

# Local Public Education Programs: Activities, Key Education Focus Areas and Target Audiences



Section 5.5 describes the role of public education programs – regional and local – in supporting the implementation of this Plan. The materials in this Appendix provide detailed guidance to support the implementation of Action Item PUBLIC EDUCATION-1 [HYPERLINK] in local public education programs.

Table C-1 details public education activities that can fulfill the requirements of Action Item PUBLIC EDUCATION-1 [HYPERLINK]. The table is organized by type of activity: Education and Outreach Activities, Public Participation and Involvement Activities, and at the end, it includes some activities that could be either type. These types correspond to the types specified in the activities requirements in the Sub-Tasks and corresponding tables (Tables 5-4, 5-5, and 5-6) of Action Item PUBLIC EDUCATION-1 [HYPERLINK].

Tables C-2 through C-5 specify detailed focus areas for education and audiences for these messages in the implementation of local public education programs. Key public education messages are discussed in Section 5.5.4 [HYPERLINK], and these tables provide detail to expand on that section. These tables can be used to support the design and execution of local public education programs to support plan implementation and fulfill the Action Item requirements. The tables are organized by planning area as follows:

- Table C-2: Integrated Water Resource Management
- Table C-3: Water Supply and Water Conservation
- Table C-4: Wastewater Management
- Table C-5: Watershed Management

**Table C-1. Local Public Education Activities to Fulfill Plan Requirements**

ACTIVITY	DESCRIPTION
<b>EDUCATION AND OUTREACH ACTIVITIES</b>	
<b>Bill stuffers or newsletters</b>	<ul style="list-style-type: none"> <li>• Include educational materials in customer bills</li> </ul>
<b>Educational brochures and digital display content at public facilities</b>	<ul style="list-style-type: none"> <li>• Make educational brochures available for visitors at government buildings with public access (e.g., city hall, court and library)</li> <li>• Distribute educational content for use in digital displays in government buildings with public access</li> </ul>
<b>Website</b>	<ul style="list-style-type: none"> <li>• Website with information on water supply, water conservation practices and requirements, wastewater topics and watershed management</li> <li>• Include links to Metro Water District website, My Drop Counts and Clean Water Campaign</li> <li>• Review and update website at least one time per year</li> </ul>
<b>Local cable or government TV station programming</b>	<ul style="list-style-type: none"> <li>• Provide information on water supply, water conservation practices and requirements, wastewater topics and/or watershed management with programming or announcements</li> </ul>
<b>Speaker bureau presentations/community meetings</b>	<ul style="list-style-type: none"> <li>• Provide presentations and/or host community meetings with presentations on water supply, water conservation practices and requirements, wastewater topics and watershed management to local audiences (e.g., civic organizations, neighborhood associations)</li> <li>• Make availability of speakers known through bill stuffers, website, brochures, etc.</li> </ul> <p><i>Enhanced Implementation:</i></p> <ul style="list-style-type: none"> <li>• Consider preparing a set of slides or presentation outline for use by speakers in presentations</li> <li>• Consider providing opportunities to make the presentation/meeting interactive</li> </ul>
<b>Press releases</b>	<ul style="list-style-type: none"> <li>• Prepare a press release about a current topic (e.g., outdoor watering in the summer, drought restrictions, FOG management, rain gardens)</li> <li>• Distribute to local media and post on website and/or social media (if available)</li> </ul>
<b>Social media</b>	<ul style="list-style-type: none"> <li>• Establish a presence on a social media platform to open a channel of communication with utility customers and residents</li> </ul>

