

[Note: This document contains Sections 3.3-3.5 of MSD's Draft Integrated Overflow Abatement Plan; this is the part of the Public Participation and Agency Interaction Chapter (chapter 3) that relates to future plans for the public program (starting in 2009). The rest of the chapter (Sections 3.1-3.2) discusses the public notification, outreach, and education activities that MSD has already conducted (since 2005), including the Wet Weather Team stakeholder process. (Please contact the facilitation team if you would like to see the full draft of chapter 3, which is over 50 pages long.) A list of acronyms used in this document is attached to the end of this document for your reference.]

3.3 FUTURE PUBLIC PROGRAM FROM JANUARY 2009- DECEMBER 2024

During the development of the IOAP, the primary focus areas of the public notification, education, and outreach program were related to required notifications of overflow events, education and input on Consent Decree response strategies, and building support for the community investments that will be required to achieve the requirements of the Consent Decree. As the IOAP moves from the planning to the implementation stage, the public program will remain a vital part of MSD's response strategy. While the future objectives of the public program will have a slightly different focus, MSD anticipates that the future program will continue many of the practices that have been successful over the past few years.

3.3.1 Objectives of the Future Public Program

The objectives of a public program during the implementation stage are expected to be as follows:

- Continue the required notifications of overflow events intended to protect public health (NMC 8 and SORP requirements);
- Instill a sense of value and personal ownership and responsibility for clean water that includes:
 - Promote sustained voluntary participation in private-side I/I control and green infrastructure programs to reduce loadings on the sewer system;
 - Reinforce the need to reduce water use during rain events;
 - Encourage behavior modification to prevent pollution through source control by residential and industrial/commercial customers (NMC 3 and 7);
- Maintain continued support and understanding of the required financial investment;
- Educate children (and teachers) through formal and informal measures to ensure a depth of knowledge of water quality issues, promote the personal use of best practices to reduce sewer overflows, and instill deeply rooted values around water quality, thereby reinforcing the long-term sustainability of voluntary participation; and
- Continue support to customers through neighborhood-specific informational needs as sewer system evaluation studies are conducted, construction projects are planned, or as

targeted source reduction programs require homeowner participation in plumbing modifications and similar activities.

The following describes in more detail how MSD's future public program will address each of these objectives.

3.3.2 Notification Programs

MSD will continue to implement both the event notification and the program notification as described in Section 3.2.1. The following programs will continue for the duration of Project WIN and beyond.

3.2.2.1 Warning Signs

MSD will continue to maintain approximately 1,100 Overflow Advisory signs along the creeks and the Kentucky side of the Ohio River. Sign locations will be reviewed annually, with signs added or subtracted based on changes in land use, stream accessibility, etc.

To ensure continued notification and recognition, MSD staff will continue to annually inspect the installed signs. Signs will be repaired, replaced, relocated, or cleaned as appropriate. To aid in the tracking of these signs an inventory in the Hansen Asset Management software is maintained.

3.3.2.2 Project WIN Website

The Project WIN section of the MSD website will be maintained as a full sub-website. MSD's Home Page will continue to provide the screen crawls and alerts about potential rain and CSO and SSOs as well as up-to-date information from the RTC system. Other current and timely information will continue to be displayed on this Project WIN Home Page.

The Project WIN website will continue to contain the Consent Decree, Public Information including copies of power point presentations from public meetings and MSD Board Meetings; required annual reports to EPA and the State, and quarterly and technical reports (LTCP, CMOM, NMC, and SORP).

3.3.2.3 Electronic Notification

MSD will continue the programmatic approach to public notification including a wide variety of electronic communication forms as documented below.

Website: From MSD's Home Page, the public can access the Project WIN section of the website. Clicking on the Project WIN logo brings up the Project WIN site, which includes a link to sign up for overflow advisory emails warning when significant precipitation has caused overflows in MSD's system. Since it is electronic and contains "real time" information, the website is an important component of public notification. The Project WIN website provides

important information on the condition of area streams, and shows a warning if overflows are likely to be happening or have happened in the past 48 hours.

Web page stoplights and supplemental information: Overflow alert messages in the form of screen crawls are maintained on the Project WIN website. The website’s home page features a simulated traffic light to inform the public of the overflow advisory level as current conditions:

- “Green” for no overflows;
- “Red” when rainfall occurs and conditions for overflows is likely.

