

Fairfax County 2018 MS4 Program Plan and Annual Report

# Appendix R13

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

Below is a summary of outreach and education activities and estimated number of individuals reached for each of the ten messages required in Part I.B.2.j)1) of the permit. The new programs are highlighted in blue.

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 1,306 storm drains labeled	150 project leaders and volunteers, 5,361 households educated	X	X		X	X	X	X	X	
Multiple Sessions	Enviroscape© watershed model (58 presentations)	1,520, primarily students and scouts		X		X	X	X	X	X	
Multiple Sessions	Volunteer Stream Monitoring Program (quarterly monitoring, with 12 additional special events)	12 site leaders, 127 volunteers; 284 participants in special monitoring events.		X		X	X	X	X	X	
Multiple Sessions	Watershed Calendar Email List	1,914 recipients		X				X			
Multiple Sessions	Conservation Currents Newsletter	Over 2,100 recipients (print/email)		X		X	X	X	X	X	
Multiple Sessions	Technical Assistance Site Visits	111 site visits		X			X			X	
Multiple Sessions	Conservation Assistance Program	160 applicants (projects + site visits)		X							
Multiple Sessions	Solving Drainage and Erosion Problems Online Guide for Homeowners	75,851 visits, 87,261 page views		X							
Multiple Sessions	NVSWCD website	118,829 unique visitors	X	X		X	X	X	X	X	X





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4/10/2018	IDID and IHRR Presentation with Stormy Visit	70	X									X
Multiple Viewings	Channel 16 "How to Report Illegal Dumping into Stormdrains or Streams" Video	613	X									
Multiple Viewings	Website -Carwash	998										X
Multiple Viewings	Website-stream litter	365							X			
Multiple Viewings	Website –pool discharge	1277										X
Multiple Viewings	Website –stuff in stream	2750	X									
Multiple Viewings	Website -Ordinance	5040										X
Multiple Viewings	Website –IDID	458	X									
Multiple Viewings	Website -IHRR	105										X
Multiple Viewings	Website –Pollution Prevention Packet	160										X
Multiple Viewings	Website –Outdoor Vehicle Washing	439										X
Multiple Viewings	Website –Stormwater Frequently Asked Questions	472	X									
Multiple Distribution	Pollution Prevention Packets	160										X
	Email distribution of MS4 Permit Presentation to Golf Course Superintendents Association of America				X							
Multiple dates spring and fall	MWEE 7th Grade	3,600		X			X	X	X		X	

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7/28/2017	Wildlife Rangers/Caretakers	43		X		X	X	X	X		
10/20/2017	Hidden treasures Water	218		X		X	X	X	X		
7/27/2018	4th grade ecosystems	309		X		X	X	X	X		
7/27/2018	Scout badge programs	938		X		X	X	X	X		
10/14/2017	Bi annual stream clean up	134		X				X			
10/14/2017	Bi annual stream clean up	134		X				X			
4/7/2018	Spring watershed clean up	602		X							
06/26/2018	Emailed GWGCSA Listserv information on Integrated Management Plans	100			X						
7/27/2018	7th grade FCPS Meaningful watershed education field experience	2092		X		X	X	X	X	X	
4/24/2018	Earth day at Barcroft	200		X							
10/24/2017	Lee High School Environmental Statistical Survey trips	107		X		X	X	X	X	X	
7/27/2018	7th grade FCPS Meaningful watershed education field experience	5953		X		X	X	X	X	X	
7/27/2018	Wetlands Awareness Day	633		X		X	X	X	X	X	
7/10/2017	Monitored with Ned Foster, Friends of Little Rocky Run	1		X				X			
7/13/2017	Farmers Market	220						X			
7/17/2017	Monitored, with Martin Tillett, Friends of Quander Brook	1		X				X			
7/22/2017	Environmental Showcase	200						X			
8/3/2017	Farmers Market	200						X			
8/4/2017	Farmers Market	250						X			
8/4/2017	Monitored with Ryan Barton, CPDC	1		X				X			

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8/5/2017	Farmers Market	300						X			
8/9/2017	Farmers Market	200						X			
8/10/2017	Farmers Market	150						X			
8/17/2017	Food Distribution	230						X			
8/22/2017	Medium Density Residential Monitoring	5		X				X			
8/24/2017	Medium Density Residential Newsletter	600						X			
8/28/2017	High Density Residential Newsletter	1,000						X			
8/29/2017	Get2Green	1						X			
9/11/2017	Monitored with Whitney Redding, Friends of Luria Park	1		X				X			
9/14/2017	Farmers Market	139						X			
9/16/2017	Non-Profit Fair	100						X			
9/18/2017	Water Expo	300						X			
10/7/2017	Cleanup organized by Soil and Water Conservation with Friends of Luria Park	10		X				X			
10/27/2017	Suggested to Joyce Steed that trash can and recycle bin be put at curb at end of path from shopping center	1						X			
11/2/2017	10 students participated in cleanup. Active student-led environmental action club.	10		X				X			
11/6/2017	YMSL Oakton/Vienna Cleanup (MS4 Commercial Site Tysons)	150		X				X			
11/18/2017	Presentation to Liberty's Promise (immigrant teens) at West Potomac High School---students may attend cleanup; Monitored	10		X				X			

