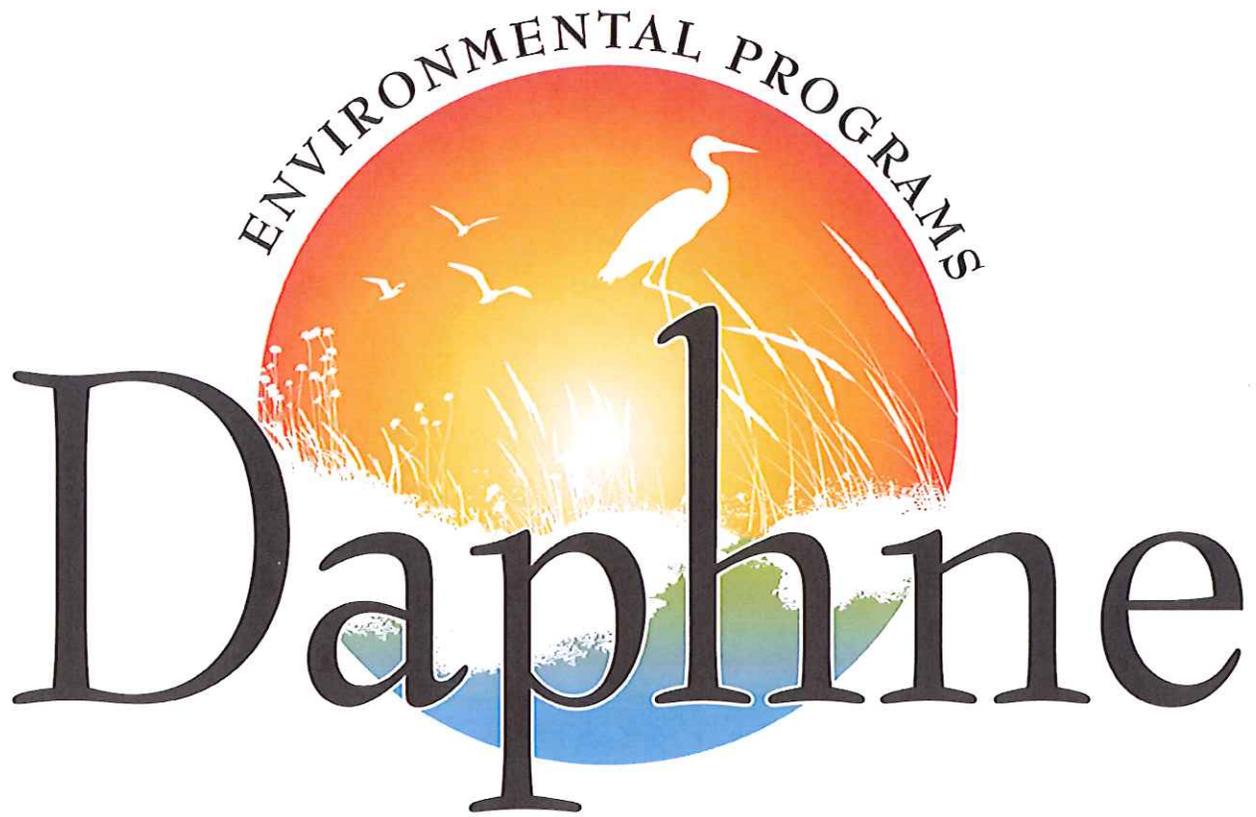


MCM 1

Education Outreach



MCM 1

Education Outreach

3.1.2A

Updated List of Local Media Outlets

Daphne

MCM 1 Education Outreach
3.1.2A List of Local Media Outlets

	Local Media Outlets for Stormwater Education	Contact
1	Bulletin	Jessica Jones
2	Coastal Connection	Tom Herder
3	Jubilee Breeze	Jane Ellis
4	Lagniappe	Gabriel Tines
5	Lake Forester	Marie Bidney
6	Mobile Press Register	Mark Anderson
7	WHEP 1210AM	Clark Stewart
8	WKRG 5 TV Station	Lauren Vargas
9	Daphne Community Magazine	Samantha Arcieri

MCM 1

Education Outreach

3.1.2B

Local Media SW Related Publications

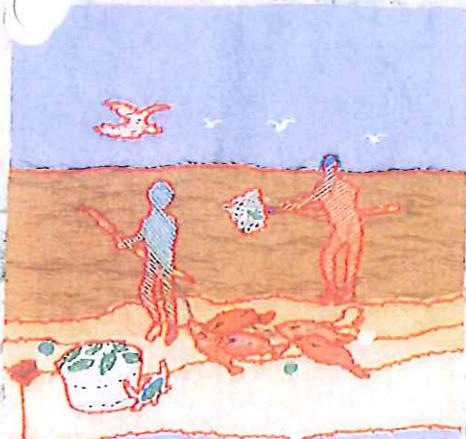
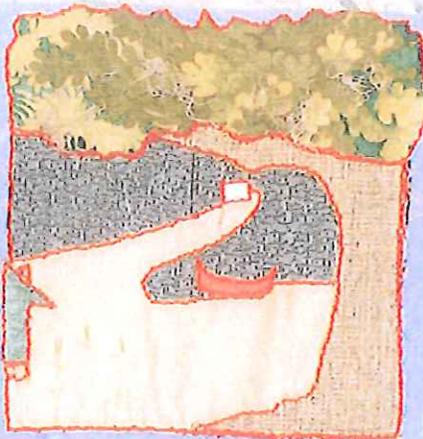
Dapline