The rain gauge network is utilized to automatically trigger the “red” condition when any rain gauge tributary to the CSO area receives more than 0.1-inches of rain, or any other rain gauge in the county receives more than 0.25 inches of rain.

- The notification alert lights remain on the website for 48 hours after the rainfall has ended to reinforce the message that the public should avoid water body contact.
- The screen crawl is located below the notification lights with up-to-date information about weather conditions and alerts about contact with waters.

Blending Events Notification: On February 13, 2008, MSD added a notification of blending events at the Jeffersontown Wastewater Treatment Plant to the Public WIN website. The blending notification is in addition to the overflow alert.

**Jeffersontown Wastewater Treatment Plant
Blended Flow Data**

As of 2/12/08, MSD is providing near real time flow information on blended flow from this plant. Up to 60 days of historical data is presented below. You may also [view all historical data.](#)

Start Date/Time	End Date/Time	Amount (Gal.)
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E-mail notifications: The public can voluntarily sign up to receive automatic email alerts about the potential overflows based on wet weather conditions. On the MSD Home Page, customers can register by clicking on the Project WIN E-mail Notification list message.

Press and Public Service Announcements: Overflow alert messages are provided to radio, TV, and other local media for announcements.

3.2.2.4 Written Notices

MSD will continue to utilize many forms of written notification to communicate with customers.

Door Hangers: MSD uses two types of door hangers for notification to residents. One door hanger is distributed to homeowners following a sewer backup that has the potential to cause basement or surface flooding. The other door hanger is distributed to neighborhoods that could be affected by dry weather overflows that reach receiving waters in significant quantities.

Direct Mail within 500 ft. of Waterways: MSD will continue an annual public notification via a letter sent to each customer within 500 feet of Beargrass Creek and the Kentucky side of the Ohio River as determined by GIS plot. The purpose of the notification is to provide general awareness and warning information about overflows and steps the public should take to protect its health.

Water Quality Warnings Prior to Onset of Recreational Season: MSD will continue to provide annual public notification in the form of a bill inserts, newsletters, and newspaper advertisements. These notifications are targeted in the spring to coincide with the beginning of recreational season. This notification provides a general overview of the potential for sewer overflows and informs the public about water body contact and public health concerns.

Brochures: MSD will maintain and periodically update the brochures on SSOs and CSOs. Brochures will be distributed at public meetings, and other public events; brochures will also be supplied to the Louisville Metro Council Members for distribution at their District meetings.

Newsletters and other MSD publications: MSD will continue to use its three regular newsletters to disseminate Project WIN information. The “Update” is a monthly publication with a regular feature section on Project WIN and progress to date on the overflow abatement program. The “Crosscurrents” is a quarterly newsletter that also includes up-to-date information about CSOs and SSOs in a Project WIN section. The Annual Report provides an overview of MSD operations for the year. While these newsletters are not real time notification in the same sense as the website, signs, or email notifications, they provide consistent reminders about important issues relative to health impacts of sewer overflows, and are an integral part of the notification process.

Public Meetings: MSD will continue a robust public information program and will participate in numerous public meetings that are set up around the Louisville Metro region and at other public events. Public meetings are held on a variety of topics. As with the newsletters, public meetings do not typically provide real time notification, but do serve as another outreach opportunity to inform the public about sewer overflow impacts. MSD currently schedules approximately 150 public meetings annually.

Media and Newspaper Articles: As part of general media relations and specific Project WIN press releases, MSD will continue to provide the media with printed articles about overflows, MSD’s overflow abatement efforts, and public meetings.

3.3.3 Personal Responsibility and Behavior Modification

A public education and outreach program is essential to encourage behavioral changes and create a sustainable overflow abatement program. MSD will continue to reach out to the public about personal behaviors and individual actions and how people impact the results of the overflow abatement program. These messages will continue to focus on private sewers, household and gardening practices, consumer behavior, sustainability, and green infrastructure.

The recommended gray infrastructure program will not eliminate all overflows under all conditions nor will it guarantee that harmful pollutants do not reach the surface waters under some conditions. Behavior changes related to commercial and individual housekeeping (e.g. control of FOG, elimination of illegal clear water connections to the sanitary sewers, etc.), gardening, and drainage and consumer practices can maximize the potential for the sewerage infrastructure to abate overflows. MSD will continue to implement a public outreach program to inform and educate the general public and specific targeted audiences to add value to and ensure optimal results of the (gray) infrastructure program. The IOAP program assumes a high-level of individual actions to reduce I/I, control stormwater volumes through green infrastructure, and reduce pollutant loads on our streams through active pollution prevention implemented at the level of individual homes and businesses.

