



SUBJECT:
**Public Education and Outreach
Tracking Tool**

Standard Operating Procedure

Revision Date: February 1, 2014

Approved by:

Jason Widstrom, P.E.

PUBLIC EDUCATION AND OUTREACH TRACKING AND REPORTING

OBJECTIVE

It is the goal and intent of the City of Falls Church to accurately and effectively track City activities that contribute to compliance with applicable components of the City's MS4 Program Plan.

RESPONSIBILITY

The City of Falls Church staff that plans and executes public education and outreach programs are responsible for executing the activities in this standard operating procedure, and coordinating with the Department of Public Works.

PROCEDURE

- The City of Falls Church Department of Public Works (DPW) will provide appropriate City staff with this SOP and the relevant Activity Log Reports. Appropriate City staff are those involved with public education and outreach activities that may assist the City to comply with Virginia's stormwater management regulations and the City's MS4 permit.
- Anytime City staff engages in a public education or outreach activity that occurs in the City of Falls Church that is or might be related to stormwater, an Activity Log Report should be completed. The Activity Log Report should be filled out preferably within two (2) days, but no later than one (1) week, following the event. One report should be completed for each activity or event.
- Activity Log Reports (electronic pdfs) should be submitted via email at the end of each month to the City of Falls Church DPW point of contact (POC). The primary POC for this SOP is administrative staff (Joanna Grey); DPW Director or designee (Jason Widstrom, P.E.) should also be copied on communications. Materials related to the activity (for example a brochure, or participant sign-in sheet) should be submitted along with the Activity Log Report at the same time (hyperlinks to a server folder locations are preferred). Electronic formats are preferred, pdf file formats and scanned hard copies.
- Staff that will be engaging in relevant public education or outreach activities should add a regularly recurring appointment to their Outlook calendar on the last day of each month as a reminder to submit their Activity Log Reports. Should none exist for that month, an email to the DPW POC should be transmitted to communicate that no activities related to "Public Education and Outreach" occurred during the month.
- For consistency, the subject line of all emails associated with this SOP should include in the title: "ACTIVITY LOG REPORT: Public Education and Outreach". This will also help DPQ Administrative staff to sort through emails if necessary.

- The DPW POC will keep a list of appropriate City staff that may be involved in public education and outreach activities and verify that monthly activity reports have been submitted (whether or not an activity occurred). During the first week of each month, the received Activity Log Reports will be used by the POC to populate the Central Tracking and Reporting Spreadsheet, according to the Central Tracking and Reporting SOP. All electronic Activity Log Reports shall be saved in a folder in the same directory where the “Central Tracking” spreadsheet is located. All files should be located on the City’s server (not computer desktop) for common access and to better ensure that files are backed up regularly through City protocols. Additional backup copies to one’s desktop is recommended for additional security, but not required.
- Any requested changes or guidance regarding the purpose and use of the Activity Log Report should be directed to the Department of Public Works POC, or the contact at the bottom of each Activity Log report.

ACTIVITY LOG REPORTS

- There are a total of six (6) Activity Log Report Forms. A blank copy of each form is attached to this SOP. Select the form that is most relevant to the type of activity completed. Relevant activities are generally related to stormwater, pollution prevention, and pollution reduction from non-point sources. If you are unsure of the relevance of any particular activity or have conducted a relevant activity but do not see a related form, please inquire with the DPW POC.
- Each Activity Log Report has a standard header for information pertaining to the individual who is using the form. This information includes the date the form is being filled out, the individual’s first and last name, as well as the status of the activity.
 - Complete – The activity that is the subject of the form has been completed.
 - On-going – The activity may be part 1 of a multiple part activity (for example, a series of five visits to local schools to demonstrate non-point source pollution with the Enviroscape model)
 - Other (Explain below) – To the best of the individual’s ability, explain the status of the activity
- Some of the Activity Logs require numeric entries; others require Yes or No (denoted by Y/N?) responses to questions that are more qualitative, in nature.
- Some fields may not be applicable to the activity, and should be either explained or marked “N/A.”
- It is important that all associated material with the activity be submitted with the Activity Log (hyperlinks to locations on server or otherwise is acceptable). Associated material may be requested in the form, but the individual needs to ensure all other relevant material is provided.
- The Activity Log should be sent to the administrator as indicated at the bottom of the form per SOP procedures.
- Copies of all Activity Log Reports are included at the end of this SOP. Electronic copies or photocopies of the blank forms should be made prior to use.