MCM 1 Education Outreach
3.1.2B Article Submitted to Local Media

Local Media	Date	Article Title
Jubilee Breeze	June-December 2013	Create a Clean Water Future Add
Jubilee Breeze	Jan.-July	Create a Clean Water Future Add
Jubilee Breeze	Jan.-July	Alabama Water Watch
Jubilee Breeze	Jan.-July	NFWF Grant Award Announcement
Mobile Press	11/6/2013	Daphne's Gator Alley to get \$400,000. Makeover
Mobile Press	6/23/2013	Stemming sand flow, cleaning bay waters
AL.COM	10/23/2013	Daphne to use \$500,000 to study D'olive Creek Watershed, repair deteriorating stream
The Courier	12/6/2013	Focus on Watershed
Mobile Press	10/27/2013	Daphne hopes to revive watershed

The Jubilee Breeze

VOLUME 26 • JUNE - DECEMBER 2013



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Actual Dog River Trash Jam 2011

Let's un-do it for the next one.

Rain is good. Rain plus pollution isn't.

Today individuals, families and businesses are making a real difference in curbing harmful stormwater runoff.

The problem starts when rain rushes over roofs, roads and parking lots collecting trash and pollution. This pollution winds up in our streams, rivers and bays.

The good news is there are many simple ways we can all help eliminate the litter, vehicle leaks, landscape clippings and other pollutants that are poisoning our waterways.

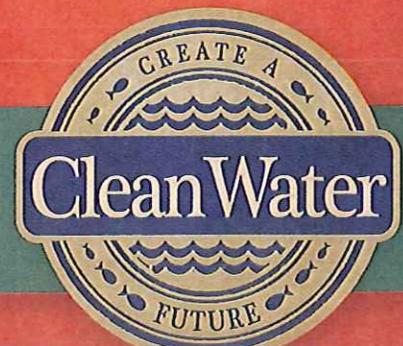
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The Jubilee Breeze

VOLUME 27 • JANUARY - MAY 2014



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Bag your grass clippings for pick up.

Fix all vehicle fluid leaks.

Wash your car off the driveway.

Don't litter, stow your trash.

These simple steps will restore and preserve our waterways for generations to come!

Rain is good. But when rain rushes over roofs, roads, fields, lawns & parking lots it collects trash and pollution. This pollution winds up in our streams, rivers and bays.

The good news is we can clean it up right now! Simple steps we can all take will help eliminate pollutants that are poisoning our waterways and threatening our future.

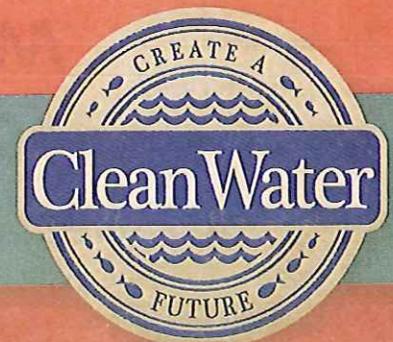
Join individuals, families and businesses that are making a real difference in curbing harmful stormwater runoff.



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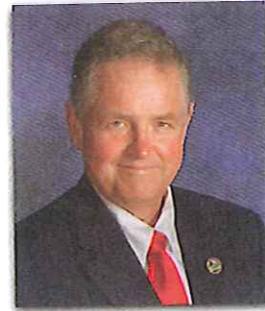
DAPHNE CITY GOVERNMENT



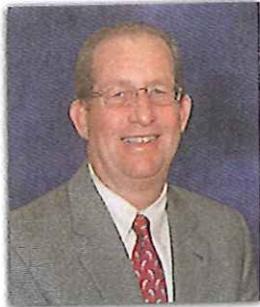
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Council President Pro-Tem
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councildistrict2@daphneal.com



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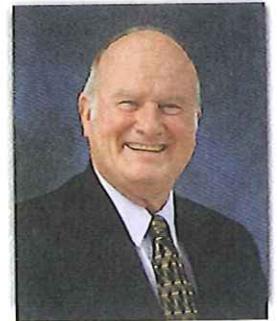
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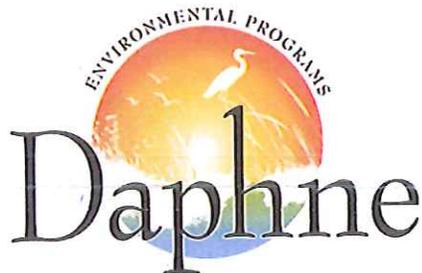
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Joe Davis III
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councildistrict7@daphneal.com

WATER WATCH PARTNERS WITH CITY OF DAPHNE

Alabama
Water
Watch 



Alabama Water Watch is a citizen volunteer water monitoring program that covers all the major river basins in the state of Alabama. Since their establishment in 1992, the mission of Alabama Water Watch is to improve both water quality and water policy through citizen monitoring and action. Through the use of EPA-approved monitoring plans and a community approach, Water Watch trains citizens throughout the State to monitor the conditions of their local water bodies.

