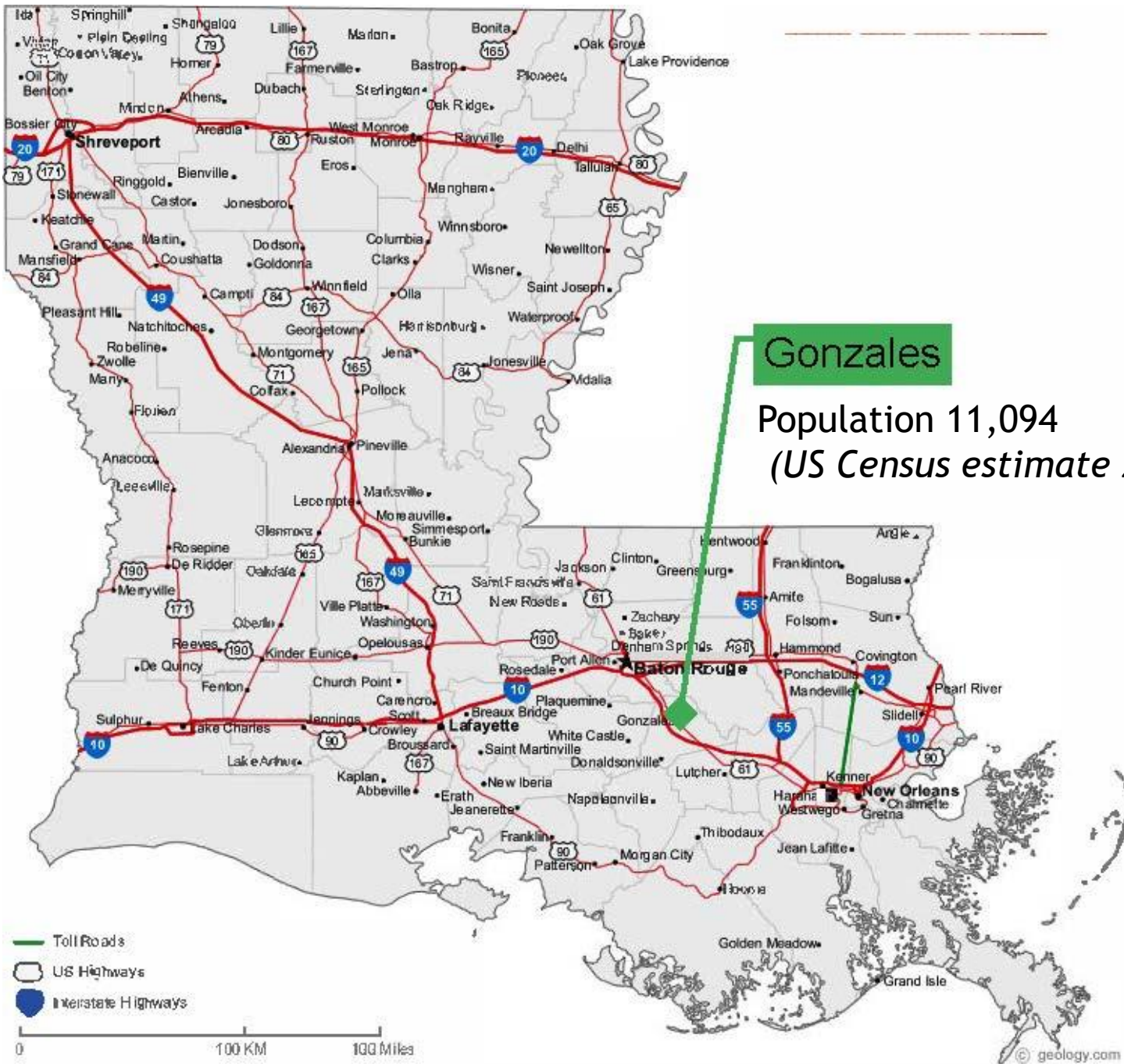
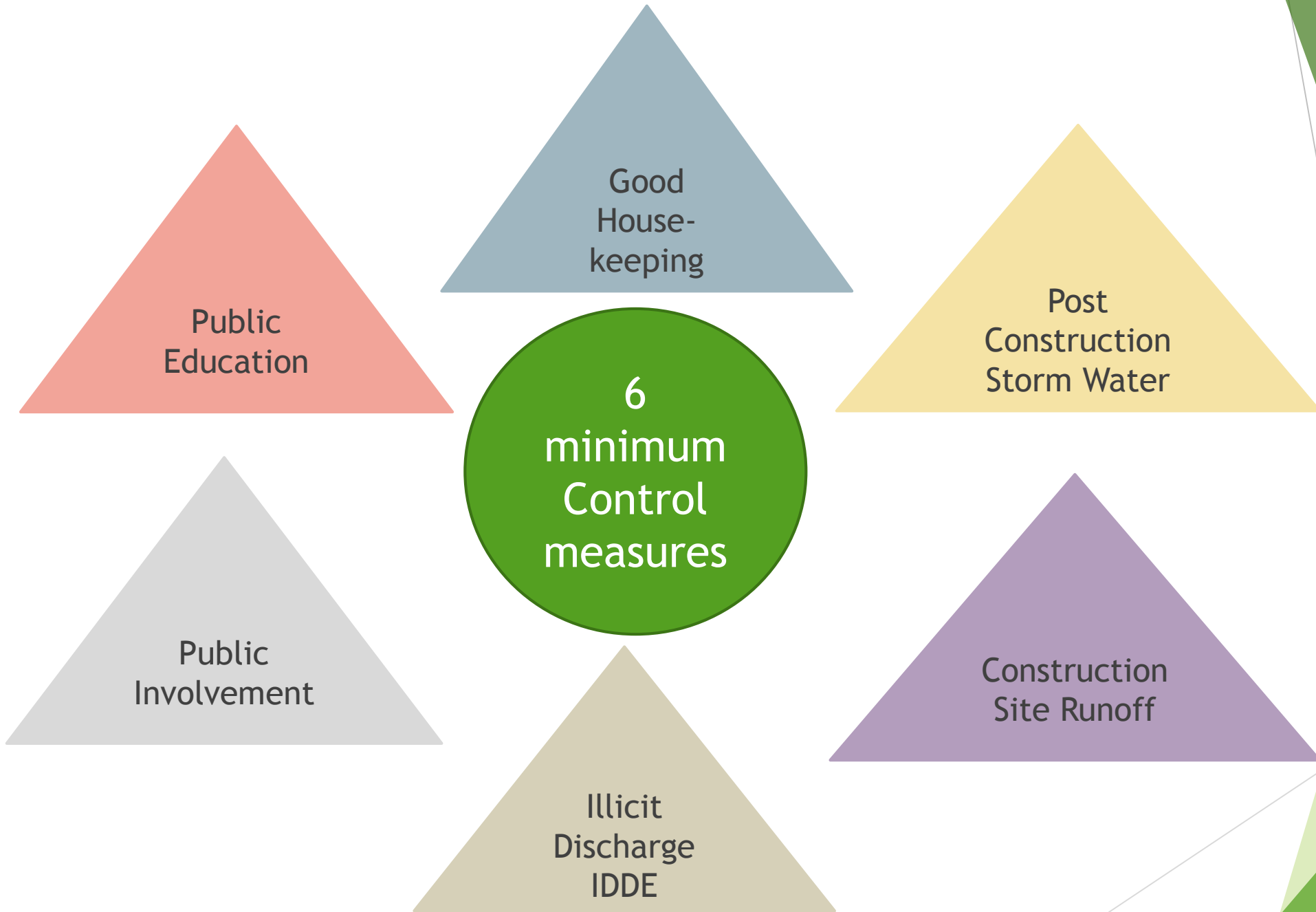


