

# 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](#) in local public education programs.

Table C-1 details public education activities that can fulfill the requirements of Action Item [PUBLIC EDUCATION-1](#). 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 of activities correspond to the types specified in the activities requirements in the Sub-Tasks and corresponding tables (Tables 5-5, 5-6, and 5-7) of Action Item [PUBLIC EDUCATION-1](#).






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](#), 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



The Technical Assistance Program logo in Table C-1 (and at right) indicates activities and programs on which the District can provide direct assistance. For all other items, the District is available to discuss options and/or help you find resources or examples. Contact the District at [TechnicalAssistance@northgeorgiawater.com](mailto:TechnicalAssistance@northgeorgiawater.com) or visit our website at [www.northgeorgiawater.org/technicalassistance](http://www.northgeorgiawater.org/technicalassistance).






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

Activity	Technical Outreach	Description
<b>Education and Outreach Activities</b>		
Bill stuffers or newsletters		<ul style="list-style-type: none"> <li>• Include educational materials in customer bills.</li> </ul>
Educational brochures and digital display content at public facilities		<ul style="list-style-type: none"> <li>• Make educational brochures available for visitors at government buildings with public access (for example, city hall, courthouse, and library)</li> <li>• Distribute educational content for use in digital displays in government buildings with public access.</li> </ul>
Website		<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 District’s website, My Drop Counts and Clean Water Campaign.</li> <li>• Review and update website at least one time per year.</li> </ul>
Local cable or government TV station programming		<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>
Speaker bureau presentations/community meetings		<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 (for example, civic organizations, neighborhood associations).</li> <li>• Make availability of speakers known through bill stuffers, website, brochures, etc.</li> </ul> <p data-bbox="579 849 835 868"><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>
Press releases		<ul style="list-style-type: none"> <li>• Prepare a press release about a current topic (for example, outdoor watering in the summer; drought restrictions; fats, oil, and grease (FOG) management; rain gardens).</li> <li>• Distribute to local media and post on website and/or social media (if available).</li> </ul>
Social media		<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> <li>• Distribute water resources and water resource management information to citizens and utility customers via one or more social media tools (for example, Facebook, Twitter, LinkedIn, Instagram).</li> <li>• Promote social media connections with citizens and customers through other means (for example, website, local media, bill stuffers).</li> </ul>
Outreach at community events		<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>
Mascot program		<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>


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

Activity	Technical Outreach	Description
Landscape practices demonstration sites		<ul style="list-style-type: none"> <li>• Establish and maintain a local demonstration site with information (for example, signs, brochures) on landscaping methods that advance water conservation, water quality and watershed management goals (for example, 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>
Elected officials’ education		<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 (for example, 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>
<b>Public Participation and Involvement Activities</b>		
Facility tours		<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>
Citizen advisory group		<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 (for example, quarterly, monthly).</li> </ul>
Water/watershed festival		<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 hosted by the District (for example, Children’s Water Festivals and Water Drop Dash Festival).</li> </ul>

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

Activity	Technical Outreach	Description
School classroom education		<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 (for example, handouts, speaker guide, demonstration/visual aid, slides).</li> <li>• Consider becoming a trained education or facilitator of a national education program (for example, 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>
Technical training to target audiences		<ul style="list-style-type: none"> <li>• Develop a specific technical training program to meet a particular need (for example, 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, septic for realtors).</li> </ul>
Contests		<ul style="list-style-type: none"> <li>• Host a contest that engages local residents (children and/or adults) in communicating about water resources (for example, 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> <li>• Promote the District’s public engagement contests.</li> </ul>
Community workshop		<ul style="list-style-type: none"> <li>• Offer a community education workshop to address a specific local water resource education need (for example, 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>
Interactive kiosk/exhibit		<ul style="list-style-type: none"> <li>• Install and maintain an exhibit or educational kiosk in a publicly accessible place (for example, local government facility, local park, library) with a focus on water resource topics.</li> </ul>
Cleanup event (stream, roadside, community)		<ul style="list-style-type: none"> <li>• Host a local stream, roadside, and/or community cleanup event with volunteers (for example, 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	Technical Outreach	Description
Stream monitoring program		<ul style="list-style-type: none"> <li>• Establish and administer a local volunteer water quality monitoring program (for example, 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>
Storm drain marking		<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>
Collection day or continuous drop-off site for household hazardous material and/or pharmaceuticals		<ul style="list-style-type: none"> <li>• Host or participate in a regional household hazardous waste and/or pharmaceuticals collection day.</li> </ul>
<b><i>Either – Education and Outreach -or- Public Participation and Involvement</i></b>		
Local integrated public education plan		<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 (for example, Clean Water Campaign and My Drop Counts).</li> <li>• Address the District Plan requirements and Municipal Separate Storm Sewer System (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 commission/board of local elected/appointed officials.</li> </ul>
Innovative activity		<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
General Public	<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>
Residents	<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 have a basic understanding of the human water cycle and where their drinking water comes from.</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>
Septic System Owners (Residential and Commercial)	<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></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. Owners can contact the county Department of Public Health for this information.</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>
Students/Schools	<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>Students should understand the basics of the human water cycle.</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>
Local Elected Officials/Governing Boards/Local Government Staff	<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 have a basic understanding of infrastructure maintenance, update, and repair needs and timelines and how the jurisdiction will pay for it.</li> <li>This audience should also be aware of the District’s Integrated Water Management Plan and its requirements including model ordinances provided by the District, 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>