The Mobile Bay National Estuary program offers Alabama Water Watch certification training for residents interested in learning how to monitor and report local water quality conditions. If you are interested in the free training please contact Ashley Campbell, Environmental Protection Manager, at 251-621-3080.



ALABAMA

D'Olive Watershed Restoration

RECIPIENT

Mobile Bay National Estuary Program / Marine Environmental Sciences Consortium

AWARD AMOUNT

\$6,781,000

LEVERAGE AMOUNT

\$500,000

PARTNERS

Alabama Department of Conservation and Natural Resources – State Lands Division

Alabama Department of Transportation

Geological Survey of Alabama

Baldwin County, AL

City of Daphne, AL

City of Spanish Fort, AL

LOCATION

Baldwin County, AL

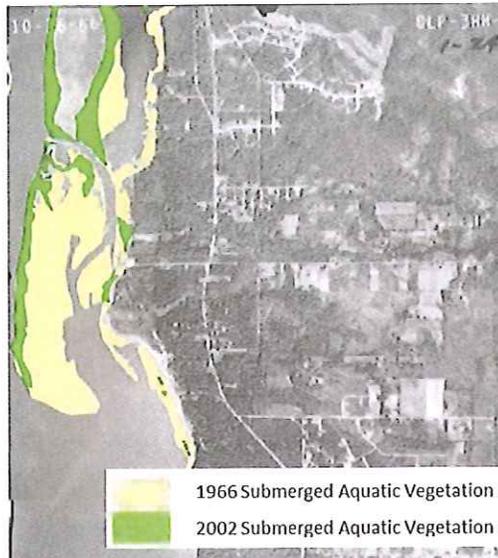
AWARD DATE

November 2013

This project proposes to restore degraded streams and install management measures to reduce the downstream impacts in the D'Olive watershed through a combination of stormwater retrofits, stream restorations and detailed monitoring. Stabilization of these stream segments will significantly reduce sediment loading in the northeast quadrant of Mobile Bay, improving the quality and clarity of the water necessary for re-establishing submerged aquatic vegetation (SAV) beds in the upper Bay. SAV beds provide critical nursery areas for important species of shellfish and finfish.

The watershed has faced excessive erosion and sedimentation since the 1970's that has dramatically reduced the extent of seagrass beds in portions of Mobile Bay. Stormwater runoff from new developments has significantly impacted watershed morphology, function, and hydrology causing stream channel instability, head-cutting, mass slumping, and wetlands degradation. Altered hydrology, loss of natural wetlands and riparian areas, and inadequate natural flood plains have negatively impacted aquatic and wildlife species' survival and habitat. This project would complement earlier restoration work and is part

of a broader restoration strategy envisioned in the 2002 Comprehensive Conservation Management Plan for the Mobile Bay Estuary. Work will include projects on three distinct tributaries of the D'Olive watershed and will significantly contribute to improved water quality and habitat creation in D'Olive and Mobile Bays.



Improvement in the highly impaired D'Olive Watershed (above) is critical to the ecological function of both D'Olive Bay and Mobile Bay. The project will significantly reduce the largest source of local sediments to Mobile Bay and improve conditions for degraded SAV beds (above-left).

The Gulf Environmental Benefit Fund, administered by the National Fish and Wildlife Foundation (NFWF), supports projects to remedy harm and eliminate or reduce the risk of harm to Gulf Coast natural resources affected by the 2010 Deepwater Horizon oil spill. To learn more about NFWF, go to www.nfwf.org.

LOCAL

Daphne's Gator Alley to get \$400,000 makeover

Marc D. Anderson
manderson@al.com

Gator Alley will be getting a \$400,000 makeover for its 10th anniversary next year.

The city of Daphne has been awarded a \$20,000 Transportation Alternatives Program grant through the Alabama Department of Transportation. With a \$92,000 match from the city, the parking area will be nearly doubled in size with permeable pavers added, and a new bio-retention system will be constructed to control runoff through a nat-

ural stepped pooling process, which is envisioned to become part of the landscaping with native vegetation.

The largest piece of the grant, \$225,000, will go toward the purchase of roughly 0.4 acres adjacent to the current parking area, which is the key component of the project. Once the purchase is finalized, the billboard on the property will be removed.

Since the park on North Main Street at D'Olive Creek was constructed in 2004 through a partnership between the city, the Baldwin County Trailblazers and

the Alabama Department of Transportation, its popularity has been apparent by the look of the worn out gravel and dirt parking area. City officials say it's one of the highest used parks in the city.