Television

The “Activity Log – Television” form requests information required by the Falls Church Department of Public Works to accurately and effectively track City activities that contribute to compliance with applicable components of the City’s MS4 Program Plan. Examples of relevant activities may include a public commercial by a local non-profit that discusses how homeowners can reduce non-point source pollution by getting soil tests and reducing fertilizer application or planting native plants instead of highly managed turf grass. The instructions below are not all-inclusive, but address frequent questions to ensure the form is filled out completely.

- *Television Content Topic*: briefly explain what content was, and provide more information than the content title.
- *Duration of Media*: State approximately how many minutes the media lasted.
- *Broadcasted date*: Some television content will be aired multiple times, and may need to be broadcasted at regular intervals throughout the year.
- *Responsible Party*: Provide a single individual and their City Department who was in charge of the content, even if it was a collaborative effort.
- *Has this content been aired before?*: Some content will be aired multiple times throughout the year.
- *Public Notice*: Include how the content was “advertised” or made aware to the public.
- *Public Comments/feedback*: If applicable, include any feedback the City received regarding the television content, and attach to the form as “associated material.”

Public Events

The “Activity Log – Public Events” form requests information required by the Falls Church Department of Public Works to accurately and effectively track City activities that contribute to compliance with applicable components of the City’s MS4 Program Plan. Examples of relevant public events might include a visit to a local primary school classroom to demonstrate non-point source pollution using the Enviroscope Model, or a trash cleanup event along the banks of a local stream. The instructions below are not all-inclusive, but address frequent questions to ensure the form is filled out completely.

- *Type of Event*: The list provided includes common public events, but is not all-inclusive. If the event does not match the options, explain the type of event.
- *Location of the Event*: Street address and building (if applicable)
- *Responsible party*: Provide a single individual and their City Department who was in charge of the event, even if it was a collaborative effort.
- *Associated materials attached*: Include all relevant materials that were given to participants, as well as any follow-up materials, if applicable. State whether the publication is attached, and whether it is a hard copy or digital format.
- *Number of participants*: Include both the number of Citizens present, as well as City staff.
- *Habitat Restoration Efforts*: Include as much information as applicable. If not applicable, write “N/A.” If more room is required, attach as “associated materials” and indicate accordingly in the space provided.
- *Public notice*: Include how the event was “advertised” or made aware to the public.

- Public Comments/feedback: If applicable, include any feedback the City received regarding the event, and attach to the form as “associated materials.”

Public Inquiries

The “Activity Log – Public Inquiries” form requests information required by the Falls Church Department of Public Works to accurately and effectively track City activities that contribute to compliance with applicable components of the City’s MS4 Program Plan. Examples may include a public inquiry about who to contact regarding a potential illicit discharge sighting. The instructions below are not all-inclusive, but address frequent questions to ensure the form is filled out completely.

- Type of Inquiry Report: The list provided includes common types of public inquiry, but is not all-inclusive. If the type does not match the options, explain the type of inquiry.
- Annual Inquiry Report Date Range: In applicable, state the range of dates for which the report covers.
- Individual inquiry: If applicable, provide the citizens contact information
- Inquiry method: If applicable, check the box for any that apply.
- Responsible party: Provide a single individual and their City Department who was the contact for the inquiry.
- Inquiry attached: State whether the inquiry is attached, and whether it is a hard copy or digital format.
- Number of participants: Include both the number of Citizens who sent inquiries, as well as City staff contacted.
- Public Comments/Feedback: If applicable, include any feedback regarding the Citizen Liaison Action and Suggestion System (CLASS).