3.3.3.1 Sustainability of Green Infrastructure Initiatives

Sustainability goes hand in hand with green infrastructure; both are focused on long-term ability to improve our waterways and reduce impacts on the natural environment so that we can maintain a high quality of life. The WWT along with the technical experts have focused on participation of individuals and integration of green infrastructure as two essential aspects of the Project WIN program in order to assure that it is sustainable and produces results.

Green infrastructure can make parts of Louisville Metro more like a sponge and less like a funnel. That means anything from barrels and gardens that capture rain, to rooftops covered by plants that absorb moisture, to new designs for streets and parking lots that direct rain into the ground, to planting more trees and restoring wetlands. The green solutions are especially suited for areas with combined sewers because keeping stormwater from pouring into sewer lines will directly reduce overflows.

MSD will continue to explore all reasonable and feasible opportunities for green infrastructure, and will work in partnership with the Mayor's office and other Regional Initiatives such as the Partnership for Green City, to not only create a vision for green infrastructure, but also to make it happen. A formal partnership has recently been formed by Louisville Metro Government, Jefferson County Public Schools, the University of Louisville, and MSD to coordinate planned construction programs and to identify opportunities to better leverage public agency green infrastructure initiatives. MSD will continue its leadership in the Rain Garden Program, the Rain Barrel program, tree planting program and working with the Metro Parks department on riparian buffers and conservation easements. The message of "Clean, Green, Growing Community" will continue to be delivered and demonstrated to the public to support engagement and adoption of the green infrastructure practices and programs. The long-term objective is that green infrastructure will be integrated across Metro programs and across the population of the Louisville Metro region as part of daily life and plans for the future.

3.3.3.2 Participation in Private I/I Initiatives: I/I is the major cause of sanitary sewer overflows. The more success MSD has in the control of I/I, the smaller the SSO control facilities can be. Successful I/I control also will benefit the community with savings in capital construction, operations and maintenance, and interruption in neighborhoods. MSD data, along with data collected from other clean water utilities and national reports, all indicate that I/I from

private sewers (laterals which connect the private building to the public sewer) cause at least 50 percent of I/I in most collection systems. MSD's past experience with sewer rehabilitation suggests that without broad based maintenance of private sewers, I/I may not be significantly reduced. Consequently, the WWT has encouraged MSD to work with the Louisville Metro Council to adopt a local ordinance to inspect and repair private sewers. Regardless of whether an ordinance is adopted or not, a broad based outreach program that informs and educates the public will be necessary to ensure that private-side I/I is effectively reduced. MSD is currently considering a program to provide for the repair or replacement of private sewer laterals as a service and an additional measure of I/I control.

3.3.3.3 Pretreatment and Pollution Prevention: Consistent with NMC 3, MSD administers a comprehensive Industrial Pretreatment Program. As part of the continued application of this program, the MSD public program will continue to focus on FOG for both industrial and commercial businesses. FOG control is a mainstream program, and most clean water agencies around the country have a commercial FOG program aimed at commercial bakeries, restaurants and other business that prepare or process food. MSD will continue working with its industrial and commercial customers, with particular attention given to food service establishments to ensure that they understand their obligations under MSD's Waste Discharge Regulations (WDRs) and to provide them with the information and technical support needed to prevent FOG-related sewer blockages. MSD will also continue the active residential FOG information program through the continued distribution of brochures ("Fat-Free Sewers") and grease scrappers at public events where MSD participates.

In the ongoing public program, pollution prevention (NMC 7, P2) will be a prominent component of the program. The difference between the Industrial Pretreatment Program and the pollution prevention program is that pretreatment focuses on industrial or commercial establishments and the pollution prevention program focuses on government or personal actions that prevent pollutants from entering the waste stream. Often pollution prevention programs are the same as public outreach or education programs, since preventing the pollutant from entering the waste stream can only be accomplished if the public is aware. MSD will continue its existing pollution prevention program including:

- Cooperation with related activities performed by Louisville Metro such as: street sweeping, Operation Brightside litter pick-up programs and other Metro pollution prevention programs activities. MSD will work to maximize the efficiency of those operations and determine the amounts solids and floatables are prevented from entering the CSS and the SSS.
- Implementation of the Hazardous Materials Ordinance, which requires users with hazardous materials on site to submit a spill prevention and control plan.
- Continued response to spills of hazardous materials and incidents involving discharges to the sewer system and providing spill mitigation kits to the Louisville Metro and Suburban Fire Departments to absorb vehicle fluids rather than flushing to the sewer.
- Continued implementation of the Erosion Prevention and Sediment Control Ordinance.

