



CITY OF TITUSVILLE

Public Education and Outreach Program

Public Involvement and Participation Program

Standard Operating Procedures

January 2024

Minimum Control Measures:

Public Education & Outreach: Implement a public education program to distribute educational materials to the community or conduct equivalent outreach activities about the impacts of stormwater discharges on water bodies and the steps the public can take to reduce pollutants in stormwater runoff.

Public Participation /Involvement: Comply with State and local public notice requirements when implementing a public/involvement participation program.

Target Audience: There are three main target audiences: businesses, homeowners, and residents. Each outreach topic has different target audiences. These are listed in table 1. The message of the outreach topics may change slightly depending on the target audience and particular attention should be paid to what target audience you are addressing while creating the outreach material.

Schedule and Implementation Strategy for Message Delivery: The schedule may vary year to year depending on what outreach topics are targeted that year. Topics that should be addressed each year include:

Irrigation Restrictions: Change of Daylight Savings Time (twice a year)

Fertilizer Ordinance: Before and after the summer ban (Jun. 1st-Sep. 30th) (twice a year)

Illicit Discharge: Landscape Professionals; Car Washes & Restaurants during BTR renewal (once a year)

Resiliency & Sustainability: Throughout the year

All other topics should be addressed throughout the year through a variety of possible outreach activities, listed in Table 1.

There are three main departments within the City responsible for education and outreach, Public Works, Water Resources, and Sustainability. Each department is responsible for various outreach topics. Some topics may have more than one responsible department, if so the departments will coordinate with each other prior to the outreach activity taking place.

Public Notification: The City will comply with State and local public notice requirements when implementing a public involvement and participation program. Public involvement and participation programs will include steps to foster and include public input in developing, implementing, and reviewing storm water management programs.

Soliciting Public Participation: The City will look for opportunities to solicit public participation in stormwater activities through: public hearings, stormdrain marking programs, and volunteering opportunities.

Methodology for Documenting and Tracking Public Education and Outreach Activities and Public Involvement and Participation:

Definition: As part of the City's Phase II National Pollutant Discharge Elimination System Generic Permit for Discharge of Stormwater to its Municipal Separate Storm Sewer Systems the City is required to track certain elements throughout the year and report them annually. This SOP details the process needed to properly report these elements.

Departments & Employees Duties:

Department	Position	Duties
Public Works	Public Works Deputy Director	Lead the effort to compile the information and report to the FDEP; Track & compile information required from Public Works
Public Works	Water Conservation & Public Outreach Manager	Track & compile information required from Water Resources and report back to Public Works
Community Development	Sustainability Planner	Track & compile information required from Natural Resources and report back to Public Works
Community Development	Development Office Manager/Development Technical Manager	Track & compile information required from Development Services and report back to Public Works

Procedure:

1. Required information will be tracked annually within each department. The information that is required per department is listed in Attachment A-Email Templates and will be updated annually or as needed.
2. In January each year the Public Works Deputy Director will email each employee listed above with their applicable template.
3. Each department will run the proper reports needed to pull and compile the information. Tracking procedures and details will be determined within each respective department to ensure tracking procedures coincide with each department's policies and procedures. If tracking problems arise a group should be formed which includes the Public Works Deputy Director to determine the best tracking procedure for the element in question.
4. Information will be emailed directly back to the Public Works Deputy Director from each department employee listed above.
5. Public Works Deputy Director will compile all the information received in order to properly create the required report to send to the Florida Department of Environmental Protection.
6. After report is accepted by the FDEP, if any changes were made or added to the tracking elements, the Public Works Deputy Director will update the email templates, notify the appropriate department of the change and discuss tracking procedures if needed.

7. If duties are reassigned or a new employee takes over a position, the Public Works Deputy Director will be notified so they can review the procedures with the new employee and their supervisor.

Standard Operating Procedure Ownership: This SOP will be administered, reviewed and maintained by the Public Works Deputy Director within the Public Works Department. The attachments in the SOP will need to be updated when updates to the permit are conducted.