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

Target Audience	Integrated Water Resource Management Education Focus
Local Planning/Zoning Officials and Staff	<ul style="list-style-type: none"> <li>• This audience is in a unique position to ensure that local planning and zoning decisions 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 District’s Integrated Water Management Plan and existing laws, codes 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>
Real Estate Professionals	<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 District’s Integrated Water Management Plan as ambassadors and information sources in the community.</li> </ul>
Urban Agriculture (landscapers, irrigators, etc.)	<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>
Plumbers	<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>
Builders/Developers/Design Professionals	<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>
State Legislators	<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 District to the state’s economy, future, and quality of life.</li> <li>• It should also raise awareness of the policy recommendations of the District’s Integrated Water Management Plan.</li> <li>• Success stories related to implementation of the District’s Integrated Water Management Plan should be emphasized with this audience.</li> </ul>
County Boards of Health	<ul style="list-style-type: none"> <li>• Personnel with County Boards of Health should understand the requirements of the 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 <a href="#">INTEGRATED-1</a> and <a href="#">INTEGRATED 8</a> through <a href="#">11</a>).</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 District for septic system owners.</li> </ul>

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

Target Audience	Integrated Water Resource Management Education Focus
Water Utility Staff – Customer Service and Others as needed	<ul style="list-style-type: none"> <li>● Water professionals should understand the content of the District’s Integrated Water Management Plan that applies to their operations to ensure a coordinated approach to implementation.</li> <li>● Customer service staff and compliance or code enforcement staff are often a utility’s first impression on members of the public and can be your first line of defense against misinformation about your water resources in your community.</li> <li>● Schedule regular meetings between customer service staff (and others as needed) and utility educators to share current talking points and utility statistics, develop strategies on how to address topics of concern, and to discuss questions frequently asked by customers and how to answer them.</li> <li>● Utility support staff and other non-technical staff should also be aware of utility’s current talking points. Consider sharing current information in company newsletters and memos.</li> </ul>



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

Target Audience	Water Supply and Water Conservation Education Focus
General Public	<ul style="list-style-type: none"> <li>• The general public should be educated about why and how to conserve water, and the importance of doing so.</li> <li>• Water conservation success stories should be highlighted to demonstrate individual, community, and environmental benefits.</li> <li>• The general public should receive information about outdoor watering restrictions and other state and local water conservation requirements, such as local water waste ordinances (see Action Item <a href="#">WSWC-13</a>), with heightened messaging during times of drought.</li> </ul>
Residents	<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 made aware of local government and utility residential customer leak detection programs to help identify and reduce leaks for residential customers (See <a href="#">WSWC-5</a>).</li> <li>• This audience should know the source(s) of their drinking water.</li> <li>• This audience should be aware of the availability of retrofit kits (see Table 5-4 in Action Item <a href="#">PUBLIC EDUCATION-1</a> and Action Item <a href="#">WSWC-16</a>) and ultra high-efficiency toilet (UHET) retrofit programs offered by local governments and utilities. If local governments and utilities participate in the District’s Toilet Rebate Program, then their customers should be made aware. More information about the UHET rebate programs in the District, as well as the District-managed program 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 of water use data. Social comparison data illustrates how a customer’s water use compares to typical or similar customers.</li> <li>• This audience should be educated about reducing outdoor water use (via understanding existing outdoor watering restrictions), and that most established lawns in Georgia only require a small amount of rain or water to survive, approximately 1 inch every 2 to 3 weeks. Educate this audience on the availability and benefits of installing drought tolerant turfgrasses and native plants in areas where turfgrass is not necessary.</li> <li>• Outreach to residents and utility customers should promote the awareness of materials for residential water audits from local governments and utilities (see the District’s <a href="#">Do It Yourself Household Water Assessment</a>, Table 5-4 in Action Item <a href="#">PUBLIC EDUCATION-1</a> and Action Item <a href="#">WSWC-16</a>.)</li> </ul>
Students/Schools	<ul style="list-style-type: none"> <li>• Education and outreach targeting students should support the development, understanding, and implementation of conservation habits and behaviors at a young age.</li> <li>• Students should be educated about their drinking water source(s) and the process of water treatment and how that process fits into the human water cycle.</li> <li>• The education and support of teachers is a key strategy in supporting the effective delivery of water conservation education to students.</li> </ul>