- Facilitation of annual clean sweep events to remove trash and debris from the waterways in Jefferson County.
- Improvement and distribution of informational outreach materials that are targeted to inform customers and residents about activities that can be practiced within their homes to assist in the reduction of overflows and/or the reduction of pollutants contributed to the combined or separate systems.

3.3.3.4 Support for Sustained Investment

The hundreds of millions of dollars of public money needed to implement the overflow abatement program indicate the need for a comprehensive, ongoing public outreach and education program. The objective of an ongoing public outreach program is to ensure acceptance of the priorities and choices of the infrastructure program and that over a long period of time there continues to be a willingness to pay for the infrastructure.

MSD's public outreach program successfully gained the approval of elected officials to enter into debt and raise rates to cover that debt in order to finance Project WIN projects. MSD fully understands that it was not only the WWT team process, but also the public meetings and the public hearing that helped MSD establish the priorities and schedule for the overflow abatement program. Continued participation of the public and a continued public outreach program will be essential throughout the entire Project WIN program in order to continue the support for ongoing rate increases that will be necessary. The ongoing public program will utilize the same media strategy (public meetings, newsletters, website, brochures, bill inserts and press and other electronic media) to continue to tell the story of what, why, where, how and most importantly the benefits and results of Project WIN.

3.3.3.5 Educate Children

To ensure the sustainability of all the programs required for Consent Decree compliance, the active support and participation of all MSD's customers must continue for generations to come. An active program supporting environmental education in our schools can help create good stewards of the environment.

MSD will continue and expand its investment in education of primary and secondary level students as described in Section 3.2.4 through a variety of programs to ensure the delivery of information about our environment. MSD's goal will be to instill in its future customers an understanding of the value of clean water, and the role that personal responsibility plays in protecting the rivers and streams of Jefferson County.

MSD will expand the educational support program to include any private, parochial, or charter schools that are interested in partnering with MSD's environmental education program. In addition, JCPS has expressed interest in expanding the Eastern High School partnership model to more high schools. It is MSD's goal to use each of its six regional wastewater treatment plants (WWTPs) as the basis for an environmental engineering partnership with a nearby high school.

3.3.3.7 Neighborhood Specific Information Needs

In addition to service area wide initiatives, MSD’s public program will also support the specific information needs of neighborhoods. Examples of the initiatives that will be implemented on a neighborhood basis are as follows:

- Project-specific meetings conducted during the design phase of IOAP projects to get neighborhood input on project constraints, opportunities, and preferences relative to the project;
- “Pardon Our Dust” meetings informing people about upcoming construction projects that may affect their neighborhood;
- Sanitary Sewer Evaluation Study (SSES) program notifications, informing residents about upcoming sewer evaluation projects such as smoke testing, sewer cleaning, and closed-circuit television (CCTV) inspection that may involve partial street closures, access to back-yard manholes, or require specific actions to be taken by homeowners;
- Private property I/I reduction programs that may include voluntary or mandatory inspections of sewer laterals, basement connections, and downspout connections requiring MSD staff or contractors access to private property;
- Green infrastructure focus areas to encourage widespread use of green infrastructure practices such as downspout disconnects, installation of rain barrels and rain gardens, and pervious pavement on driveways and sidewalks in areas of the CSS where the potential for a high level of runoff reduction has been identified and assumed in the sizing of gray control components.

3.3.4 Program Messages

Consistent messages are an important part of any public program. Consistency provides for repetition and reinforcement of messages, maximizing the opportunities for retention of the message, and for sustainable behavior changes resulting from the public program.

The Project WIN public program is a subset of MSD’s overall public program, so the messages of Project WIN must also be consistent with MSD’s general program of *Clean, Green, Growing Community*.

Some general principles of the Project WIN messages are as follows:

- Convey all positive messages, all the time;
- Educate and create sense of being part of a WINning team, especially when focused on modification of personal behavior and habits;
- Maintain compliance with the letter and intent of regulatory requirements (i.e., don’t allow a positive message to “sugar-coat” a tough regulatory requirement to the point that the intent of the regulation is lost); and
- Support the Project WIN capital plan and operating initiatives.