City of Gonzales MS4

Chief Engineer, Jackie Baumann, P.E.

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Goal = Meet the Six Required Program Elements

Overcoming Challenges:

- Dedicated/ Available Funding
- Political Support
- Staff Resources

Creative Thinking:

- Utilize existing funds and activities to attain multiple goals
- Provide projects that gain public support
- Find storm water activities that aid other people in their existing daily jobs
- **COLLABORATION**

“There will always be challenges. Accept them. Embrace them. Challenges never go away.”

Creative Thinking:

Creative Storm Water Ideas may be found in places where you least expect it. Keep an open mind!



Emma



Greenie Gonzales

Greenie Gonzales Came to Life



Keep Momentum Going

Set a goal for one message or activity to occur on a regular basis. Maybe one publication or activity per month.

Find common objectives with other agencies and organizations

- ▶ School teachers are required to cover lessons related to topology, the water cycle, and runoff, typically in 4th grade.
- ▶ Local art associations or garden clubs host public events
- ▶ 4-H, FFA (Future Farmers of America), and other school related clubs often work on environmental/community projects as a part of their organizations' motto.
- ▶ Girl Scouts and Boy Scouts earn badges through completing projects in their community.
- ▶ Large corporations often want to participate in community events.



Multi-Tasking

one project can count toward
3 control measures



EDUCATION

INVOLVEMENT



ILLICIT DISCHARGE DETECTION



Working Smarter, Not Harder

(addressing funding challenges and staff limitations)

- ▶ Many municipalities have limited staff and ever-increasing work loads.
- ▶ Small cities may not have an entire department (or even a single employee) solely dedicated to storm water management.
- ▶ Use SOCIAL MEDIA to your advantage (easily spreads messages and tracks likes/shares for easy documentation)
- ▶ Consider storm water protection measures
 - ▶ already being accomplished as a part of another department's required job duties
 - ▶ aid existing departments with their existing work.



All employees can play a role in your SWMP

- ▶ Office Staff
- ▶ Recreation
- ▶ Buildings and Grounds
- ▶ Water
- ▶ Gas
- ▶ Wastewater
- ▶ Code Enforcement
- ▶ Fire Department
- ▶ Police Department

*small agencies are easier to unite and share information

Teamwork Activities

- ▶ City wide trash collection
- ▶ Additional eyes around town
- ▶ Sewer grease trap inspections
- ▶ Sewer leak detections/smoke tests
- ▶ GIS tracking
- ▶ Construction project inspection
- ▶ Renovation/addition compliance
- ▶ Grass cutting
- ▶ Hazmat assistance from the FD
- ▶ Enforcement assistance from the PD

Common Governmental Regulations

Example:

- ▶ *NATIONAL FLOOD INSURANCE PROGRAM
rating system requirements*



Supportive Leaders

Priority Projects

- ▶ Mayor's City wide trash pick up program
- ▶ Saving electricity costs with sewer improvements.
- ▶ Saving fuel expenses and identifying potentially harmful vehicle damages thru GPS usage
- ▶ Good housekeeping and cleanliness is not usually a direct expense

Policies/Codes/Ordinances

- ▶ Minimum landscape requirement includes dumpster regulations (reno/addition)
- ▶ Grease trap upgrades (redevelopment)
- ▶ Consider bio-swales in lieu of drainage pipes where a new development may be building on a existing road (Women's Hospital)



Summary

- ▶ Think Outside the Box
- ▶ Evaluate your community and tailor the program to fit your resources.
- ▶ Don't be afraid to modify and adapt your program
- ▶ Reach out for help in a positive manner and find ways to gain “buy in”.

TEAMWORK is
CRITICAL and
sometimes the
person you least
expect is a
valuable
member of your
TEAM!

