



BRIDGING THE GAP

**WITH WATER QUALITY FOCUSED
EDUCATION & OUTREACH**

FOR MS4 PERMIT COMPLIANCE



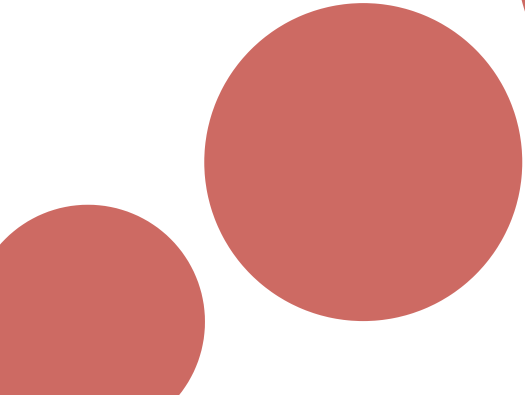
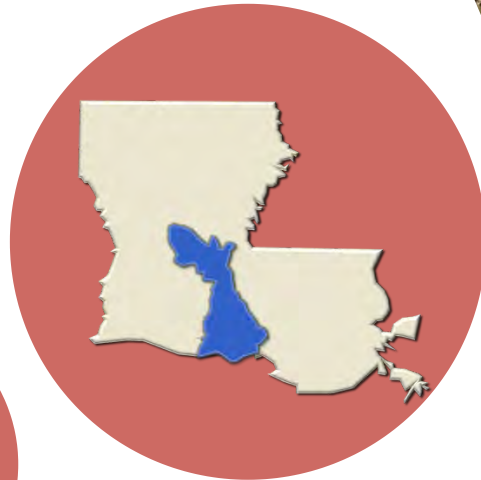
Lafayette
CONSOLIDATED GOVERNMENT

PERCEPTION

"That water is polluted. It's a disgusting drainage ditch."

vs.

"This is our river, rich in opportunity and cultural heritage."



