

Fairfax County 2016 MS4 Program Plan and Annual Report

# Appendix R10

List of County's Public Outreach and Education Activities and the  
Estimated Number of Individuals Reached through the Activities

VSMP Permit Number VA0088587  
9-30-2016

Date	Activity	Number of individuals reached	Required Public Education/Participation Messages (check all that apply for each activity)								
			Public reporting of illicit discharges or improper disposal	Individual and group involvement in local water quality improvement initiatives	Encourage integrated management practice (IMP) plans at public and private golf courses	Proper management disposal of used oil and household hazardous wastes	Proper disposal of pet waste and household yard waste	Promote and publicize the use of the permittee's litter prevention program	Methods for residential car washing that minimize water quality impacts	Proper use, application, and disposal of PHF by public, commercial, and private applicators and distributors	Target commercial, industrial, and institutional entities likely to have significant stormwater impacts
Multiple Sessions	Storm Drain Marking 1973 storm drains labeled	23 project leaders, 542 volunteers, 6199 households educated	X	X		X	X	X	X	X	
Multiple Sessions	Enviroscape® watershed model (36 presentations)	1020, primarily students and scouts		X		X	X	X	X	X	
Multiple Sessions	Volunteer Stream Monitoring Program	24 site leaders, 520 volunteers		X		X	X	X	X	X	
Multiple Sessions	Watershed Calendar Email List	1,400 recipients		X				X			
Multiple Sessions	Conservation Currents Newsletter	Over 2,500 recipients (print/email)		X		X	X	X	X	X	
Multiple Sessions	Technical Assistance Site Visits	160 site visits		X			X			X	
Multiple Sessions	Conservation Assistance Program	21 applicants (projects + site visits)		X							
Multiple Sessions	Solving Drainage and Erosion Problems Online Guide for Homeowners	152,357 visits, 182,064 page views		X							
Multiple Sessions	NVSWCD website	224,364 unique visitors	X	X		X	X	X	X	X	X
Multiple Sessions	Conservation Planning for managers of 559 acres, included 28,584 linear feet of new vegetated buffer and 11,875 feet of renewed buffer plans	Managers for 32 parcels reached		X			X			X	
Multiple Sessions	Earth Friendly Suburban Horse Keeping publication online/print	29,475 visits, 31,791 page views		X			X			X	



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Multiple Sessions	Alice Ferguson Foundation Spring Cleanups at 67 sites cleaned up 26 tons of trash	1198 volunteers							X		
Year round	General stormwater presentation	100	X	X				X	X	X	
Spring/Fall	MWEE at Hidden Oaks	690		X							
Year round	Stream Crime Investigation Lab	505	X	X				X	X	X	
Year round	Sewer Science	50	X	X				X	X	X	
Year round	Floatable Monitoring Program	710	X	X				X	X		
10-9-15	Channel 16 "How to Report Illegal Dumping into Stormdrains or Streams" Video	>550	X								
4-30-16	Springfest –Parent & Child storm runoff information	150									
4-29-16	Vehicle Wash Fact Sheet Mailing to businesses	1033									X
2-17-16	"Guidelines for Proper Discharge of Swimming Pool Water" Presentation	30									X
4-12-16	"Guidelines for Proper Discharge of Swimming Pool Water" Presentation/Q&A	25									X
8-25-15	"Proper Discharge of Swimming Pool Water" fact sheet mailing	8,087	X								
6-8-16	MS4 Permit Presentation and Superintendent Meeting Golf Course Superintendents	8			X						
Multiple dates spring and fall	MWEE 7th Grade	5,912		X			X	X	X		X
Multiple class sessions	Boy Scout Merit Badges	500					X	X	X		X
Multiple class sessions	Girl Scout Badges	80					X	X	X		X

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4/1/2016	MWEE 4 <sup>th</sup> Grade	85		X						X	
9/19/15	Annual Watershed Clean- up fall	177		X					X		
4/2/16	Annual Watershed Clean- up Spring	403		X					X		
N/A	Podcasts (aired on Fairfax County website and The County Conversation on Fairfax County radio)	Approximately 9,800	X	X						X	
N/A	Public Service Announcements (County website, television and YouTube)	20,009	X	X					X		
Multiple class sessions	Stormwater Presentations (MWEE)	280		X							
10/22/15	Presentation on litter and recycling efforts to George Mason University Honors College	10							X		
10/23/15	Tabling at MOM's Market Herndon	150							X		
10/24/15	Tabling at MOM's Market Herndon	400							X		
10/25/15	Tabling at MOM's Market, Herndon	150							X		
11/6/15	Centreville Elementary School 5 <sup>th</sup> grade Classes	250							X		
1/30/16	Girl Scout Stream Clean Up Workshop	20		X							
3/22/16	Government Center Community Stream Clean up	50		X					X		
3/23/16	GMU Honors College	10							X		
3/30/16	Tabling at MOM's Market Herndon and Merrifield	500							X		
4/25/16	Presentation to DEA, Lorton	50							X		
4/30/16	SpringFest Fairfax Event	5,000							X		

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N/A	Household Hazardous Waste Brochure	Approximately 500				X					
N/A	Business Hazardous Waste Disposal Program Brochure	Approximately 300				X					X
March 2016	Solid Waste Management Program March Newsletter	300				X					
May 2016	Solid Waste Management Program May Newsletter	300				X					
4/22/2016	ART Conference	120	X						X		
4/30/2016	SpringFest	200	X						X		
3/5/2016	HOA Outreach	20	X						X		
5/5/2016	Middle Ridge Civic Association	25				X			X		
3/10/2016	Reston Association Presentation	40				X			X		
Multiple Events	Recycling Presentations	735									
Multiple Events	Waste Systems Presentations	450				X					
4/2/2016	Clumore Multi-Cultural Event	45				X					
6/22/2016	Green Event Reston Corporate Center	30				X					