**Table C-1. Local Public Education Activities to Fulfill Plan Requirements**

ACTIVITY	DESCRIPTION
	<ul style="list-style-type: none"> <li>• Distribute water resources and water resource management information to citizens and utility customers via one or more social media tools (e.g., Facebook, Twitter, LinkedIn, Instagram)</li> <li>• Promote social media connections with citizens and customers through other means (e.g., website, local media, bill stuffers)</li> </ul>
<b>Outreach at community events</b>	<ul style="list-style-type: none"> <li>• Set up a display, demonstration, and/or information table at community events</li> <li>• Distribute water resources and water resource management information to attendees</li> </ul>
<b>Mascot program</b>	<ul style="list-style-type: none"> <li>• Develop a mascot program for water resources public education program</li> <li>• Select a mascot that can reflect the public education messages to be communicated</li> <li>• Provide mascot appearances at community events</li> </ul>
<b>Landscape practices demonstration sites</b>	<ul style="list-style-type: none"> <li>• Establish and maintain a local demonstration site with information (e.g., signs, brochures) on landscaping methods that advance water conservation, water quality and watershed management goals (e.g., xeriscaping, buffers, raingardens)</li> <li>• Demonstrate design, site selection, plant selection and maintenance</li> <li>• Disseminate information about the demonstration site to customers by promoting its use through communication channels such as bill stuffers, websites, local media and social media</li> </ul> <p><i>Enhanced Implementation:</i></p> <ul style="list-style-type: none"> <li>• Consider engaging local Master Gardeners as educators at the site</li> </ul>
<b>Elected officials' education</b>	<ul style="list-style-type: none"> <li>• Provide a presentation to a group of elected officials on water resources management topics (water supply, water conservation, wastewater, watershed management)</li> </ul> <p><i>Enhanced Implementation:</i></p> <ul style="list-style-type: none"> <li>• Consider providing a take-away handout (e.g., copies of slides, website address, water supply and conservation information)</li> <li>• Consider providing this presentation when new elected officials are taking office</li> </ul>

**Table C-1. Local Public Education Activities to Fulfill Plan Requirements**

ACTIVITY	DESCRIPTION
<b>PUBLIC PARTICIPATION AND INVOLVEMENT ACTIVITIES</b>	
<b>Facility tours</b>	<ul style="list-style-type: none"> <li>• Offer tours to interested groups (civic organizations, garden clubs, schools) of the utility’s water treatment facility, wastewater treatment facility and/or stormwater infrastructure</li> <li>• Promote availability of the tours through communication channels such as bill stuffers, websites, local media and social media</li> </ul> <p><i>Enhanced Implementation:</i></p> <ul style="list-style-type: none"> <li>• Consider developing tour guidelines for use by tour guides</li> </ul>
<b>Citizen advisory group</b>	<ul style="list-style-type: none"> <li>• Establish a citizens advisory group to the local government on water resources topics (water supply, water conservation, wastewater and watershed management)</li> <li>• Members should reflect a range of local interests</li> <li>• Have the group serve in an advisory role for the local government and the utility in support of planning and implementation and serve as ambassadors to the community for the water utility/public works departments</li> <li>• Establish a regular meeting schedule that reflects the desired level of engagement for the group (e.g., quarterly, monthly)</li> </ul>
<b>Water/watershed festival</b>	<ul style="list-style-type: none"> <li>• Host a local water festival to provide education to regional residents and/or school children on local water resources and water resource management</li> </ul> <p><i>Enhanced Implementation:</i></p> <ul style="list-style-type: none"> <li>• Consider hosting the festival in conjunction with neighboring communities or participating as in existing regional water festivals (e.g., Regional Children’s Festivals)</li> </ul>
<b>School classroom education</b>	<ul style="list-style-type: none"> <li>• Provide education programs to schools to support student understanding of local water resources, water supply, water and wastewater treatment, water conservation and/or watershed management</li> <li>• Target students at different age levels with materials oriented toward that age group</li> </ul> <p><i>Enhanced Implementation:</i></p> <ul style="list-style-type: none"> <li>• Consider developing education presentation materials that can be used by presenters (e.g., handouts, speaker guide, demonstration/visual aid, slides)</li> </ul>

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ACTIVITY	DESCRIPTION
	<ul style="list-style-type: none"> <li>• Consider becoming a trained education or facilitator of a national education program (e.g., Project WET)</li> <li>• Consider seeking guidance from local teachers on curriculum linkages that would help to identify appropriate grades and times of year to provide this material</li> <li>• Consider coordination with water festivals and facility tours</li> </ul>
<b>Technical training to target audiences</b>	<ul style="list-style-type: none"> <li>• Develop a specific technical training program to meet a particular need (e.g., water conservation for restaurant and hotel operators; conservation retrofits for cooling towers; irrigation system conservation for landscapers; FOG waste management for restaurant operators; best management practice (BMP) maintenance for homeowners' associations)</li> </ul>
<b>Contests</b>	<ul style="list-style-type: none"> <li>• Host a contest that engages local residents (children and/or adults) in communicating about water resources (e.g., coloring book, art, essays, photos, videos, poetry)</li> <li>• Promote the contest through communication channels such as bill stuffers, websites, local media and social media and offer recognition to winning submissions</li> </ul>
<b>Community workshop</b>	<ul style="list-style-type: none"> <li>• Offer a community education workshop to address a specific local water resource education need (e.g., water-wise landscaping, irrigation systems and water conservation, raingardens and/or septic system maintenance)</li> <li>• Promote the workshop through communication channels such as bill stuffers, websites, local media and social media and offer recognition to winning submissions</li> </ul>
<b>Interactive kiosk/exhibit</b>	<ul style="list-style-type: none"> <li>• Install and maintain an exhibit or educational kiosk in a publicly accessible place (e.g., local government facility, local park, library) with a focus on water resource topics</li> </ul>
<b>Cleanup event (stream, roadside, community)</b>	<ul style="list-style-type: none"> <li>• Host a local stream, roadside, and/or community cleanup event with volunteers (e.g., Rivers Alive cleanup)</li> <li>• Provide participants with stormwater management and water quality information</li> <li>• Disseminate information about the event to recruit volunteers and raise general awareness of the event</li> <li>• Invite local media coverage for the event</li> </ul> <p><i>Enhanced Implementation:</i></p> <ul style="list-style-type: none"> <li>• Consider scheduling event in conjunction with Georgia Rivers Alive and with other regional and national cleanup events that provide promotional materials</li> </ul>