Consistent with these general principles, some specific program-wide messages will be used time after time. This program is intended not only to inform the public but also to educate the public about its part in achieving the CWA goals as part of the WINning Team.

The program has taken the key messages as developed by the WWT and refined them for the ongoing outreach and education to the public as follows.

Our Community Values Clean Streams and Rivers - Our streams and rivers provide an intrinsic value to our community. Clean, healthy and diverse streams and rivers provide a high quality of life for Louisville Metro.

Protecting Public Health is Our Primary Concern - Project WIN is working to ensure our streams and rivers are healthy and clean. There will be times when one has to be careful about contact with waters. Working together we can ensure clean waterways for your family's health and enjoyment.

Your Investment Is Producing Results - Recognize the value and results of the investment in clean streams and rivers. Clean waterways are worth the investment.

Be Part of a WINning Team - Focus on personal behavior, each person can make a difference. Participate in our team projects and initiatives. Provide feedback to MSD.

Supplementing these general messages will be a seasonal approach to specific themes. Consistent with the seasonal messages conveyed by MSD during the IOAP development, the calendar year will be divided into four seasons and messages/activities will be targeted to specific audiences that are subsets of the general public. These seasons are:

- The Rainy Season; February through April
- The Summer Season; May through July
- The Fall Season; August through October
- The Holiday Season; November through January

The activities and public messages are consistent with the season, as described previously in Section 3.1.

3.3.5 Future Approaches and Available Media

The public program has a wide variety of audiences and a corresponding variety of media approaches to connect with those audiences. The audience for the future program will be a comprehensive cross-section of the Louisville Metro region.

In the future, the public program will use a variety of tools and media sources to reach out to these groups and deliver the specific messages. Table 3.4 shows the wide range of media that MSD anticipates to be used. Over the course of the program, it is expected that enhancements will be made as the technology improves, as the effectiveness of these tools is measured and based on feedback from the specific audiences.

TABLE 3.4 MEDIA APPROACHES FOR VARIOUS AUDIENCES

AUDIENCE	Public Meeting & Community Events	Web Portal to Project Win Information	Speaker's Bureau & Technical Support	Print Advertisement, Press Releases	Public TV Video, TV & Radio PSA	Recognition Program	Targeted brochures, pamphlets, FAQs, etc.	Reports, Newsletters & Billing Inserts	Demonstration Projects	Direct Mail & Phone Surveys	Educational Programs and	Signage at Overflows	Tours, Demonstrations, Workshops
General Public	√	√	√	√	√	√	√	√	√	√		√	√
Homeowners	√	√	√	√	√	√	√	√	√	√			√
Targeted Neighborhoods	√		√			√	√		√	√			√
Builders		√	√			√	√		√	√			√
Restaurants		√	√			√	√		√	√			√
Schools	√	√	√				√		√		√		√
MSD Employees		√				√	√	√	√				√
Green Infrastructure Partners	√	√	√			√	√		√		√		√

3.3.3.2 Annual Calendar of Events

Table 3.X presents an example calendar of public program events that are envisioned during Project WIN implementation. As noted elsewhere, the program will be continually evaluated for its effectiveness, and changes may be made in the program as indicated by changing needs, opportunities, or as technology advances dictate.

3.4 REPORTING AND AGENCY MEETINGS

During the development of the overflow abatement plans, there was frequent and scheduled regulatory agency interaction designed to facilitate open communication between MSD and the regulators regarding the progress of Project WIN and the compliance with the Consent Decree requirements.

3.4.1 Quarterly and Monthly Reports

Consistent with the requirements of the Consent Decree, MSD prepared regular reports for the State of Kentucky and EPA Region 4. Thus far, MSD has prepared three annual reports, Fiscal

Year (FY) 2006, 2007 and 2008; and quarterly reports for the State and EPA. These reports are posted on the MSD website under the Project WIN, Public Document Repository.

Reports are prepared for each of the four quarters of the calendar year: January through March; April through June; July through September; and October through December. Reports are submitted to EPA and the State within 30 days of the end of the new quarter. The reports include specific information about activities consistent with the requirements of the Consent Decree, including the progress on the Early Action Project and the progress toward the development of the Overflow Abatement Plan, which includes the LTCP and the SSDP. These reports are posted on the Project WIN Public Document Repository.

