

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 	

High-Priority Water Quality Issue	Target Audiences	Means to Determine Audience Size	Estimated Audience Size	Overall Messages	Means to Deliver Messages	Rationale
#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.

High-Priority Water Quality Issue	Target Audiences	Means to Determine Audience Size	Estimated Audience Size	Overall Messages	Means to Deliver Messages	Rationale
#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 	