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

Target Audience	Water Supply and Water Conservation Education Focus
Local Elected Officials/Governing Boards/Local Government Staff	<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. They should understand the purpose and benefits of the water rate structure, especially conservation pricing.</li> <li>● This audience should have a basic understanding of infrastructure maintenance, update and repair needs and timelines, and how the jurisdiction will pay for it.</li> <li>● Local government employees should be knowledgeable about water conservation practices, in order to effectively communicate, convey, and relay information with their citizens.</li> </ul>
Local Planning/Zoning Officials and Staff	<ul style="list-style-type: none"> <li>● Local planning and zoning officials and staff should understand and implement the Metro Atlanta plumbing code efficiency requirements (see Action Item <a href="#">WSWC-8</a>).</li> <li>● They should have a working knowledge of their residential customer leak detection programs and how it is implemented to help identify and reduce residential customer leaks (see <a href="#">WSWC-5</a>).</li> <li>● Local planning and zoning officials and staff should understand the Metro Atlanta landscape irrigation system efficiency requirements for single-family residential and non-single-family landscapes (see Action Item <a href="#">WSWC-10</a>). Training for code enforcement officials in these requirements may be needed (see suggested Model Ordinance/Policy for Action Item <a href="#">WSWC-10</a>).</li> </ul>
Real Estate Professionals	<ul style="list-style-type: none"> <li>● Outreach to this audience should focus on the benefits of high-efficiency fixtures and appliances, such as WaterSense and Energy Star, for residents and the region.</li> <li>● Outreach to this audience should also focus on raising awareness of requirements related to water conservation and efficiency that apply in real estate transactions (for example, retrofit on resale requirements).</li> <li>● This audience should have a basic understanding of irrigation systems and how to establish system set-up to encourage water efficiency. They should be aware that some new home builders set irrigation systems to run daily in order to establish new lawns. Real estate professionals need to be able to relay to homeowners that they need to return the system to a normal setting once the lawn is established.</li> <li>● This audience should be made aware of the Metro Atlanta landscape irrigation system efficiency requirements for single-family residential and non-single-family landscapes (see Action Item <a href="#">WSWC-10</a>).</li> </ul>
Home Gardeners	<ul style="list-style-type: none"> <li>● Outreach to this audience should focus on water-wise landscaping practices, and proper and regular maintenance and operation of efficient irrigation systems.</li> <li>● This audience should be made aware of appropriate levels of outdoor watering and understand existing outdoor watering restrictions and water waste ordinances (see Action Items <a href="#">WSWC-11</a> and <a href="#">WSWC-13</a>).</li> <li>● This audience should be made aware of the availability and benefits of installing drought tolerant turfgrasses and native perennials, shrubs, and trees.</li> </ul>