3.4.1.1 Meetings with State and Federal Consent Decree Partners

In addition to quarterly reports, MSD has initiated periodic face-to-face meetings with technical team members from the State and EPA to discuss the progress of the Project WIN overflow abatement program. During 2008, three specific meetings of the Technical team took place:

- February 25, 2008 in Southern KY with EPA Region 4 and the State staff;
- April 16, 2008 in Louisville Metro with the EPA Region 4 and State staff;
- June 2008, in Louisville Metro with State staff.

Regular meetings with the regulatory agencies facilitate communication and understanding of the priorities and requirements of the overflow abatement program and coordination between agencies. Copies of the agendas and meeting minutes from each of these meetings are included in [Appendix ___](#).

3.4.1.2 Bi-weekly Conference Calls

Conference calls were scheduled on a bi-weekly basis between technical staff from MSD, EPA, and Kentucky Division of Water (KDOW). These calls ensured regular communication about the progress of both the technical analysis and the public program overflow aspects of abatement plans. In addition to reporting on the progress of the plans, MSD answered questions posed by the State and EPA. The bi-weekly conference calls encourage partnerships and open-communication to ensure common goals and perspectives and to reach success. Additionally, the process is more efficient with no surprises for both parties. A scheduled appointment also clears up confusion about monthly or quarterly reports.

Over the period of the development of the overflow abatement plans, all parties have felt free to informally reach out to each other via e-mails and phone calls to ask questions and clarify technical issues.

3.5 MEASURING EFFECTIVENESS

The public program is required by the NMCs, the LTCP, the SORP, and the Consent Decree. The NMCs and the LTCP requirements under the CSO Policy require that the effectiveness of the controls be measured to determine if they have met the goals of the Policy and the requirement of the CWA. This is not intended as a pass/fail system; rather this is an adaptive management approach to water quality attainment.

3.5.1 Evaluation of Impacts of Public Program

The impacts of the public participation plan will focus on four specific components:

- Support for rate increases to carry out the plan;
- Participation in the WWT;
- Support for the adoption of the IOAP; and
- Participation in the public program, other than meetings, focused on behavior changes and implementation of green and sustainable infrastructures.

The first measure has already validated the effectiveness of the public program. Between the fall of 2005 and the summer of 2007, the public program reached so many people that the Louisville Metro Council passed the rate increase of 33% with only one dissenting member. The Council was able to vote this way because constituents understood the need for wet weather overflow abatement, attended the meetings, read the flyers, bill stuffers, magazines and newspaper articles, and advertisements. The public approved the program in the most basic way it happens at the local government level, with their pocketbooks.

The second and the third measures have proven thus far to be effective; MSD has been fortunate to have a talented and fully engaged WWT. This team has provided the guidance that MSD needed to develop the IOAP. The process of establishing values, goals and objectives for the IOAP was the critical step for the public process to develop priorities for the program, as called for in the guidance for the LTCP and SSDP development. The continued participation of this team and these individuals in the program will also be another measurement of success.

The third measure, the adoption of the IOAP, is critical because the public hearing for the plan is an integral part of the public program. The outreach began with four series of meetings at which the public reviewed the development of the plan, especially how their input and concerns were taken into account. This all led up to the public hearings, which could have derailed the plan if the public concerns and issues were not already addressed. The completion and delivery of this plan, as required by the CSO Policy and the Consent Decree, validate the effectiveness of the public program.

The last measure, the participation of individuals and groups in the public programs, other than meetings, focused on behavior changes and implementation of green and sustainable

infrastructures. This will be measured over time and is a softer measurement. For these elements, there are some direct measures and some indirect measures.

3.5.2 Measures Reaching All Aspects of the Program

A direct measurement of the program is to determine how many homeowners have inspected their private sewers and how many have made repairs of the sewer. This direct measurement would validate the public outreach regarding the potential new ordinance and the importance of it for overflow abatement. The indirect measurements will measure the potential support of the program and the potential for long-term behavior changes and sustainable solutions.

3.5.2.1 Rain Barrel Program as a Surrogate for Information Received

The rain barrel program is a surrogate for success of distributing information to the public and an example of an indirect measurement of success of the public program. The messages about personal housekeeping and gardening behaviors are usually accompanied by the offer of rain barrels; when the public asks and pays for the rain barrels, this is a positive measurement that the messages are reaching the public.

MSD will continue to report on rain barrel events and the number of rain barrels given away or sold (either by MSD directly or by other agencies supported by MSD) each calendar year, beginning with an estimate of rain barrels distributed prior to 2009, and then an annual tally each year beginning in 2009.