The site, under U.S. 98 just south of Interstate 10, serves as a viewing area for alligators and other wildlife in the creek. Its boardwalk is also a key connector for the more than 30-mile Eastern Shore Trail that runs from USS Alabama Battleship Memorial Park along the Causeway in Mobile to Weeks Bay.

Recent improvements at

the park included the construction of a new boardwalk bridge on the west side of U.S. 98.

"I think overall it's going to be a tremendous improvement," Councilman Ron Scott said recently. "It's something that we have been excited about for a long time, and I want to applaud the mayor and Mr. Johnson for reaching out and finding the funds to do that because we've always wanted to do it but we just hadn't found a way to pay for it."

The council approved this week using lodging tax

funds earmarked for bayfront improvements to cover the city's 20 percent grant match, \$92,857.

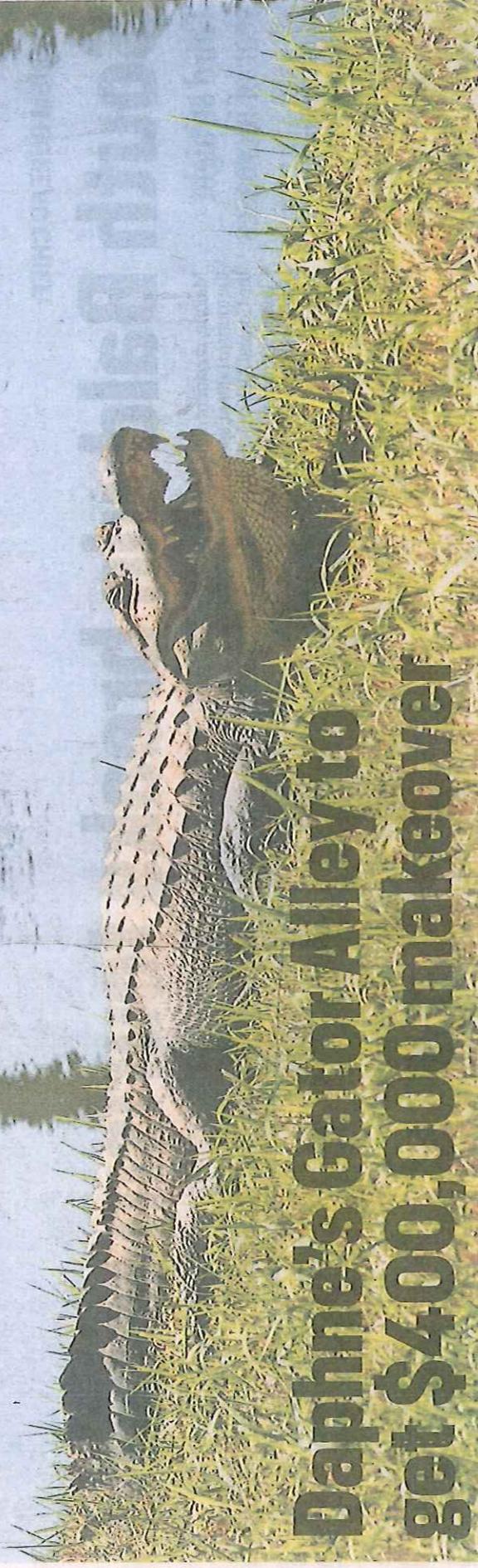
Council President Randy Fry said after the meeting that recreation is a big priority for the council and anything we can do to improve an already popular attraction will pay dividends.

"It's just a real jewel of the city that's been developed over time," Fry said. "Everybody sees it. It's right there when you come off the interstate. It's amazing how many cars are parked there when you drive by, people want to see what's going on. It's just a nice, natural attraction that otherwise is a very inaccessible area."

Jade Consulting is handling the engineering for the project. Johnson said the key to the project is purchasing the additional property between North Main Street and U.S. 98 and the city is working through all the necessary steps to fulfill the stringent federal grant requirements.

"I'm still optimistic that we'll have a spring construction and really open for business by the start of the summer season of '14," Johnson said. "You know the state guy laughed a long time when I told him that but his thought is if we'd be under construction in a 24-month window than we did good. But we're trying to be really proactive."

(Marc D. Anderson/manderson@al.com)



ENVIRONMENTAL RESTORATION

Stemming sand flow, cleaning bay waters

Marc D. Anderson
manderson@al.com

Daphne has finally acquired an old dirt pit that has long poured sand into the local stream Yancey Branch and posed environmental woes for Mobile Bay.

Last week, City Council members voted unanimously to purchase the tract spanning about 16 acres off Whispering Pines Road for \$96,000. Decades ago, an unregulated dirt pit on the property helped build roads along a rapidly growing Eastern Shore.

The pit has sat untouched for more than 20 years.