**Table C-1. Local Public Education Activities to Fulfill Plan Requirements**

ACTIVITY	DESCRIPTION
<b>Stream monitoring program</b>	<ul style="list-style-type: none"> <li>• Establish and administer a local volunteer water quality monitoring program (e.g., Adopt-A-Stream program)</li> <li>• Provide training locally or through regional/state programs for volunteer water quality monitors; provide supplies or identify potential sources of support for supplies</li> <li>• Coordinate with Georgia Adopt-A-Stream program</li> </ul> <p><i>Enhanced Implementation:</i></p> <ul style="list-style-type: none"> <li>• Consider targeting student groups, neighborhood associations, garden clubs and other organizations as partners</li> </ul>
<b>Storm drain marking</b>	<ul style="list-style-type: none"> <li>• Recruit local volunteers to mark storm drains with messages about water resource protection</li> <li>• Provide equipment for marking</li> </ul>
<b>Collection day or continuous drop-off site for household hazardous material and/or pharmaceuticals</b>	<ul style="list-style-type: none"> <li>• Host or participate in a regional household hazardous waste and/or pharmaceuticals collection day</li> </ul>
<b>EITHER – EDUCATION AND OUTREACH -OR- PUBLIC PARTICIPATION AND INVOLVEMENT</b>	
<b>Local integrated public education plan</b>	<ul style="list-style-type: none"> <li>• Develop or update a county or city level integrated public education plan regarding water resources (water supply and conservation, wastewater and watershed management)</li> <li>• Integrate the District’s public education initiatives in the plan (e.g., Clean Water Campaign and My Drop Counts)</li> <li>• Address the Metro Water District plan requirements and MS4 and Watershed Protection Plan requirements for public in the plan</li> <li>• Plan using an integrated approach and address water supply and conservation, wastewater and watershed topics and audiences, with linkages as appropriate</li> <li>• Invite draft plan review by an advisory group or a <a href="#">commission/board of local elected/appointed officials</a>.</li> </ul>
<b>Innovative activity</b>	<ul style="list-style-type: none"> <li>• Conduct an activity not listed here that meets a specific local need or uses an innovative approach; these activities can serve as demonstration opportunities of new public education techniques</li> </ul>

**Table C-2. Education Focus Areas for Target Audiences – Integrated Water Resource Management**

Target Audience	Integrated Water Resource Management Education Focus
<b>General Public</b>	<ul style="list-style-type: none"> <li>• The general public should understand the critical value of the region’s water resources and its water and wastewater infrastructure.</li> </ul>
<b>Residents</b>	<ul style="list-style-type: none"> <li>• Water use education should support utility customers in understanding their water, wastewater and stormwater utility bills.</li> <li>• This audience should also be educated about the use of utility revenues to provide important public services and protect public safety and the environment.</li> <li>• This audience should be targeted to raise awareness about existing water resources management requirements that affect them and the importance of these requirements.</li> </ul>
<b>Septic System Owners (Residential and Commercial)</b>	<ul style="list-style-type: none"> <li>• This audience should be educated about the need for regular maintenance to preserve the life of their septic system and protect public health, water quality and the environment. <b>All local jurisdictions are required to conduct at least one public education activity that delivers this message. See Table 5-6 in Action Item PUBLIC EDUCATION-1 for more information.</b> [ADD HYPERLINK]</li> <li>• Owners of septic systems – residential and commercial – should be aware that they have a septic system and are not connected to the sewer system.</li> <li>• Septic system owners need to be encouraged to learn where their septic drainfields are located to prevent damage from overlying vehicles, construction or large plantings.</li> <li>• While most outreach to septic system owners will focus on the role that their septic system maintenance plays in protecting regional water quality and public safety, the importance of water conservation in supporting the proper functioning of a septic system should also be communicated.</li> </ul>
<b>Students/Schools</b>	<ul style="list-style-type: none"> <li>• Education targeting students should emphasize the critical value of the region’s water resources and its water and wastewater infrastructure in order to develop a sense of stewardship at a young age.</li> <li>• Teachers should be supported in understanding the alignment of water resources education efforts with state curriculum standards in order to facilitate implementation of water resources education efforts.</li> </ul>