Rev: 12/2017
Rev: 1/2021
Rev: 1/2022
Rev: 1/2023
Rev: 1/2024

Table 1

Outreach Topics	Target Audience	Possible Outreach Activities	Responsible Department
Illicit Discharge	Businesses Homeowners Residents	Flyers, Website; Brochures; Direct Mailers; Utility Bill Inserts; Articles; Newsletters;	Public Works
Fertilizer	Businesses Homeowners	Flyers, Website; Brochures; Direct Mailers; Utility Bill Inserts; Articles; Newsletters; Workshops	Natural Resources
Irrigation	Businesses Homeowners	Flyers, Website; Brochures; Direct Mailers; Utility Bill Inserts; Articles; Newsletters;	Public Works
Pollution Prevention	Businesses Homeowners Residents	Flyers, Website; Brochures; Direct Mailers; Utility Bill Inserts; Articles; Newsletters;	Public Works/Natural Resources
Florida Yards & Neighborhoods	Businesses Homeowners	Flyers, Website; Brochures; Direct Mailers; Utility Bill Inserts; Articles; Newsletters; Workshops	Public Works
Pet Waste	Residents	Flyers, Website; Brochures; Direct Mailers; Utility Bill Inserts; Articles; Newsletters; Signs	Natural Resources
Water Conservation	Businesses Homeowners	Flyers, Website; Brochures; Direct Mailers; Utility Bill Inserts; Articles; Newsletters; Workshops	Public Works
Stormwater Runoff	Businesses Homeowners	Flyers, Website; Brochures; Direct Mailers; Utility Bill Inserts; Articles; Newsletters;	Public Works
Living Shoreline	Riverfront Property Owners	Flyers, Website; Brochures; Direct Mailers; Utility Bill Inserts; Articles; Newsletters; Workshops	Natural Resources/Public Works

NPDES Tracking SOP

Attachment A:

Email Templates

Email Template – Community Development

Sent to: Development Office Manager/Development Technical Manager

Please fill out the following for the time period of 2/18/20 – 2/1/21

Document and report the number of active construction sites	
Document and report the number of violations found pertaining to erosion and sediment controls	
Document and report the number of cleanup inspections performed	
Document and report the number of waste specific violations	
Document and report the number of site plan or preconstruction meetings held where the requirement for construction waste control was discussed	
Document and report the number of site plans reviewed	
Document and report the number of construction site stormwater inspections	
Document and report the number of stormwater violations taken and resolved	
Document and report the number of construction sites verified for either a CGP or ERP permit	

Email Template – Water Resources

Sent to: Water Conservation & Public Outreach Manager

Please fill out the following for the time period of 2/18/20 – 2/1/21

Document and report the number of educational materials mailed to residents	
Document and report the number of educational materials distributed at events	
Document and report the number of articles published	
Document and report the number of educational programs aired per permit year	
Document and report the number of public service announcements aired per permit year	
Estimate and report the approximate number of viewers	

Document and report the number of presentations made	
Document and report the approximate number of attendees	
Document and report the number of materials distributed	
Document and report the numbers of events	
Document and report the number of updates made to the webpages	
Document and report the number of social media posts related to education	
Document and report the number of containers provides to animal shelters and veterinarians	
Document and report the number of Bag It! Trash It! containers provides at events	
Document and report the number of permanent stations	

Email Template – Natural Resources
Sent to: Sustainability Planner

Please fill out the following for the time period of 2/18/20 – 2/1/21

Document and report the number of educational materials mailed to residents	
Document and report the number of educational materials distributed at events	
Document and report the number of articles published	
Document and report the number of educational programs aired per permit year	
Document and report the number of public service announcements aired per permit year	
Estimate and report the approximate number of viewers	
Document and report the number of presentations made	
Document and report the approximate number of attendees	
Document and report the number of materials distributed	
Document and report the numbers of events	
Document and report the number of updates made to the webpages	
Document and report the number of social media posts related to education	