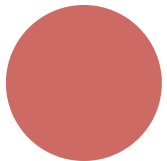
CONNECTION

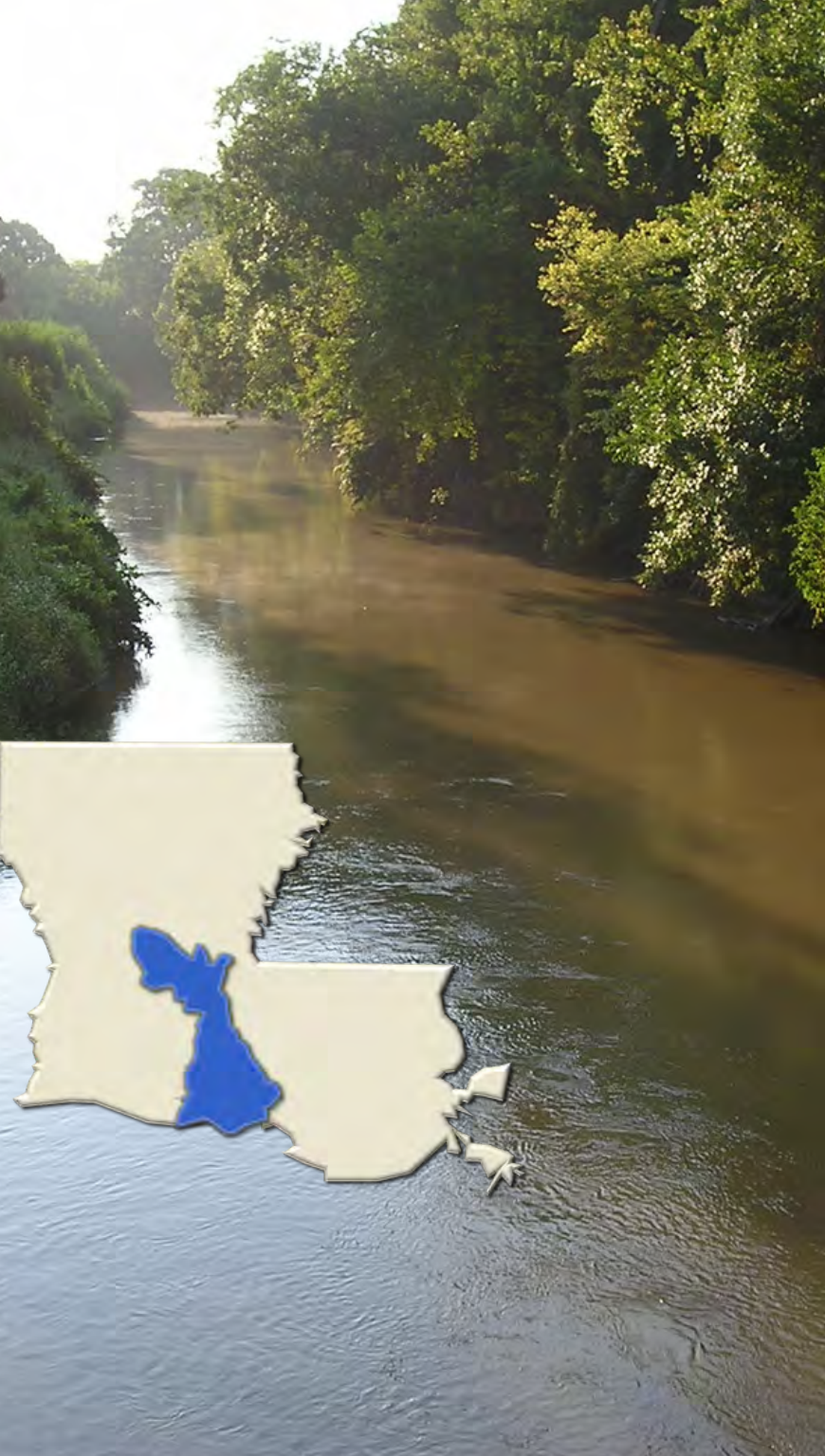
CAN CHANGE PERCEPTION



CONNECTION

CAN CHANGE PERCEPTION





1990's

PROGRAMMING

for construction site run-off control, illicit discharges, anti-litter events, and household hazardous waste collections

2003

LPDES PERMIT

LCG submitted an NOI and was granted the permit

6

CO-PERMITTES

Lafayette Parish
Municipalities, University of
Louisiana at Lafayette,
Lafayette Regional Airport

HISTORY

EDUCATION

PARISH-WIDE OUTREACH

LAFAYETTE
CONSOLIDATED
GOVERNMENT
*Environmental
Quality
Division*

Environmental Presentations

Presentations on water quality
for youth groups, summer camps,
adult civic groups.

Urban / rural lanscape model
demonstrates environmental concerns

to schedule a
presentation, call
291-8529



COMMUNITY-WIDE

Tabling at events and
PSAs

SCHOOLS

Enviroscape presentations
and water quality
education

PRIVATE SECTOR

Site visits, presentations,
and informational
materials

2007

ENFORCEMENT

LCG adopted and began enforcing a stormwater ordinance

"...to provide for the health, safety, and general welfare of the citizens of the city-parish and protect the environment..."

...to the maximum extent practicable as required by federal and state law...



17,760

PEOPLE

have seen our water quality protection presentations

406

EVENTS

Fairs, presentations, orientation/annual training for LCG employees

124,311

PROMO ITEMS

Bill stuffers, brochures, magnets, t-shirts, signage

STATS



EDUCATION

THROUGH DYNAMIC PROGRAMMING



EVENTS TABLING

Attend employee trainings and events, community and non-profit events centered on health or the environment



DIVERSIFICATION

Educational games and related promotional items are a fun way to learn about pollution prevention



ENGAGEMENT

Students and adults benefit from participating in games, demonstrations, and related contests

