

**TOWN OF SMYRNA:  
PUBLIC INFORMATION AND EDUCATION (P.I.E.) PROGRAM**

**(Revised on 7/17/24)**

**OPENING STATEMENT:**

In addition to monthly sweeping of many of the main thoroughfares in Smyrna, our citizens do a great deal of volunteer work to reduce the litter load of our streams. Thanks to the town’s public participation-driven quarterly Adopt-A-Highway (state) and Adopt-A-Roadway (town) events, plus the spring and fall Stream Cleanup (public) events and fall Adopt-A-Stream (school) events the litter loading of our streams has appeared to diminish as observed during our periodic stream assessments. With this said, it appears that these efforts were an effective means of improving local stream water quality and habitat over the course of the past fifteen (15) plus years.

	<b>GOALS [Frequency]</b>	<b>TARGETED AUDIENCE [Age]</b>	<b>METHODS OF ASSISTANCE</b>	<b>EXPECTATIONS</b>
	<b>ON-GOING PROJECTS</b>			
1.	Develop a Public Information and Education (PIE) program that details specific goals and audiences as well as year-round events. This shall also include targeting of specific pollution from known sources such as identified Hot Spots. [Implement year-round, while evaluating annually]	The targeted audience would be all citizens regardless if they own residents, businesses or industries, and are teachers or students. [All ages]	All goals will be listed along with the targeted audience and how the MS4 expects the citizens to respond.	A heightened awareness of the need for cleaner water and the stewardship needed to obtain it.
2.	Track and maintain records of public information/education and outreach efforts then include them in the Annual Report to TDEC. [Year-round]	The targeted audience would be all citizens regardless if they own residents, businesses or industries, and are teachers or students. [All ages]	All events are tracked on a standard table that includes dates, number of participants, and number of standard educational packets distributed.	Records of events are expected to indicate the amount of effort and the number of citizens contacted.
3.	At the time of the year when the Annual Report to TDEC is written, the effectiveness of all on-going public information and education efforts shall be assessed. The SWM Program staff should assess this then present its findings to the director.	The targeted audience would be all citizens regardless if they own residents, businesses or industries, and are teachers or students. [All ages]	If an ongoing public information and education effort is no longer effective ways should be found to increase its effectiveness or the effort should be eliminated.	The number of citizens, regardless of age, should continue to remain on status quo or hopefully, increase from one year to the next.
4.	Develop then implement a method of advertising all public involvement and participation efforts. [Year-round]	The targeted audience would be all citizens. [All ages]	Announce on Smyrna’s website and Channel 3, in local newspapers, on utility bills, and at SWAC meetings.	Citizens will become more involved in Smyrna sponsored public participation events.
5.	Continue to fund, assist, and assess a contractual effort between Rutherford County and the four other MS4 entities to implement the Project WET program within County and City of Murfreesboro schools as well as private schools. [Year-round]	The targeted audience would be students in all grades. [School age]	A Discovery Center educator trains teachers how to teach water quality issues to their students, while providing the needed classroom and stream monitoring supplies. School principals are kept apprised.	Students will understand that everyday activities are dependent upon clean water, thus they will adopt appropriate steps to change their habits in favor of cleaner water.
6.	Contractually broadcast radio PSAs @ water quality	Targeted audience of all ages.	EZ reasoning for clean water.	Life is dependent on clean water.
7.	Maintain a standard educational packet, comprised of ~24 informative brochures. [Year-round]	The targeted audience would be all citizens. [All ages]	Distribute to citizens during events, i.e. stream and shoreline cleanups, storm drain decal, and tree planting events, Boat Days-WaterFests, GSA Twilight Camps and Public Land Days	Citizens will understand that everyday activities are dependent upon clean water, thus will adopt appropriate steps to change their habits in favor of cleaner water.