In the years since it was last mined, the pit has steadily eroded near the headwaters of a tributary of Yancey Branch on the east side of U.S. 98. Today, an old access road has been reduced to an overgrown foot path leading back to an area that's become sort of a small-scale version of the Grand Canyon.

Pebbles that once sat at the bottom of the pit now form small peaks — measuring an inch to a foot in height — in an heavily rutted, sandy-bottom landscape.

Runoff packed with sand and dirt still flows to Yancey Branch, where it's pushed by frequent rain through the winding stream along and under U.S. 98 in front of the Daphne Walmart.

See SAND, Page 13A

SAND

From Page 1A

From there, it travels through wooded areas, then under Scenic 98 and on to Mobile Bay, where a quarter-mile-long sandy peninsula has formed.

"It's been a big contributor for a long time," Daphne environmental programs manager Ashley Campbell said of the dirt pit sand piling up by the bay, south of the Bayfront Park pier. "There are other sources. I'm not going to say that it's all from there, but we've addressed two or three severe tracts on that channel. ... But because it was private, we could never own it, we'll be able to address all the concerns."

Campbell first became involved with the dirt pit runoff issue in 2004 while working with the Alabama Department of Environmental Management.

At one point, federal wildlife officials used the word "disaster" to describe the sediment damage to the section of

Yancey Branch near Scenic 98 at the city's Village Point Park Preserve.

In 2007, the city undertook a \$840,000 stream restoration project in that area. "Us buying this and restoring that pit is going to complement the restoration and allow it to heal, too," Campbell said.

She said that she monitors the restoration after every major storm or extended rainy period. "I'll go down there after a 12-inch rain event, 10-inch rain event, and there will be a foot of sediment in the floodplain," she said.

While walking through the dirt pit on Wednesday, Public Works Director Richard Johnson said that the first order of business will be to build a levee on the west end where the water and sediment funnel out of the property.

While a consultant-pegged restoration work at \$50,000, most of it will be done in-house, Johnson said, with Campbell pursuing grants to help re-establish native vegetation.



ided sand and fill material for Eastern Shore road projects. In recent times, it has y Yancey Branch, choking it with sand that's pushed on toward Mobile Bay. Last hopes to end the problems once and for all. (Marc D. Anderson/manderson@al.com)



Daphne to use \$500,000 in grants to study D'Olive Creek Watershed, repair deteriorating stream

Marc D. Anderson | manderson@al.com By Marc D. Anderson | manderson@al.com

[Email the author](#) | [Follow on Twitter](#)

on October 22, 2013 at 4:33 PM, updated October 22, 2013 at 4:47 PM



View full size

Ashley Campbell, Daphne's environmental programs manager, looks over a restored section of an unnamed tributary of D'Olive Creek in this 2010 Press-Register file photo. In 2014, a second restoration project will begin on an upstream portion of the tributary, which is east of Baldwin County 13 and south of U.S. 90.

DAPHNE, Alabama -- Using \$500,000 in grants the city is moving forward with plans to study and improve an area **plagued by erosion** due to development-fueled stormwater runoff and the progressive siltation of Mobile Bay.

Years of work by Ashley Campbell, Daphne's environmental programs manager, finally paid off Monday as the City Council accepted two \$250,000 Coastal Impact Assistance Program grants through Alabama Department of Natural Resources and Conservation and Baldwin County Commission.

The first phase of the watershed management project is a \$50,000 hydrology study of the 12-square-mile D'Olive Creek Watershed on the city's north side that begins near the

intersection of U.S. 98 and I-10 where the creek runs into the bay. From there it fans out south to Baldwin County 64, north to U.S. 31 and east toward Ala. 181. The watershed is made up of four basins, Upper D'Olive Creek, Lower D'Olive Creek, Joe's Branch and Tiawasee Creek.

"The overall goal of the study is to guide us in the restoration of the watershed and to truly know where the best bang is for our buck," Campbell said. "We want to know where we need to have treatment and where we need to restore and that's



what the study is going to help us with. Once we complete the study we'll have a tool that planners and developers can use."

As an example, Campbell said if a large swath of land between U.S. 90 and I-10 were to be developed the findings of the study will help determine what impact runoff from the development would have on nearby tributaries and D'Olive Creek and how best to mitigate that runoff.

After the study is finished by Hydro Engineering Solutions, the city will begin a restoration project on an unnamed tributary to D'Olive Creek east of Baldwin County 13 and south of U.S. 90. The volume of water flowing through the area drew attention in April 2009 when a

culvert under U.S. 90, which leads to the stream, partially collapsed a portion of the roadway during heavy rains. In 2010, a **\$175,000 project restored a portion of the unnamed tributary** and the newest grant money will repair upstream portions of the creek.