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

Target Audience	Water Supply and Water Conservation Education Focus
Commercial Water Users (General)	<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.</li> <li>Education and outreach with this audience should also raise awareness of existing state requirements for water conservation (see Action Item <a href="#">WSWC-11</a>).</li> <li>Outreach to commercial entities can support the development of partnerships to educate their customers about water conservation.</li> </ul>
Urban Agriculture (landscapers, irrigators, etc.)	<ul style="list-style-type: none"> <li>Outreach to this audience should raise awareness and ensure understanding about existing requirements that affect water use in landscaping, including state regulations of outdoor water use and local water waste ordinances, and about the Metro Atlanta landscape irrigation system efficiency requirements for single-family residential and non-single-family landscapes (see Action Item <a href="#">WSWC-10</a>). (see Action Items <a href="#">WSWC-10</a>, <a href="#">WSWC-11</a> and <a href="#">WSWC-13</a>).</li> <li>With this audience, the emphasis of education and outreach should be water-wise landscaping and sharing this knowledge with their customers.</li> </ul>
Golf Courses	<ul style="list-style-type: none"> <li>This audience should receive similar information to that described for the Urban Agriculture section.</li> <li>This audience should be targeted with information specific to golf course <a href="#">best management practices</a> for water conservation.</li> </ul>
Plumbers	<ul style="list-style-type: none"> <li>Plumbers should be targeted in education and outreach activities as partners to educate their customers about toilet rebate programs, high-efficiency plumbing fixtures, appliances, and practices, as well as related promotional events (for example, sales tax holidays for EPA WaterSense fixtures).</li> <li>This audience should be made aware of the Metro Atlanta plumbing code amendment (see Action Item <a href="#">WSWC-8</a>).</li> </ul>
Builders/Developers/Design Professionals	<ul style="list-style-type: none"> <li>This audience should be made aware of the Metro Atlanta plumbing code amendment (see Action Item <a href="#">WSWC-8</a>).</li> <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 and understand the Metro Atlanta landscape irrigation system efficiency requirements for single-family residential and non-single-family landscapes (see Action Item <a href="#">WSWC-10</a>) and state requirements for water conservation (see Action Item <a href="#">WSWC-11</a>).</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 (for example, sales tax holidays for EPA WaterSense fixtures).</li> <li>This audience should be made aware of the availability and benefits of installing drought tolerant turfgrasses and native perennials, shrubs, and trees.</li> <li>Members of this audience who develop/build new homes or commercial buildings and who also set irrigation systems to run multiple times per week to establish turf should inform new property owners of their initial controller settings and should encourage new property owners to return irrigation systems to a normal setting once the lawn is established.</li> </ul>
Offices/Retail	<ul style="list-style-type: none"> <li>Outreach to this audience should focus on raising awareness about cooling tower efficiency, water-wise landscaping and conservation, outdoor watering restrictions, and water waste ordinances (see Action Items <a href="#">WSWC-11</a> and <a href="#">13</a>).</li> </ul>

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

Target Audience	Water Supply and Water Conservation Education Focus
Restaurant/Food Service	<ul style="list-style-type: none"> <li>Outreach to this audience should focus on appropriate use of appliances and fixtures in the kitchen. Outreach to this audience should also encourage the adoption of <a href="#">water conservation practices</a> in this sector.</li> </ul>
Laundry Facilities and Linen Supplies	<ul style="list-style-type: none"> <li>Outreach to this audience should focus on the water efficiency <a href="#">processes</a> and high-efficiency commercial appliances and fixtures for use in their operations while continuing to abide by applicable health regulations.</li> </ul>
Hotels	<ul style="list-style-type: none"> <li>Outreach to this audience should also encourage the adoption of water conservation fixtures and <a href="#">practices</a> in this sector.</li> <li>Outreach to hotels should also include information targeted to restaurants and laundry facilities/linen services because many hotels provide these services.</li> </ul>
Health Care Facilities	<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>
Car Washes	<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 <a href="#">WSWC-12</a>).</li> <li>This audience should also be aware of the Georgia EPD <a href="#">Car Wash BMP and Certification Program</a>.</li> </ul>
Multi-Family Residence Owner and Managers	<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 Item <a href="#">WSWC-11</a>).</li> </ul>
Heavy/Light Industry	<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>
Water Professionals	<ul style="list-style-type: none"> <li>Water professionals should understand the content of the 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 and efficiency practices so that they can share their knowledge with utility customers.</li> </ul>
Water Utility Staff – Customer Service and Others as needed	<ul style="list-style-type: none"> <li>Water professionals should understand the content of the District’s Integrated Water Management Plan that applies to their operations to ensure a coordinated approach to implementation.</li> <li>Customer service staff and compliance or code enforcement staff are often a utility’s first impression on members of the public and can be the first line of defense against misinformation about your water resources in your community.</li> <li>Schedule regular meetings between customer service staff (and others as needed) and utility educators to share current talking points and utility statistics, develop strategies on how to address topics of concern, and discuss questions frequently asked by customers and how to answer them.</li> <li>Utility support staff and other non-technical staff should also be aware of utility’s current talking points. Consider sharing current information in company newsletters and memos.</li> </ul>