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	with Martin Tillett , 2 students and science teacher from Quander Road School											
12/3/2017	Roundtable at Trash Summit	300							X			
1/13/2018	Jen/Sam workshop with Cub Run Citizens' Association	25				X			X			X
02/10/2018	Sam cleaned Pohick Creek with Mason Neck Lions Club	3						x	X			
2/28/2018	Sam attended 2018 Food Tank Summit to network with sustainability professionals	200						x	X			
3/8/2018	Jen Reston Library Workshop for librarians	35							X			
3/15/2018	Sam attended COG Recycling Committee meeting from 10am-2pm	40							X			
3/21/2018	Sam attended 2018 Chesapeake Bay Lobby Day on Capitol Hill, hosted by VCN, to talk about SpringFest and sustainability	20							X			
3/27/2018	Sam and Jen attend EPA Region 3 Trash Free Waters Summit; Jen gives presentation to peers in stormwater and environmental sector	100							X			
4/5/2018	Sam presented about CSI and sustainability at Cub Run PVT's Spring Meeting	30							X			
4/17/2018	Sam gave sustainability presentation to George Mason Roosevelt Institute student group	50							X			
4/19/2018	Sam tabled at Earth Day Expo at Northrop Grumman from 10am-1pm	500							X			



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4/21/2018	SpringFest	5000							X		
4/22/2018	Tabled for Eagle Scout project on recycling and sustainability at Cardinal Forest	50							X		
5/2/2018	Sam attends community meeting of Plastic Free Challenge Task Force from 6-8pm	25							X		
5/7/2017	VRA Meeting/Presentation	350							X		
5/10/2018	Sam met with Kathy Fawcett of North Springfield ES about recycling opportunities	1							X		
5/21/2018	Jen spoke with Oakton Library Daisy Scouts from 4-5pm	15							X		
5/24/2018	Sam tables at Falls Church High School Family Math Fair from 6-8pm	200							X		
6/2/2018	Sam tabled at Sully District Office community event from 9am-2pm	100							X		
6/6/2018	Sam and Marty spoke with Cardinal Forest property management staff Vanessa Zambrana	1							X		X
6/7/2018	Bay Journal Article	10,000							X		
6/14/2018	Sam tabled at Fairfax County Government Center Farmers Market from 3-7pm	150							X		
6/15/2018	Sam and Frank Torre Jr walked Raglan Rd Park, documented garbage bin overflow, discussed ways to approach property management	1							X		
6/16/2018	Sam tabled at Gum Springs Community Center from 10am - 1pm	400							X		

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06/29/2018	Sam visited St Luke Orthodox Church and St John's Episcopal Church	4							X		
10/21/17	Tania Hosmer Residential Neighborhood Household Hazardous Waste Community Cleanup Event	10 households		X		X					
9/24/2017	Aidan Donahue & Fairfax County Electronics Recycling Community Cleanup Event	77 households		X		X					X
10/8/2017	Michelle Dettor & Fairfax County Electronics Recycling Community Cleanup Event	82 households		X		X					
10/15/2017	Westlawn Day Household Hazardous Waste Community Cleanup Event	20 households		X		X					
11/13/2017	Herndon Women's Association	78				X					
9/27/2017	McLean Citizens Association	12				X					
3/28/2018	Brookfield Properties	18				X					
Thursdays, July 2017 through September 2017	Government Center Farmers Market	200				X					
4/22/2018	Ellanor Lawrence Earth Day event	40				X					
4/21/2018	Springfest	300				X					
3/29/2018	Federation of Citizens Associations	55				X					
5/3/2018	Great Falls Rotary Club	30				X					
1/26/2018	Senior Citizens Council	20				X					
2/3/2018	Mt. Vernon Town Hall	200				X					
3/9/2018	Ravenswood Towers	25				X					
3/9/2018	Westfield Village Apartments	42				X					

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6/3/2018	Girl Scout Troop	15				X					
6/5/2018	Hunter Woods Senior Center	30				X					
6/20/2018	Boston Properties ice cream social	25				X					
5/3/2018	Great Falls Rotary Club Presentation	30				X					
April 12 & 13	Chantilly HS Presentation to Upper Classmen Science Classes	75				X					
2017-2018	Plant Clinic Visitors and Master Gardener Special Events	32,760								X	
2017-2018 Multiple Events	Special Events (includes SpringFest, 4-H fair, Earth day events etc)	2671								X	
2017-2018	Pesticide Recertification Classes	298								X	
2017-2018 Multiple Locations	Pesticide Safety Classes	525								X	
2017-2018	Out Reach to Green Industry—Pesticide/IPM and Fertilizer Classes	734								X	
2016-2017	Home Turf Customers-NMP Plans 87	87								X	
2017	Green Industry Field Day	457								X	
2018	Green Industry Seminar	363								X	
2018	Hort Dayz	310								X	
2017-2018	MG training Classes	103								X	
2017-2018	Civic Groups/Garden Clubs/Schools/Places of Worship	523								X	
All Year	Clean Water Partners Campaign Household Television Impressions	5,299,360				X	X			X	