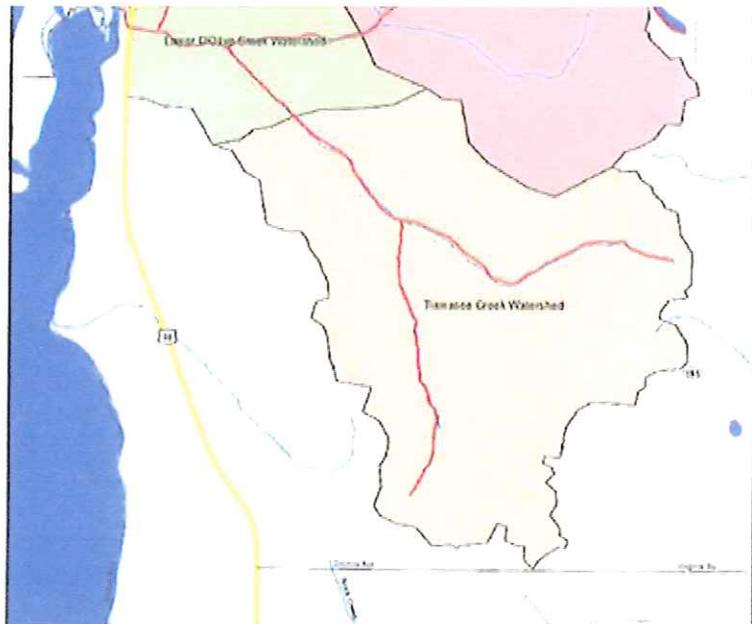
"Basically what we'll be doing is repairing a very impaired segment of stream that's eroding," Campbell said. "It's actually eroding during base flow when it's not even raining. That's how bad it's gotten. So the stream is deteriorating during normal flow events.

We'll restore that and when we do that the study will guide what we do here."

The work will reduce pressure from the headwaters as runoff flows through the Lake Forest subdivision down to the bay.

During Monday's council meeting, Mayor Dane Haygood commended Campbell and Public Works Director Richard Johnson for their work on the project and securing the grants.

"I know that she and Richard worked long and hard and that some of those efforts started in 2010," Haygood said. "Those funds for a hydrology study can really benefit some of the watershed projects that are coming. So it's got some immediate impact but it's also the basis for some long-term (projects). I know she's been very committed to that. That was a zero-match grant that she was able to pursue and it's just now coming to the table where we can actually see the results of that."



View full size

The D'Olive Creek Watershed is made up of four drainage basins that encompass more than 12 square miles. The city of Daphne was awarded two Coastal Impact Assistance Program grants, totaling \$500,000, that will go toward a hydrology study of the watershed and the restoration of a deteriorating tributary to D'Olive Creek. (City of Daphne)

The study could begin by the end of October and Hydro Engineering will have up to nine months to finish.

With that timeframe the restoration project will likely begin in June or July. Campbell said the project will not be as extensive as a **\$1 million restoration of a tributary of Joe's Branch** in Spanish Fort in 2012.

"That area up there is very urbanized, it's pretty built out," Campbell said of the area around Spanish Fort Town Center, anchored by Bass Pro Shops. "In this area we still have all this beautiful wetland and a lot of upland that aren't developed here. What we do in that area is make sure it's prepared for the future. We don't want to patch it, we want to do it right."

The funding from the CIAP grants come from federal offshore oil revenues that are earmarked for conservation and restoration projects in oil-producing states.

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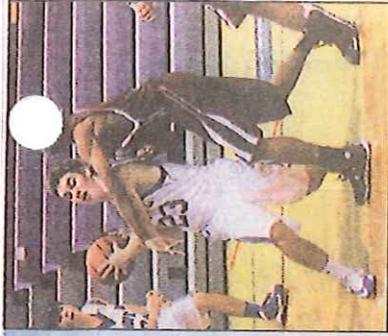
ALL ABOUT FOOD 9A

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SPORTS 3B

Pirates beat Satsuma



THE COURIER

SERVING FAIRHOPE, DAPHNE, SPANISH FORT AND THE COMMUNITIES OF THE EASTERN SHORE

DECEMBER 6, 2013

WEEKEND

75¢

Focus on Watershed

Tuesday meeting reviews plans, progress along D'Olive Creek

BY MIKE KAYOR

mikayor@gulfcoastnewspapers.com

DAPHNE - Conservationists and government officials will team up with road builders and businessmen on Tuesday night when the D'Olive Watershed Working Group

meets at Daphne City Hall.

The public meeting will be at 6 p.m. and will include discussions of recent improvements made to Joe's Branch and what's to come for D'Olive Creek.

