

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

	GOALS [Season]	TARGETED AUDIENCE [Age]	METHODS OF ASSISTANCE	EXPECTATIONS
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. [Year-round]	The targeted audience would be all citizens regardless if they owned residents, businesses or industries, were teachers, or were 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 owned residents, businesses or industries, were teachers, or were 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.	Develop then implement a method of advertising all public involvement and participation efforts. [Year-round]	The targeted audience would be all citizens. [All ages]	Not certain at this time.	Citizens will become more involved in Town of Smyrna sponsored public participation events.
4.	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.
5.	Continue to fund, assist, and assess a contractual effort between the Discovery Center and the Rutherford County MS4 entities to implement the Project WET program within County and City of Murfreesboro 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.	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.
7.	Maintain a standard educational packet, comprised of ~25 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.
8.	Distribute, at all outreach events, the 16-fold Stones River Watershed brochure/map created/printed by the Rutherford County MS4 programs and the Cumberland River Compact. [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.

P 2	GOALS [Season]	TARGETED AUDIENCE [Age]	METHODS OF ASSISTANCE	EXPECTATIONS
9.	Co-facilitate, with the citizen-driven Stones River Watershed Association, the annual Boat Day-WaterFest at U.S. Army Corps of Engineers lakefront property. [Early summer]	The targeted audience would be all citizens. [All ages]	Citizenry canoe/kayak, while learning about water quality issues from TDEC-DWS & WPC, TN Department of Military, Discovery Center, TWRA, and Town of Smyrna staffed displays. The Town of 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.
10.	Maintain the 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 will notice and read these signs along our waterways.	Citizens will learn how litter harms our environment, thus will cease littering, regardless of where.
11.	Label storm drains throughout residential neighborhoods, using civic, church, and scouts. [Fall]	The targeted audience would be all citizens. [All ages]	Citizens will notice and read these storm drain labels along our storm sewer system.	All citizens will see the decals then curtail from dumping any pollutants into the storm sewer system.
12.	Participate in the TN Department of Military's Public Lands Day lake-shoreline cleanup on the TN Army National Guard airbase. [Fall]	The targeted audience would be all citizens. [All ages]	The Town of Smyrna exhibits its display and distributes its standard educational packet to all willing participants.	Citizens will learn how litter harms our environment thus will cease littering, regardless of where they are.
13.	With TDEC's presence, assist in a multi-jurisdictional MS4 program effort to teach ~100 Girl Scouts at their Twilight Camp and ~1600 girls at its Centennial Celebration in 2012. [Summer]	The targeted audience will be Girl Scouts and their leaders. [1 st – 6 th graders]	Establish 5 or 6 educational stations inside of Stewartsboro School where girls of the same age and grade rotate to each site. Here, they learn about water quality issues from local professionals.	Girl Scouts and parents 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.	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.	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.
15.	Create then broadcast a video of a stream paddle trip filmed on Stewart Creek. [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.
16.	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.
17.	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 anytime [Year-round]	The targeted audience would be all citizens. [All ages]	Explain water quality issues to the citizenry of the Town 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.

P 3	GOALS [Season]	TARGETED AUDIENCE [Age]	METHODS OF ASSISTANCE	EXPECTATIONS
18.	Broadcast on Channel 3 Cedar Grove Elementary's Project WET stream monitoring event on Rocky Fork Branch. [Late Spring]	The targeted audience would be elementary school students and their parents. [All ages]	Actual footage showing local 5 th graders gathering chemical and biological samples in Rocky Fork.	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.
19.	Post and 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.
20.	Acquire water quality monitoring kits, through the SRWA, for elementary school teachers. [Year-round]	The targeted audience would be elementary school students and their parents. [All ages]	Provide students with the needed supplies to perform monitoring.	Students will understand that critters need clean water to survive.
21.	Submit for grants, i.e. TWRA, to obtain funds for stream cleanup supplies and t-shirts as citizen awards. [When grants are advertised]	The targeted audience would be all citizens. [All ages]	Actual visiting and cleaning the stream banks and realizing the magnitude of the problem, while being rewarded with a t-shirt commemorating their efforts.	Citizens will realize the beauty and serenity of our streams and plugged sinkholes then understand the need to change their habits in favor of cleaner water.
POSSIBLE FUTURE P.I.E. PROJECTS				
22.	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.
23.	Contractually, broadcast several water quality PSAs, via television and radio. [Year-round]	The targeted audience would be all citizens. [All ages]	Explain water quality issues to the citizenry of the Town 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.
24.	Build and install three or four double-sided educational kiosks at one or two parks, using grant funds to purchase supplies and Town of Smyrna staff to build and install kiosks. [Year-round]	The targeted audience would be all citizens. [All ages]	Explain water quality issues to the citizenry of the Town 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.