Publications

The “Activity Log – Publications” form requests information required by the Falls Church Department of Public Works to accurately and effectively track City activities that contribute to compliance with applicable components of the City’s MS4 Program Plan. Examples of relevant publications may include distribution of brochures that describe best practices for pet waste management. The instructions below are not all-inclusive, but address frequent questions to ensure the form is filled out completely.

- Publication topic: briefly explain what content was, and provide more information than the content title.
- Publication type: The options provided include common publications, but is not all-inclusive. If the event does not match the options, explain the type of publication.
- Responsible party: Provide a single individual and their City Department who was in charge of the content, even if it was a collaborative effort.
- Publication attached: State whether the publication is attached, and whether it is a hard copy or digital format.
- Amount distributed: State approximately how many of the publications were given to citizens.
- Public Notice: If applicable, include how the event was “advertised” or made aware to the public.

- Public Comments/feedback: If applicable, include any feedback received regarding the publication, and include with the form as “associated material.”

Internet Content

The “Activity Log – Internet Content” form requests information required by the Falls Church Department of Public Works to accurately and effectively track City activities that contribute to compliance with applicable components of the City’s MS4 Program Plan. Examples of relevant internet content may include Fact Sheets posted to the City’s website that discuss how a homeowner can order a soil test that will provide recommendations for lawn care treatment, including appropriate fertilizer application rates. The instructions below are not all-inclusive, but address frequent questions to ensure the form is filled out completely.

- Internet Content Topic: Briefly explain what the content was, and provide more information than the content title
- Internet content type: The options provided include common internet content types, but is not all-inclusive. If the internet content does not match the options, explain the type of content.
- Date uploaded: Include the date the content was made available to the public on the internet.
- Responsible Party: Provide a single individual and their City Department who was in charge of the content, even if it was a collaborative effort.
- Internet Content attached: State whether the publication is attached, and whether it is a hard copy or digital format.
- Content available in a 2nd language: If so, include what language the content was available in.
- Website hits or downloads: If applicable, include how many people visited the website, or how many downloaded the content.
- Public Notice: If applicable, include how the event was “advertised” or made aware to the public.
- Public Comments/feedback: If applicable, include any feedback received regarding the content, and include with the form as “associated materials.”

Street Sweeping

The “Activity Log – Internet Content” form requests information required by the Falls Church Department of Public Works to accurately and effectively track City activities that contribute to compliance with applicable components of the City’s MS4 Program Plan. The instructions below are not all-inclusive, but address frequent questions to ensure the form is filled out completely.

- Area of City Swept: Include street names and linear miles of road swept.
- Sweep date: Include the date the sweeping operation occurred.
- Responsible party: State the name of the individual responsible for the sweeping operation, and what business or Department they represent.
- Amounts of material removed: Include total amount of material removed in tons.
- Documentation attached: Include any sweeping report/summary of operations. State whether the documentation is attached, and whether it is a hard copy or digital format.
- Public Comments/feedback: If applicable, include any feedback received regarding the sweeping operation, and include with this form as “associated materials.”



**Falls Church
Public Education and Outreach
Activity Log – Television**

For form instructions, see “Public Education and Outreach Tracking and Reporting”

Today’s Date: (dd/mm/yyyy)	
Your Name: (First and Last)	
Status: (Check one)	<input type="checkbox"/> Complete <input type="checkbox"/> On-going <input type="checkbox"/> Other (explain below)

Television Content Title	
Television Content Topic (brief explanation)	
Duration of Media (Minutes)	
Broadcasted date (dd/mm/yyyy)	
Responsible Party (First and Last name, and Department)	
Television Channel	<input type="checkbox"/> City of Falls Church Local Cable Access Television Station <input type="checkbox"/> Other, explain:
Has this content been aired before?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Public Notice?	<input type="checkbox"/> Yes, attached <input type="checkbox"/> No
Public Comments/feedback?	<input type="checkbox"/> Yes, attached <input type="checkbox"/> No <input type="checkbox"/> N/A

