works Rodeo and Cease the Grease. Sanitary sewer overflows can reach our surface waters and, like pet waste, cause public health and environmental issues.