Table C-4. Education Focus Areas for Target Audiences – Wastewater Management

Target Audience	Wastewater Management Education Focus
General Public and Residents	<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 FOG, rags, and pharmaceuticals to protect in-home plumbing, the sewer system, and the environment. <b>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 for more information.</b></li> <li>• Public education should raise awareness of pharmaceutical collection programs and pharmaceutical drop box locations.</li> </ul>
Students/Schools	<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> <li>• Students should be educated about the process of wastewater treatment and that treated wastewater, or reclaimed water, is returned as source water in the environment. They should understand how this process fits into the human water cycle.</li> </ul>
Local Elected Officials/Governing Boards/Local Government Staff	<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>• This audience should have a basic understanding of infrastructure maintenance, update and repair needs and timelines, and how the jurisdiction will pay for it.</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>
Plumbers	<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>
Restaurant/Food Service	<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>
Multi-Family Residence Owner and Managers	<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>
Heavy/Light Industry	<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>

**Table C-4. Education Focus Areas for Target Audiences – Wastewater Management**

Target Audience	Wastewater Management Education Focus
Water Utility Staff – Customer Service and Others as needed	<ul style="list-style-type: none"> <li>● Water professionals should understand the content of the 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> <li>● Customer service staff and compliance or code enforcement staff are often a utility’s first impression on members of the public and can be your first line of defense against misinformation about your water resources in your community.</li> <li>● Schedule regular meetings between customer service staff (and others as needed) and utility educators to share current talking points and utility statistics, develop strategies on how to address topics of concern, and discuss questions frequently asked by customers and how to answer them.</li> <li>● Utility support staff and other non-technical staff should also be aware of the utility’s current talking points. Consider sharing current information in company newsletters and memos.</li> </ul>

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

Target Audience	Watershed Management Education Focus
General Public	<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 cleanup events.</li> <li>• Stormwater is a resource that can replenish clean water for drinking and add recreation or economic benefit to a community. It needs to be protected for the future.</li> <li>• Watershed stewardship: It is the responsibility of everyone to protect our water resources.</li> <li>• Other focus areas for the general public include the role and function of natural and engineered stormwater management systems. These systems may include grey stormwater management infrastructure (for example, stormwater pipes and ponds) and green infrastructure practices (for example, rain gardens and grassed channels).</li> </ul>
Residents	<ul style="list-style-type: none"> <li>• Education and outreach in residential areas should raise awareness about property maintenance practices that 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>– Proper disposal of household hazardous waste to protect nearby streams and water bodies</li> </ul> </li> <li>• This audience should be aware of local ordinances related to stormwater management (for example, stream buffer protection) and tree protection.</li> <li>• This audience should understand that maintenance of the stormwater management system is divided between the local jurisdiction and the private property owner or Homeowners' Association. The extent of service (that is, components of a drainage system a local jurisdiction will maintain) and level of service (that is, maintenance activities performed by a local jurisdiction) for stormwater management system maintenance are policy decisions made by the local jurisdiction.</li> </ul>
Students/Schools	<ul style="list-style-type: none"> <li>• Education targeting students should focus on developing at a young age an understanding that stormwater is a resource that can replenish clean water for drinking or recreation in a community. It needs to be protected for the future and nonpoint source pollution prevention is one of the things everyone can do to protect water quality.</li> <li>• Students should have a basic understanding of the human water cycle and the natural water cycle, and how they interrelate.</li> <li>• Educating teachers about these topics is important to supporting incorporation of these messages into their curricula.</li> </ul>