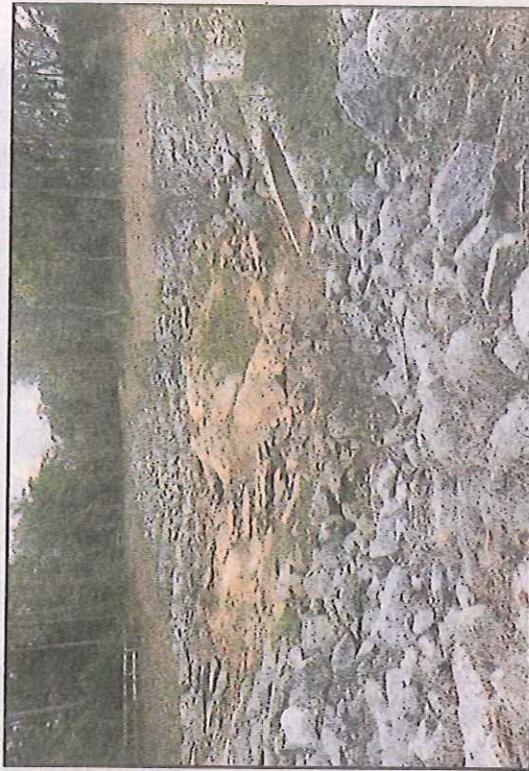
"The working group was a group of citizens, business owners and state and federal agencies," said Ashley Campbell, environmental programs manager for the city of Daphne. "We're going to give everyone an update on the first project we implemented, and we are also going to talk about other things that were part of the plan."

The plan she mentions is 2010's Watershed Management Plan for the D'Olive Creek, Tiawasee Creek, and Joe's Branch Watersheds. It is the blueprint for taming the environmental threat to D'Olive and Mobile bays.

"It can involve a lot of things," she said. "What we have done is try to recreate the natural resources that are gone."

The first project implemented by the working group, according to Campbell, was the restoration work

PLEASE SEE FOCUS, PAGE 16A



MIKE KAYLOR/Gulf Coast Newspapers

Tuesday's meeting will include a discussion of recent restoration work along Joe's Branch in Spanish Fort.

CONTINUED FROM PAGE 1A

on Joe's Branch just west of Westminster Village in Spanish Fort. It turned a 20-foot-deep gully into an urbanized stream channel with rock barriers known as a Step Pool Storm Conveyance or SPSC.

"That was a unique situation," Campbell said. "The others are flowing streams. The other situations will vary and be unique to each condition."

That first phase cost as much as \$1 million, including in-kind work and services, according to Campbell. Alabama Gov. Robert Bentley recently announced that the National Fish and

Wildlife Foundation had granted \$6.8 million from the BP oil spill settlement toward D'Olive Watershed Restoration to "contribute to improved water quality and habitat creation in D'Olive and Mobile bays." The Mobile Bay National Estuary Program will be a major player in orchestrating the restoration work.

"The NFWF is beginning to put some of the penalty money on the ground," said Roberta Swan, executive director of NEP. "It won't address the full issue of the watershed, but it will make a dent in what we need to do there."

As a wildlife agency, a

great concern of NFWF is habitat and to "strengthen fish nursery areas," according to Swan.

Growth in the area and the subsequent building and subdivision development has brought "years and years of degradation" in the watershed, Swan said. The NFWF grant will put \$5.8 million "on the ground," she added.

Daphne City Council member Joe Davis III urged other members at Monday's council meeting to attend Tuesday's session.

He said later that his main involvement with the watershed has been as a resident of the TimberCreek subdivision.

"With part of the D'Olive Creek watershed beginning in TimberCreek, there are some places you can't build," said Davis. "When we get the kind of rain that we get and sometimes in a short time, it really tests the drain system that we have in place."

One program that may be stressed at the meeting is Alabama Water Watch, which is a project that gets citizens involved in monitoring water quality.

"We want some citizens to get involved," Campbell said.