<b>P 2</b>	<b>GOALS [Frequency]</b>	<b>TARGETED AUDIENCE [Age]</b>	<b>METHODS OF ASSISTANCE</b>	<b>EXPECTATIONS</b>
8.	Periodically, update the SWM Program website. [Year-round]	The targeted audience would be all citizens. [All ages]	Include definitions and official stormwater documents in a readily accessible and understandable format, adding new PSAs and links.	Citizens will understand the importance of water quality and will adopt appropriate steps to change their habits in favor of cleaner water.
9	Contractually Twitter PSAs @ water quality	Targeted audience of all ages.	EZ reasoning for clean water.	Life is dependent on clean water.
10.	Provide educational training on Illicit Discharge Detection and Elimination to all employees in the form of an educational video shown during New Employee Orientation.	new employees to the Town of Smyrna.	Integrated into New Employee Orientation program	More Illicit Discharges will be reported to the Stormwater Division by Town Employees
11.	Revise existing Site Inspection Requirements document to reflect recent permit changes made by TDEC then distribute by email as needed.	The targeted audience would be all design engineers, developers, contractors, and homebuilders.	The one-page Site Inspection Requirements document includes all permit changes initiated by TDEC.	Plans will be designed to most recent permit requirements to enable better operator compliance.
12.	Facilitate training workshops, where Smyrna staff is reminded of the importance of water quality impacts from their daily operations as well as how they are to identify and report all IDDEs. [Annually]	All Smyrna staff handling chemicals or disturbing earth; Codes, Street, Parks, Utilities, Golf Course, and Building and Grounds departments.	Facilitate local workshops/luncheons where guest speakers present very informative and applicable information.	All Smyrna staff will continue to prevent chemical and sediment pollution to surface and groundwater resources.
13.	Distribute, at all outreach events informational pamphlets and brochures detailing facts about water quality and good housekeeping tips to prevent littering and pollution [Year-round]	The targeted audience would be all citizens. [All ages]	This half brochure - half map does a splendid job of defining the major water quality issues and listing the professional contacts in the Stones River watershed.	Citizens will understand that everyday activities are dependent upon clean water, thus will adopt appropriate steps to change their habits in favor of cleaner water.
14.	Co-facilitate, with the citizen-driven Stones River Watershed Association, the annual Boat Day and WaterFest at U.S. Army Corps of Engineers lakefront property. [Annually in the early summer]	The targeted audience would be all citizens. [All ages]	Citizenry canoe/kayak, while learning about water quality issues from a multitude of governmental departments and outside third parties. Smyrna distributes its standard educational packets.	Citizens will understand that fun boating is dependent upon clean water, thus will take appropriate steps to change their habits in favor of cleaner water.
15.	Maintain double-sided educational kiosks within the town's park system, using grant funds to purchase supplies and Smyrna staff for construction and installation. [Year-round]	The targeted audience would be all citizens. [All ages]	Explain water quality issues to the citizenry of Smyrna in easy-to-understand text and straight forward illustrations.	Citizens will understand that fun boating is dependent upon clean water, thus will take appropriate steps to change their habits in favor of cleaner water.
16.	Recognize businesses and commercial properties who have gone above and beyond in water quality. [BIANNUAL]	Commercial Community	The chosen business will be awarded a certificate and promoted on the Town's social media pages	Town recognition and promotion of businesses will promote other businesses to adopt positive actions.
18.	Develop and encourage viewing of an educational video geared towards the Development community regarding water quality, selecting the right BMP for site conditions, and maintaining EPSC measures. [Year Round]	Engineering and Development Communities	Participation encouraged during Grading Permit process	Developers and engineers will obtain a brief overview of proper SCM selection and the importance of regular maintenance