**Table C-2. Education Focus Areas for Target Audiences – Integrated Water Resource Management**

<b>Target Audience</b>	<b>Integrated Water Resource Management Education Focus</b>
<b>Local Elected Officials/Governing Boards/Local Government Staff</b>	<ul style="list-style-type: none"> <li>• Local government officials and other local leaders should understand the importance of the region’s water resources and water and wastewater infrastructure to the region’s economy, future and quality of life.</li> <li>• This audience should also be aware of the Metro Water District’s Integrated Water Management Plan and its requirements and recommendations.</li> <li>• Local government officials and other local leaders should understand importance of septic system planning and septic system maintenance for the local community and environment. They should understand the environmental problems that can occur when septic systems are not properly managed.</li> </ul>
<b>Local Planning/Zoning Officials and Staff</b>	<ul style="list-style-type: none"> <li>• This audience is in a unique position to ensure that local planning and zoning decisions that align with regional water resource management policies and programs.</li> <li>• Outreach to local government planning and zoning officials and staff should support their awareness and understanding of the Metro Water District’s Integrated Water Management Plan and existing laws and regulations that affect water resource management in the region.</li> <li>• Local planning and zoning officials and staff should understand the location of septic system critical areas and management efforts to address concerns in those areas to ensure coordination in planning and management</li> </ul>
<b>Real Estate Professionals</b>	<ul style="list-style-type: none"> <li>• Outreach to real estate professionals about the importance of the region’s water resources and how residents’ homes affect and are affected by water resources.</li> <li>• The importance of water resource protection for the region’s economy should also be emphasized in education for this audience.</li> <li>• Real estate agents should be encouraged to provide clients with information on proper septic system use and maintenance when a transaction involves a property with a septic system.</li> <li>• Real estate professionals that understand the region’s water resources and their management can support implementation of the Metro Water District’s Integrated Water Management Plan as ambassadors and information sources in the community.</li> </ul>



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<b>Target Audience</b>	<b>Integrated Water Resource Management Education Focus</b>
<b>Urban Agriculture (landscapers, irrigators, etc.)</b>	<ul style="list-style-type: none"> <li>• This audience should understand the importance of knowing where septic system drainfields are located and avoiding damage to the drainfields from overlying vehicles, construction or large plantings.</li> </ul>
<b>Plumbers</b>	<ul style="list-style-type: none"> <li>• Plumbers can be targeted in public education activities as partners to educate their customers about septic system maintenance.</li> </ul>
<b>Builders/Developers/Design Professionals</b>	<ul style="list-style-type: none"> <li>• This audience should understand the importance of careful site design and proper installation of septic systems for system performance and environmental protection.</li> <li>• This audience should also understand the importance of knowing where septic system drainfields are located and avoiding damage to the drainfields from overlying vehicles, construction or large plantings.</li> </ul>
<b>State Legislators</b>	<ul style="list-style-type: none"> <li>• Education and outreach to state legislators should emphasize the importance of the region’s water resources, water and wastewater infrastructure and the Metro Water District to the state’s economy, future and quality of life.</li> <li>• It should also raise awareness of the policy recommendations of the Metro Water District’s Integrated Water Management Plan.</li> <li>• Success stories related to implementation of the Metro Water District’s Integrated Water Management Plan should be emphasized with this audience.</li> </ul>
<b>County Boards of Health</b>	<ul style="list-style-type: none"> <li>• Personnel with County Boards of Health should understand the requirements of the Metro Water District Integrated Water Management Plan for septic system tracking and planning, septic system critical area management, septic system maintenance and related education, septage disposal and coordination in septic system planning. (See Action Items INTEGRATED-1 and INTEGRATED 8 through 11) [HYPERLINKS]</li> <li>• County Boards of Health should also be engaged as coordinating partners to assist in ensuring effective and consistent public education messages in communications with septic system owners.</li> <li>• This audience should be aware of public education materials available from the Metro Water District for septic system owners.</li> </ul>