Submit this Activity Log to:	ATTN: Joanna _____ Joanna@Fallschurch Phone # Falls Church Department of Public Works
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**Falls Church
Public Education and Outreach
Activity Log – Public Events**

For form instructions, see “Public Education and Outreach Tracking and Reporting”

Today’s Date: (dd/mm/yyyy)	
Your Name: (First and Last)	
Status: (Check one)	<input type="checkbox"/> Complete <input type="checkbox"/> On-going <input type="checkbox"/> Other (explain below)

Type of Event	<input type="checkbox"/> Citizen-Based Environmental Services Council <input type="checkbox"/> Habitat Restoration Event <input type="checkbox"/> Enviroscape Watershed Model <input type="checkbox"/> Rain Barrel Workshop <input type="checkbox"/> Other, explain:
Subject of Event (brief explanation)	
Location of Event	
Event Date (dd/mm/yyyy)	
Responsible Party (First and Last name, and Department)	
Associated Event Materials Attached? (Educational information, documentation, etc.)	<input type="checkbox"/> Yes, hardcopy <input type="checkbox"/> Yes, document file <input type="checkbox"/> No, explain:
Number of Participants (Include Citizen and City Participants)	<input type="checkbox"/> Citizens: <input type="checkbox"/> City:
Habitat Restoration Efforts (Answer all that apply)	<input type="checkbox"/> Invasives area removed (ft ²): <input type="checkbox"/> Species removed: <input type="checkbox"/> Number and species of new plants: <input type="checkbox"/> Restored area (ft ²):
Public Notice?	<input type="checkbox"/> Yes, attached <input type="checkbox"/> No
Public Comments/feedback?	<input type="checkbox"/> Yes, attached <input type="checkbox"/> No <input type="checkbox"/> N/A

Submit this Activity Log to:	ATTN: Joanna _____ Joanna@Fallschurch Phone # Falls Church Department of Public Works
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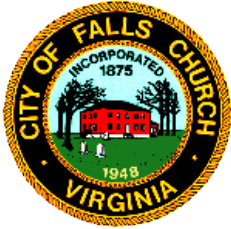
Falls Church
Public Education and Outreach
Activity Log – Public Inquiries

For form instructions, see “Public Education and Outreach Tracking and Reporting”

Today’s Date: (dd/mm/yyyy)	
Your Name: (First and Last)	
Status: (Check one)	<input type="checkbox"/> Complete <input type="checkbox"/> On-going <input type="checkbox"/> Other (explain below)

Type of Inquiry Report	<input type="checkbox"/> Annual Inquiry Report <input type="checkbox"/> Illicit Discharge Report <input type="checkbox"/> Other, explain:
Annual Inquiry Report Date Range (dd/mm/yyyy – dd/mm/yyyy)	
Individual Inquiry?	<input type="checkbox"/> No <input type="checkbox"/> Yes, contact information:
Inquiry Method (If applicable)	<input type="checkbox"/> Telephone <input type="checkbox"/> Email <input type="checkbox"/> Letter <input type="checkbox"/> Other, explain:
Responsible Party (First and Last name, and Department)	
Inquiry Attached?	<input type="checkbox"/> Yes, hardcopy <input type="checkbox"/> Yes, document file <input type="checkbox"/> No, explain:
Number of Participants (Include Citizen and City Participants)	<input type="checkbox"/> Citizens: <input type="checkbox"/> City:
Public Comments/feedback?	<input type="checkbox"/> Yes, attached <input type="checkbox"/> No <input type="checkbox"/> N/A