3.5.2.2 Participation in Clean Up and Tree Planting Events

Other positive and indirect measurements of the public program are the number of and participation in tree planting, street sweeping, waterway cleanup, and other similar civic events. The measurement is even more telling if the participation in these events increases. Such increased number of events or participation in the events would indicate that the public program reaches more and broader members of the public.

3.5.2.3 Characterize Public Who Has Been Reached

The varied approach for the public program plan means that various methods are used to target different segments of the public. Each aspect of the program, starting in 2009, will characterize the targeted public and the messages that are being delivered. This will provide a baseline for understanding, over time, if the public is reacting to these messages with changed behavior.

When MSD has paid for advertising, the media can supply the statistics of who is “reached” by the advertisements. Again, the characterization of the target public will support the understanding of the effectiveness and the determination of whether this is an appropriate media outlet for MSD’s messages.

The Project WIN Annual Report starting in 2009 will include not only the outreach method, but also the characterization of the target public and why this is an appropriate target for MSD's messages.

3.5.2.4 What Has Been Feedback From Public?

Feedback directly from the public is important and in a local government agency can take several forms, including votes from elected officials based on what their constituents have asked; feedback from opinion leaders such as the feedback given by the members of the WWT or others which is offered opportunistically (in an informal setting) or formally with surveys or in meetings; surveys which are not targeted but are set up to get a broad statistically varied public; and anecdotal feedback which is most often informal and indirect.

Local government relies on the vote of the elected officials to provide direct feedback, and MSD will be no different. MSD management have and will continue to seek the feedback of community opinion leaders, generally in an informal way to determine the reception of the messages delivered in the public program, and the methods of delivery. The continued participation of the WWT and their feedback on these issues will be important to this overall measurement of effectiveness.

For information that is more precise and to ensure that the public program is on the right track, MSD will institute an annual customer survey starting in 2009. The results will be reported in the Project WIN Annual Report, as will the adjustments and adaptations that are indicated by this feedback method.

3.5.3 Other Measurements of Effectiveness of the Public Program

The long-term effectiveness of the public program cannot be fully measured in one year or even five. The goal of the continued efforts is to make these messages commonly accepted and sustainable without MSD initiation. When these messages are used in everyday and broad-based communication, we will achieve one measure of effectiveness. Here are two examples:

- When we commonly see messages at gardening centers about taking care to use appropriate amounts of chemical and fertilizers and to use them at the appropriate time to protect our waters, we will know that we have developed a sustainable message.
- When the gardening section and the home and food sections of the newspapers and other electronic mass media carry our messages about FOG, use of pesticides and fertilizers, and other household practices, we will know that these messages are in the mainstream and sustainable.

Another long-term measurement of effectiveness will be the planning and implementation of green infrastructure by both the public and private developers. This will come about due to messages not only from MSD, but also across public and private organizations. However, the actual understanding that green infrastructure is not just a concept, but also can improve our

water quality and our quality of life, can be attributed to specific messages of MSD's public program. This measurement will be over the life of the program.

One other long-term measurement of the effectiveness of the public program will be to measure the I/I, grease blockages, quality of the overflows, and number and volume of overflows. In effect, the measurements of the overall effectiveness of the IOAP will also be a measure of the effectiveness of the public program. This is a measurement of the approval of the infrastructure program (paying for it) and the measurement of the participation of the individuals and changing behaviors, because the program has been designed with the expectation that there will be changes in personal behaviors and practices to support the gray and green infrastructure in the IOAP.

APPENDIX 1

ACRONYMS IN THE DRAFT PUBLIC PROGRAM PLAN, SEPTEMBER 2008

CMOM	Capacity, management, operation, and maintenance
CSO	Combined sewer overflow
CSS	Combined sewer system
CWA	Clean Water Act
FOG	Fats, oils, and grease
GIS	Geographic information system
I/I	Inflow and Infiltration
IOAP	Integrated Overflow Abatement Plan
LTCP	Long Term Control Plan
NMC	Nine Minimum Controls
PSA	Public Service Announcement
RTC	Real time control
SORP	Sewer Overflow Response Protocol
SSDP	Sanitary Sewer Discharge Plan
SSO	Sanitary sewer overflow
SSS	Sanitary sewer system
WDR	Waste discharge requirements
WIN	Waterway Improvements Now