<b>Table C-3. Education Focus Areas for Target Audiences – Water Supply and Water Conservation</b>	
<b>Target Audience</b>	<b>Water Supply and Water Conservation Education Focus</b>
<b>General Public</b>	<ul style="list-style-type: none"> <li>• The general public should be educated about why and how to conserve water.</li> <li>• Water conservation success stories should be highlighted to demonstrate individual, community and environmental benefits.</li> <li>• The general public should be targeted with education to raise awareness about outdoor watering restrictions and other state and local water conservation requirements, such as local water waste ordinances (see Action Item WSWC-13).</li> </ul>
<b>Residents</b>	<ul style="list-style-type: none"> <li>• In addition to the general public messages listed above, residents and utility customers should be targeted with information about how to conserve water in their homes.</li> <li>• This audience should be aware of the availability of retrofit kits (See Table 5-4 in Action Item PUBLIC EDUCATION-1 and ACTION ITEM WSWC-16) [HYPERLINKS] and high-efficiency toilet rebate programs offered by local governments and utilities. More information about high-efficiency toilet rebate programs in the Metro Water District can be found at the <a href="#">Toilet Rebate Program page</a> of the District’s website.</li> <li>• Water use education should support utility customers in understanding their water bills and explain specific pricing structures, including conservation pricing, irrigation water pricing and reuse water pricing.</li> <li>• Customers should also be educated about the use of utility revenues to provide important public services and protect public safety and the environment.</li> <li>• Water use education should include, where possible, tools such as historical water use and social comparison water use data. Social comparison data illustrates how a customer’s water use compares to typical or similar customers.</li> <li>• Outreach to residents and utility customers should promote the awareness of the availability of materials for residential water audits from local governments and utilities (See the Metro Water District’s <a href="#">Do It Yourself Household Water Assessment</a>). (See Table 5-4 in Action Item PUBLIC EDUCATION-1 and ACTION ITEM WSWC-16) [HYPERLINKS]</li> </ul>

**Table C-3. Education Focus Areas for Target Audiences – Water Supply and Water Conservation**

<b>Target Audience</b>	<b>Water Supply and Water Conservation Education Focus</b>
<b>Students/Schools</b>	<ul style="list-style-type: none"> <li>• Education and outreach targeting students should support the development of conservation habits and behaviors at a young age.</li> <li>• The education and support of teachers is a key strategy in supporting the delivery of water conservation education to students.</li> </ul>
<b>Local Elected Officials/Governing Boards/Local Government Staff</b>	<ul style="list-style-type: none"> <li>• Local government officials and other local leaders should understand importance of implementation, with adequate funding, of the water conservation Action Items in this Plan.</li> <li>• They should also understand the purpose and benefits of the water rate structure, especially conservation pricing.</li> <li>• Local government employees should be educated about water conservation practices so that they can share their knowledge with citizens.</li> </ul>
<b>Local Planning/Zoning Officials and Staff</b>	<ul style="list-style-type: none"> <li>• Local planning and zoning officials and staff should understand the irrigation system water efficiency standards for large landscapes (see Action Item WSWC-10 [HYPERLINK]). Training for code enforcement officials in these requirements may be needed.</li> </ul>
<b>Real Estate Professionals</b>	<ul style="list-style-type: none"> <li>• Outreach to this audience should focus on the benefits of high-efficiency fixtures and appliances for residents and the region.</li> <li>• Outreach to this audience should also focus on raising awareness of requirements related to water conservation that apply in real estate transactions (e.g., retrofit on resale requirements).</li> <li>• This audience should be made aware of the irrigation system water efficiency standards for large landscapes (see Action Item WSWC-10 [HYPERLINK]).</li> </ul>
<b>Home Gardeners</b>	<ul style="list-style-type: none"> <li>• Outreach to this audience should focus on water-wise landscaping practices, proper maintenance and operation of irrigation systems and appropriate levels of outdoor watering.</li> <li>• This audience should also understand existing outdoor watering restrictions and water waste ordinances (see</li> </ul>