TRAINING

INTERNAL ANNUAL & ORIENTATION | CIVIC GROUPS | PRIVATE SECTOR



STORMWATER MANAGEMENT WORKSHOP

June 26 | 7:30 a.m. - 1 p.m.
Reserve your spot today! www.eventbrite.com

Learn more about:

- Updates to Lafayette's Unified Development Code and drainage regulations
- Construction site environmental compliance
- Low Impact Development implementation in other cities

Lunch and CEU certificates provided by: **Construction EcoServices**



OUTREACH

MEDIA & MARKETING



68,919
PAGE VIEWS

on the LCG Environmental
Quality Page in 2018



2,762
FOLLOWERS

on Project Front Yard
Facebook page

OUTREACH

MEDIA & MARKETING



42

WATERSHED SIGNS

posted at bridge crossings and riverside parks. The watershed image/messaging is used in many of our publications



50

MILE MARKER

signs installed along the Teche and the Vermilion. This was done through inter-agency efforts

MARKETING

MEDIA & MARKETING



OUTREACH

ANNUAL EVENTS



Trash Bash

Saturday, April 9th

BEAVER PARK PAVILION
350 FISHER ROAD | LAFAYETTE, LA

ENTERTAINMENT BY:
CHRIS SEGURA TRIO



Let's all take a stand...
and give Earth a hand!



LAFAYETTE CONSOLIDATED GOVERNMENT

HOUSEHOLD HAZARDOUS WASTE DAY

UL CAJUN FIELD PARKING LOT

Enter at Gate 4 on W. Congress




GIRARD PARK | JUNE 11TH - JULY 27TH



March 16, 2019 from 8 a.m. – 12 p.m.




DEBRIS DROP

ACCEPTING

- Tires
- Wood
- Metal
- Construction debris
- Bags/containers of trash
- Bicycles
- Appliances
- Car parts
- Home & lawn furniture

Residential Waste Only

Brown Park
1234 E. PONT DES MOULTON RD.

and

Robicheaux Center
1919 ERASTE LANDRY RD.

Must present I.D.
Unincorporated Lafayette Parish
& City of Lafayette residents only.



NOT ACCEPTING

- Automotive fluids
- Household chemicals
- Compressed gas cylinders
- Medical waste
- Ammunition
- Explosives
- Gas powered equipment

Contact us to learn about disposal options for unaccepted items.



CONTACT ENVIRONMENTAL QUALITY AT 291-8529



Save a raindrop. Save so much more.

Lafayette Utilities System | Lafayette Consolidated Government



2019 Spring Rain Barrel Sale



Visit LUS.org for pricing
Sale ends May 12

Rediscover the Vermilion

Expanding the Economic & Cultural Resources of Our River

8th Annual River Symposium
Friday, September 13, 2019
300 Fisher Road Lafayette LA

PARTICIPATION

CONTESTS



Vote on your favorite barrel at

Competition among students and schools can increase program interest. Using social media and online voting pulls the community in on the fun



With a twist on storm drain marking, we've use the Storm Drain Art Contest to raise awareness about storm drains and water quality



This annual contest offers cash prizes for 1st, 2nd, 3rd place winners that is sponsored by two local non-profits

PARTICIPATION

CONTEST WINNERS



PARTICIPATION

CONTEST WINNERS



PARTICIPATION

CONTEST WINNERS



PARTICIPATION

PROGRAM ELEMENTS INCLUDE

community

PARTNERSHIPS

media & marketing

COVERAGE

agency-wide

PARTICIPATION

thorough

DOCUMENTATION

community

PRESENCE

agency

FUNDING

brand

RECOGNITION

adaptive

PROGRAMMING

SUCCESS

END

THANK YOU!

QUESTIONS?

Kelia Bingham | Regulatory Compliance Officer

Jackie Vargas-Beitia | Regulatory Compliance Supervisor

EnvironmentalQuality@LafayetteLA.gov