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

Target Audience	Watershed Management Education Focus
Local Elected Officials/Governing Boards/Local Government Staff	<ul style="list-style-type: none"> <li>● Local government officials should have an understanding that sustainable stormwater management balances the needs of all stakeholders and the natural environment. It includes natural systems like our lakes and rivers and engineered systems like those found in the Georgia Stormwater Management Manual (GSMM).</li> <li>● This audience should have a basic understanding of infrastructure maintenance, replacement/repair needs and timelines, and the variety of funding mechanisms for municipal stormwater operating and capital budgets.</li> <li>● This audience should be familiar with the Watershed Management Action Items of the Plan including the model ordinances.</li> <li>● Local government staff should be familiar with stormwater BMPs for both linear (for example, roadway) and site (for example, municipal building) development. The Georgia Department of Transportation’s Highway Drainage Design Manual (<a href="http://www.dot.ga.gov/PartnerSmart/DesignManuals/Drainage/Drainage%20Manual.pdf">http://www.dot.ga.gov/PartnerSmart/DesignManuals/Drainage/Drainage%20Manual.pdf</a>) is a good resource for linear transportation projects. Volume 2 of the GSMM (<a href="http://georgiastormwater.com">georgiastormwater.com</a>) is a good resource for site development.</li> <li>● Local government staff should be familiar with state and local programs and requirements related to erosion and sedimentation control, stream buffer protection, floodplain management, 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 the Illicit Discharge &amp; Illegal Connection Ordinance, and construction-related erosion and sedimentation control practices to support coordination in enforcement activities.</li> </ul>
Urban Agriculture/Golf Courses	<ul style="list-style-type: none"> <li>● This audience should understand proper use, storage, and handling of pesticides, herbicides, and fertilizers for golf courses, athletic turf, gardens, and landscaping (as applicable).</li> <li>● The audience should understand how to maintain vegetated areas and keep them stable. Prevention of stream bank and topsoil erosion improves water quality in streams and wetlands, and conserves valuable topsoil.</li> <li>● The audience should understand proper disposal of grass clippings and leaves to protect nearby streams and water bodies.</li> <li>● This audience should understand stream buffer protection and the correct placement and proper management of other vegetated buffers. Managed buffers should protect sensitive areas from more intensely used and managed areas.</li> </ul>
Builders/Developers/Design Professionals	<ul style="list-style-type: none"> <li>● This audience should be familiar with BMPs for proper disposal of construction materials, sedimentation and erosion control, tree protection, and stream buffer protection.</li> <li>● This audience should understand the local jurisdiction’s requirements for post-construction stormwater management design and construction. Volume 2 of the GSMM is a good resource for site development.</li> <li>● This audience should also be informed about and encouraged to adopt low-impact development and better site design practices. These approaches identify and preserve the natural features and resources that can be used in the site design to protect water resources by reducing stormwater runoff, providing runoff storage, reducing flooding, preventing soil erosion, promoting infiltration, and removing stormwater pollutants.</li> </ul>



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

Target Audience	Watershed Management Education Focus
Restaurant/Food Service	<ul style="list-style-type: none"> <li>• This audience should understand proper disposal of solid waste and garbage containment practices including closing dumpster lids and ensuring that the dumpster plug is placed in the drain hole. The dumpster plug provides a seal to make sure no liquids drain out of the container without proper disposal.</li> <li>• This audience should understand local FOG disposal programs and/or requirements. This information should include 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. Outreach to this audience should encourage proper disposal into a mop sink, janitor's sink, or kitchen floor drain for mop water and wash water from cleaning floor mats, kitchen mats, filters, and garbage cans.</li> </ul>
Auto/Body Shop Owners	<ul style="list-style-type: none"> <li>• This audience should understand proper storage, disposal, cleanup, and recycling methods for auto fluids and parts to prevent water pollution.</li> </ul>
Car Washes	<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>
Heavy/Light Industry	<ul style="list-style-type: none"> <li>• Industries should understand BMPs, including proper storage and disposal of wastes, to protect water quality.</li> <li>• This audience should be aware of programs, policies, regulations, and local ordinances related to sedimentation and erosion control and stormwater management, including the potential need for coverage under a General Permit for stormwater discharges associated with industrial activity issued by the Georgia Environmental Protection Division (<a href="https://epd.georgia.gov/forms-permits/watershed-protection-branch-forms-permits/storm-water-forms/npdes-industrial-storm">https://epd.georgia.gov/forms-permits/watershed-protection-branch-forms-permits/storm-water-forms/npdes-industrial-storm</a>).</li> </ul>
Water Utility Staff – Customer Service and Others as needed	<ul style="list-style-type: none"> <li>• Water professionals should understand the content of the District's Integrated Water Management Plan that applies to their operations to ensure a coordinated approach to implementation.</li> <li>• Customer service staff and compliance or code enforcement staff are often a utility's first impression on members of the public and can be your first line of defense against misinformation about your water resources in your community.</li> <li>• Schedule regular meetings between customer service staff (and others as needed) and utility educators to share current talking points and utility statistics, develop strategies on how to address topics of concern, and discuss questions frequently asked by customers and how to answer them.</li> <li>• Utility support staff and other non-technical staff should also be aware of utility's current talking points. Consider sharing current information in company newsletters and memos.</li> </ul>

This page left intentionally blank.