<b>Table C-3. Education Focus Areas for Target Audiences – Water Supply and Water Conservation</b>	
<b>Target Audience</b>	<b>Water Supply and Water Conservation Education Focus</b>
	Action Items WSWC-11 and WSWC-13 [HYPERLINKS]).
<b>Commercial Water Users (General)</b>	<ul style="list-style-type: none"> <li>• Commercial water users are an important focus for advancing regional water conservation, and public education and outreach to this audience should emphasize the importance of their role. This audience should be supported with information on water efficiency and conservation practices, with attention to the benefits of their adoption.</li> <li>• Education and outreach to this audience should emphasize success stories in water conservation by regional commercial entities and should raise awareness of the commercial water assessment program (see Action Item WSWC-8).</li> <li>• Education and outreach with this audience should also raise awareness of existing state requirements for water conservation (see Action Item WSWC-11 [HYPERLINK]).</li> <li>• Outreach to commercial entities can support the development of partnerships to educate their customers about water conservation.</li> </ul>
<b>Urban Agriculture (landscapers, irrigators, etc.)</b>	<ul style="list-style-type: none"> <li>• With this audience, the emphasis of education and outreach should be water wise landscaping and sharing this knowledge with their customers.</li> <li>• Outreach to this audience should also raise awareness about existing requirements that affect water use in landscaping, including state regulations of outdoor water use, local water waste ordinances and irrigation system water efficiency standards for large landscapes (see Action Items WSWC-10, WSWC-11 and WSWC-13 [HYPERLINKS]).</li> <li>• It should also raise awareness of incentive and rebate programs for smart irrigation (see Action Item WSWC-10).</li> </ul>
<b>Golf Courses</b>	<ul style="list-style-type: none"> <li>• This audience should receive similar information to that described for the Urban Agriculture section.</li> <li>• In addition, this audience should be targeted with information specific to golf course <a href="#">best management practices</a> for water conservation.</li> </ul>
<b>Plumbers</b>	<ul style="list-style-type: none"> <li>• Plumbers should be targeted in education and outreach activities as partners to educate their customers about</li> </ul>

**Table C-3. Education Focus Areas for Target Audiences – Water Supply and Water Conservation**

<b>Target Audience</b>	<b>Water Supply and Water Conservation Education Focus</b>
	toilet rebate programs, high efficiency plumbing fixtures, appliances and practices, as well as related promotional events (e.g., sales tax holidays for EPA WaterSense fixtures).
<b>Builders/Developers/Design Professionals</b>	<ul style="list-style-type: none"> <li>• Outreach to this audience should focus on the use of high efficiency fixtures and appliances in construction, including benefits and guidance for use.</li> <li>• This audience should also be made aware of EPA WaterSense New Homes Program [HYPERLINK], irrigation system water efficiency standards for large landscapes (see Action Item WSWC-10), and state requirements for water conservation (see Action Item WSWC-11).</li> <li>• Education and outreach for this audience should also focus on cooling tower efficiency.</li> <li>• This audience can also be targeted in public education activities as partners to educate their customers about high efficiency plumbing fixtures, appliances and practices, as well as related promotional events (e.g., sales tax holidays for EPA WaterSense fixtures).</li> </ul>
<b>Offices/Retail</b>	<ul style="list-style-type: none"> <li>• Outreach to this audience should focus raising awareness about cooling tower efficiency, water wise landscaping and conservation, outdoor watering restrictions and water waste ordinances (see Action Items WSWC-11 and 13 [HYPERLINKS]).</li> </ul>
<b>Restaurant/Food Service</b>	<ul style="list-style-type: none"> <li>• Outreach to this audience should focus on appropriate use of appliances and fixtures in the kitchen and on raising awareness of the pre-rinse spray valve program (see Action Item WSWC-9 [HYPERLINK]).</li> <li>• Outreach to this audience should also encourage the adoption of water conservation practices in this sector.</li> </ul>
<b>Laundry Facilities and Linen Supplies</b>	<ul style="list-style-type: none"> <li>• Outreach to this audience should focus on the water efficiency processes and high-efficiency commercial appliances and fixtures for use in their operations while continuing to abide by applicable health regulations.</li> </ul>
<b>Hotels</b>	<ul style="list-style-type: none"> <li>• Outreach to this audience should also encourage the adoption of water conservation fixtures and practices in this sector.</li> <li>• Outreach to hotels should also include information targeted to restaurants and laundry facilities/linen services</li> </ul>