Submit this Activity Log to:	ATTN: Joanna _____ Joanna@Fallschurch Phone # Falls Church Department of Public Works
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**Falls Church
Public Education and Outreach
Activity Log – Publications**

For form instructions, see “Public Education and Outreach Tracking and Reporting”

Today’s Date: (dd/mm/yyyy)	
Your Name: (First and Last)	
Status: (Check one)	<input type="checkbox"/> Complete <input type="checkbox"/> On-going <input type="checkbox"/> Other (explain below)

Publication Title	
Publication Topic (brief explanation)	
Publication Type (check one)	<input type="checkbox"/> Locally Distributed Publication (newspaper, magazine, etc.) <input type="checkbox"/> Brochure <input type="checkbox"/> “Watershed News” Article <input type="checkbox"/> Informational Flyer <input type="checkbox"/> Other, explain:
Publication Date (dd/mm/yyyy)	
Responsible Party (First and Last name, and Department)	
Publication Attached?	<input type="checkbox"/> Yes, hardcopy <input type="checkbox"/> Yes, document file <input type="checkbox"/> No, explain:
Amount Distributed (number)	
Public Notice?	<input type="checkbox"/> Yes, attached <input type="checkbox"/> No
Public Comments/feedback?	<input type="checkbox"/> Yes, attached <input type="checkbox"/> No <input type="checkbox"/> N/A

Submit this Activity Log to:	ATTN: Joanna _____ Joanna@Fallschurch Phone # Falls Church Department of Public Works
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Falls Church
Public Education and Outreach
Activity Log – Internet Content
 For form instructions, see “Public Education and Outreach Tracking and Reporting”

Today’s Date: (dd/mm/yyyy)	
Your Name: (First and Last)	
Status: (Check one)	<input type="checkbox"/> Complete <input type="checkbox"/> On-going <input type="checkbox"/> Other (explain below)

Internet Content Title	
Internet Content Topic (brief explanation)	
Internet Content Type (check one)	<input type="checkbox"/> Downloadable Information <input type="checkbox"/> Article <input type="checkbox"/> Other, explain:
Date Uploaded (dd/mm/yyyy)	
Responsible Party (First and Last name, and Department)	
Internet Hyperlink or Website	
Internet Content Attached?	<input type="checkbox"/> Yes, hardcopy <input type="checkbox"/> Yes, document file <input type="checkbox"/> No, explain:
Content Available in 2nd Language?	<input type="checkbox"/> No <input type="checkbox"/> Yes, language:
Website Hits or Downloads (number, if available)	
Public Notice?	<input type="checkbox"/> Yes, attached <input type="checkbox"/> No
Public Comments/feedback?	<input type="checkbox"/> Yes, attached <input type="checkbox"/> No <input type="checkbox"/> N/A

Submit this Activity Log to:	ATTN: Joanna _____ Joanna@Fallschurch Phone # Falls Church Department of Public Works
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**Falls Church
Public Education and Outreach
Activity Log – Street Sweeping**

For form instructions, see “Public Education and Outreach Tracking and Reporting”

Today’s Date: (dd/mm/yyyy)	
Your Name: (First and Last)	
Status: (Check one)	<input type="checkbox"/> Complete <input type="checkbox"/> On-going <input type="checkbox"/> Other (explain below)

Area of City Swept	<input type="checkbox"/> Street name: <input type="checkbox"/> Linear miles of road swept:
Sweep Date (dd/mm/yyyy)	
Responsible Party (First and Last name, and Department)	
Amount of Materials Removed (tons)	
Documentation Attached? (Sweeping report, summary of operations, etc.)	<input type="checkbox"/> Yes, hardcopy <input type="checkbox"/> Yes, digital file <input type="checkbox"/> No, explain:
Public Comments/feedback?	<input type="checkbox"/> Yes, attached <input type="checkbox"/> No <input type="checkbox"/> N/A

Submit this Activity Log to:	ATTN: Joanna _____ Joanna@Fallschurch Phone # Falls Church Department of Public Works
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