<b>P 3</b>	<b>GOALS [Frequency]</b>	<b>TARGETED AUDIENCE [Age]</b>	<b>METHODS OF ASSISTANCE</b>	<b>EXPECTATIONS</b>
19.	Create then broadcast a video of a stream paddle trip filmed on Stewart Creek, where water quality impacts and boat safety are highlighted. [Spring and summer].	The targeted audience would be all citizens old enough to safely paddle. [All ages]	Emphasize water quality issues and paddling safety, while showing actual filmed footage covering ~3 miles of Stewart Creek.	Citizens will realize the beauty and serenity of Stewart Creek then understand the need to change their habits in favor of cleaner water.
20.	Advertise on Channel 3 all Household Hazardous Waste Collection Days and the TV and computer collection site. [Dependent upon TDEC, Year-round]	The targeted audience would be all citizens, especially adults. [All ages]	Clearly explain what can be recycled as well as where and when this can be done in Rutherford County.	All citizens will cease disposing of hazardous waste and recyclable computers into our landfills.
21.	Write and submit articles to Channel 3, the SWM website, and the local newspaper highlighting the importance of public participation events, such as stream cleanups, tree plantings, and storm drain decal events, plus what citizens can do [Year-round]	The targeted audience would be all citizens. [All ages]	Explain water quality issues to the citizenry of Smyrna in easy-to-understand text and straight forward illustrations.	Citizens will understand that everyday activities are dependent upon clean water, thus will adopt appropriate steps to change their habits in favor of cleaner water.
22.	Broadcast on Channel 3 Cedar Grove Elementary's Project WET stream monitoring event on Rocky Fork Branch. DISCONTINUED, TEACHER LEFT TEACHING [Late Spring]	The targeted audience would be elementary school students and their parents and siblings. [All ages]	Actual footage showing local 5 <sup>th</sup> graders noting physical conditions and gathering chemical and biological samples in Rocky Fork Branch.	Students will understand that everyday activities are dependent upon clean water, thus will adopt appropriate steps to change their habits in favor of cleaner water.
24.	Maintain 25 'No Littering, Drains to Lake' and legal penalty signs posted in parks and along greenways. [Year-round]	The targeted audience would be all citizens. [All ages]	Citizens notice and read these signs along our waterways.	Citizens will learn how litter harms our environment, thus will cease littering, regardless of where.
25.	Maintain stream crossing signs along major highways and well-traveled thoroughfares. [Year-round]	The targeted audience would be all citizens. [All ages]	Stream name signs are posted at stream crossings of major roads. Paired signs face opposing directions so all motorists can see them.	Citizens will understand that there is a stream near where they live and work. They will take stewardship in the well-being of that stream.
29.	Contractually broadcast radio PSAs @ water quality	Targeted audience of all ages.	EZ reasoning for clean water.	Life is dependent on clean water.
30.	Develop a mechanism for informing the public of new construction projects and provide a means for citizens to report violations. [Year-round]	The targeted audience would be all citizens, probably middle school age and older. [Middle school and older]	Drop-downs on the SWM Program website.	Citizens will call the SWM Program when they observe a construction violation. This should expedite the SWM Program's response.
31.	Create an informative 'Hot Spots' brochure then mail it to owners of the more significant properties classified as 'Hot Spots'. [Year-round]	Owners and operators of properties classified as 'Hot Spots'. [Adults]	Provide guidance to these owners and operators through this brochure and follow-up discussions that will explain the need to control pollutants that runoff from large parking lots, restaurants and schools with free-standing grease receptacles, and oil/repair facilities.	Owners and operators should take heed of this guidance and attempt to control the amount of pollutants leaving their property in runoff. Large parking lots without detention; Restaurants and schools with free-standing grease receptacles; auto retail; oil/repair facilities; body shops.
32.	Post and maintain watershed divide signs along major highways and well-travelled thoroughfares. [Year-round]	The targeted audience would be all citizens. [All ages]	Divide signs will be posted as funds permit. Paired signs face opposing directions so all motorists can see them.	Citizens will understand that there is a stream near where they live and work. They will take stewardship in the well-being of that stream.

P 4	GOALS [Frequency]	TARGETED AUDIENCE [Age]	METHODS OF ASSISTANCE	EXPECTATIONS
33.	Contractually broadcast several water quality PSAs, via Twitter, television, radio, or whatever the prevailing media is at that time. [Year-round]	The targeted audience would be all citizens. [All ages]	Explain water quality issues to the citizenry of Smyrna in easy-to-understand dialogue and straight forward illustrations.	Citizens will understand that fun boating is dependent upon clean water, thus will take appropriate steps to change their habits in favor of cleaner water.