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<b>Target Audience</b>	<b>Water Supply and Water Conservation Education Focus</b>
	because many hotels provide these services.
<b>Health Care Facilities</b>	<ul style="list-style-type: none"> <li>• Health care facilities may operate equipment such as x-ray machines, sanitizers and sterilizers that use water and should be encouraged to use them in a manner that conserves water while continuing to abide by applicable health and safety standards.</li> <li>• Health care facilities typically have many bathrooms and sinks, and water efficiency should be promoted in these areas.</li> </ul>
<b>Car Washes</b>	<ul style="list-style-type: none"> <li>• Outreach to car washes should encourage owners/operators to conserve water by retrofitting existing facilities for conservation and by adopting and maintaining water recycling systems.</li> <li>• Outreach to car washes should also raise awareness of local ordinances that require new conveyor washes to recycle water (see Action Item WSWC-12 [HYPERLINK]).</li> <li>• This audience should also be aware of the Georgia EPD <a href="#">Car Wash BMP and Certification Program</a>.</li> </ul>
<b>Multi-Family Residence Owner and Managers</b>	<ul style="list-style-type: none"> <li>• Multi-family residence owners and managers should be aware of toilet replacement programs and the benefits of sub-metering, water-wise landscaping and addressing leaks for their buildings and grounds (see Action Items WSWC-11 [HYPERLINK]).</li> </ul>
<b>Heavy/Light Industry</b>	<ul style="list-style-type: none"> <li>• Industries should understand their water use, conserve water in their operations and educate employees on how to conserve water.</li> </ul>
<b>Water Professionals</b>	<ul style="list-style-type: none"> <li>• Water professionals should understand the content of the Metro Water District’s Integrated Water Management Plan that applies to their operations to ensure a coordinated approach to implementation.</li> <li>• This audience should understand the <a href="#">AWWA Water Conservation Program Standard</a>.</li> <li>• Utility employees should be educated about water conservation practices so that they can share their knowledge with utility customers.</li> </ul>

<b>Table C-4. Education Focus Areas for Target Audiences – Wastewater Management</b>	
<b>Target Audience</b>	<b>Wastewater Management Education Focus</b>
<b>General Public and Residents</b>	<ul style="list-style-type: none"> <li>• General public education and outreach efforts should focus on what not to put in the toilet or down the drain and include information on proper disposal of fats, oils, grease (FOG), rags and pharmaceuticals to protect in-home plumbing, the sewer system and the environment. <b><i>At least one public education activity must deliver this message. See Table 5-5 in Action Item PUBLIC EDUCATION -1 and Action Item WW-10 [HYPERLINKS] for more information.</i></b></li> <li>• Public education should raise awareness of pharmaceutical collection programs and pharmaceutical drop box locations</li> </ul>
<b>Students/Schools</b>	<ul style="list-style-type: none"> <li>• Education targeting students should focus on what not to put in the toilet or down the drain and the development of proper disposal habits for FOG, rags and pharmaceuticals at a young age.</li> </ul>
<b>Local Elected Officials/Governing Boards/Local Government Staff</b>	<ul style="list-style-type: none"> <li>• Local government officials and other local leaders should understand the wastewater and septic system Action Items and recommendations in this Plan and the need for adequate funding for implementation.</li> <li>• This audience should understand the environmental problems that can occur when wastewater collection systems are not properly managed.</li> <li>• Local government employees should be educated on the proper disposal of FOG, rags and pharmaceuticals, as well as related disposal programs and requirements, so that they can share their knowledge with citizens.</li> <li>• This audience requires recurring education due to changes in personnel.</li> </ul>
<b>Plumbers</b>	<ul style="list-style-type: none"> <li>• Plumbers can be targeted in public education activities as partners to educate their customers about proper disposal of FOG, rags and pharmaceuticals.</li> </ul>
<b>Restaurant/Food Service</b>	<ul style="list-style-type: none"> <li>• The focus for this audience should be to develop an understanding of how proper disposal of FOG, rags and grease prevents in-building plumbing blockages as well as collection system problems, sewer system overflows and environmental damage.</li> <li>• Outreach to this audience should also raise awareness of any local FOG disposal programs and/or requirements.</li> </ul>

<b>Table C-4. Education Focus Areas for Target Audiences – Wastewater Management</b>	
<b>Target Audience</b>	<b>Wastewater Management Education Focus</b>
<b>Multi-Family Residence Owner and Managers</b>	<ul style="list-style-type: none"> <li>This audience should understand the importance of proper disposal of FOG and rags to protect in-building plumbing as well as the sewer system.</li> </ul>
<b>Heavy/Light Industry</b>	<ul style="list-style-type: none"> <li>Industries should understand the role and importance of pre-treatment programs in supporting the performance of local wastewater treatment facilities and protecting water quality.</li> </ul>
<b>Water Professionals</b>	<ul style="list-style-type: none"> <li>Water professionals should understand the content of the Metro Water District’s Integrated Water Management Plan that applies to their operations to ensure a coordinated approach to implementation.</li> <li>Utility employees should be educated on the proper disposal of FOG, rags and pharmaceuticals, as well as related disposal programs and requirements, so that they can share this knowledge with utility customers.</li> </ul>

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**Table C-5. Education Focus Areas for Target Audiences – Watershed Management**

<b>Target Audience</b>	<b>Watershed Management Education Focus</b>
<b>General Public</b>	<ul style="list-style-type: none"> <li>• General education and outreach should focus on how individual actions can affect water quality.</li> <li>• The public can be engaged in watershed protection directly through voluntary water quality monitoring programs and community clean-up events.</li> <li>• Other focus areas for the general public include the role and function of green infrastructure practices and other watershed management infrastructure.</li> </ul>
<b>Residents</b>	<ul style="list-style-type: none"> <li>• Education and outreach to homeowners raise awareness about how their actions on their properties can affect water quality and inform them about practices to protect water quality including:                             <ul style="list-style-type: none"> <li>– Proper fertilizer and pesticide use in gardens and landscaping</li> <li>– Proper disposal of grass clippings and leaves to protect nearby streams and water bodies</li> <li>– Adoption of low impact practices, such as rain gardens, to mitigate runoff</li> </ul> </li> <li>• This audience should also be aware of local ordinances related to stormwater management and tree protection.</li> </ul>
<b>Students/Schools</b>	<ul style="list-style-type: none"> <li>• Education targeting students should focus on developing at a young age an understanding of nonpoint source pollution and stormwater runoff and how individual actions can affect water quality.</li> <li>• Educating teachers about these topics is important to supporting incorporation of these messages into their curricula.</li> </ul>
<b>Local Elected Officials/Governing Boards/Local Government Staff</b>	<ul style="list-style-type: none"> <li>• Local government officials should have an understanding of the importance to the community and local environment of supporting and funding the implementation of best management practices and adopting and implementing local stormwater management ordinances.</li> <li>• Local government staff should be familiar with best management practices for water quality protection in road building and maintenance, parks and recreation and other local government activities.</li> </ul>

<b>Table C-5. Education Focus Areas for Target Audiences – Watershed Management</b>	
<b>Target Audience</b>	<b>Watershed Management Education Focus</b>
	<ul style="list-style-type: none"> <li>Local government staff should also be familiar with local programs and requirements related to sedimentation and erosion control, stormwater management and tree protection to ensure coordinated implementation and to share this knowledge with citizens.</li> <li>Local code enforcement officials may need training in stormwater management practices and sedimentation and erosion control to support coordination in enforcement activities.</li> </ul>
<b>Urban Agriculture/Golf Courses</b>	<ul style="list-style-type: none"> <li>This audience should understand proper fertilizer and pesticide use in gardens and landscaping and proper disposal of grass clippings and leaves to protect nearby streams and water bodies.</li> <li>This audience should also be informed about and encouraged to adopt low impact practices, such as rain gardens, to mitigate runoff.</li> </ul>
<b>Builders/Developers/Design Professionals</b>	<ul style="list-style-type: none"> <li>This audience should be familiar with best management practices for proper disposal of construction materials, erosion and sedimentation control and buffer protection.</li> <li>This audience should be aware of programs, policies, regulations and local ordinances related to sedimentation and erosion control, stormwater management and tree protection.</li> <li>This audience should also be informed about and encouraged to adopt low impact development practices that mitigate runoff.</li> </ul>
<b>Restaurant/Food Service</b>	<ul style="list-style-type: none"> <li>This audience should understand proper disposal of waste and proper garbage containment practices.</li> <li>This audience should understand how proper disposal of fats, rags, oils and grease prevents in-building plumbing blockages as well as collection system problems, sewer system overflows and environmental damage.</li> <li>Outreach to this audience should also raise awareness of any local FOG disposal programs and/or requirements.</li> </ul>
<b>Auto/Body Shop Owners</b>	<ul style="list-style-type: none"> <li>This audience should understand proper disposal, clean-up and recycling methods for auto fluids and parts to prevent water pollution.</li> </ul>

**Table C-5. Education Focus Areas for Target Audiences – Watershed Management**

<b>Target Audience</b>	<b>Watershed Management Education Focus</b>
<b>Car Washes</b>	<ul style="list-style-type: none"> <li>• Outreach to car washes should raise awareness of the Georgia EPD <a href="#">Car Wash Best Management Practice and Certification Program</a>.</li> </ul>
<b>Heavy/Light Industry</b>	<ul style="list-style-type: none"> <li>• Industries should understand best management practices, including proper disposal of wastes, to protect water quality.</li> <li>• This audience should also be aware of programs, policies, regulations and local ordinances related to sedimentation and erosion control and stormwater management.</li> </ul>

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