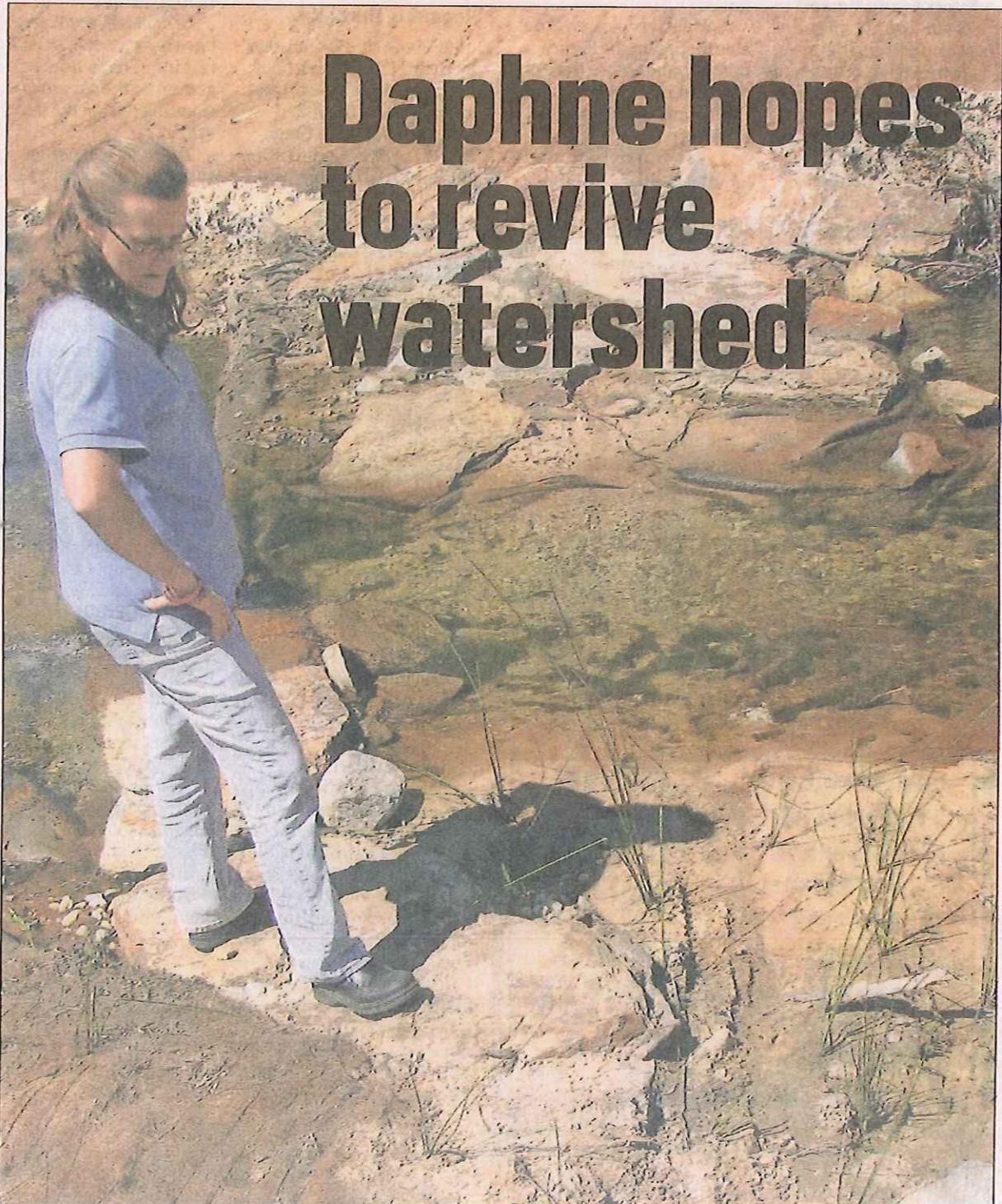
The meeting will be in the council chambers at Daphne City Hall. The address is 1705 Main St.

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D'OLIVE CREEK



Daphne hopes to revive watershed

EROSION

From Page 1W

As an example, Campbell said if a large swath of land between U.S. 90 and I-10 were to be developed, the findings of the study will help determine what impact runoff from the development would have on nearby tributaries and D'Olive Creek, and how best to mitigate that runoff.

Repairing the creek

After the study is finished by Hydro Engineering Solutions, the city will begin restoration on an unnamed tributary to D'Olive Creek east of Baldwin County 13 and south of U.S. 90.

The volume of water flowing through the area drew attention in April 2009, when a culvert under U.S. 90, which leads to the stream, partially collapsed a portion of the road during heavy rain. In 2010, a \$175,000 project restored a portion of the unnamed tributary, and the newest grant money will repair upstream portions of the creek.

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"It's actually eroding during base flow when it's not even raining. That's how bad it's gotten. So the stream is deteriorating during normal flow events."

The work will reduce pressure from the headwaters as

runoff flows through the Lake Forest subdivision down to the bay.

Long time coming

Mayor Dane Haygood commended Campbell and Public Works Director Richard Johnson for their work on the project and securing the grants.

"Some of those efforts started in 2010," Haygood said. "Those funds for a hydrology study can really benefit some of the watershed projects that are coming. So it's got some immediate impact, but it's also the basis for some long-term (projects)."

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The restoration will likely

begin in June or July. Campbell said the project will not be as extensive as a \$1 million restoration of a tributary of Joe's Branch in Spanish Fort in 2012.

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The funding from the CIAP grants comes from federal offshore oil revenues that are earmarked for conservation and restoration projects in oil-producing states.

FESTIVAL

From Page 1W

finally taken off," said Valery Wiseman De Laney, president of Baldwin County Trailblazers, which is organizing the event with the Foley Lions Club. "The Tour de Foley just kind of stayed stagnant with a couple hundred cyclists so we wanted this year to make it into something that a family would want to bring their kids to."

The event at Foley's Heritage Park kicks off at 8 a.m. with the Tour de Foley, where riders choose between three routes of 16, 28 or 72 miles through rural Baldwin County. The registration fee is \$40 up to the day of the race.

While riders spin through areas north and east of downtown Foley, police bicycle units from Fairhope, Foley, Gulf Shores and Orange Beach will assist Mobile-based Team Share the Road from 9 to 11:30 a.m. with the children's bike rodeo, featuring a series of certified one-on-one safety checks and drills. The rodeo costs \$10 with children receiving a T-shirt, pizza and drinks and an opportunity to join a three-mile fun ride and parade

through Foley's Antique Rose Trail and neighborhood streets at 11:30 a.m.

The parade, which will be led by community and government officials from throughout the county, is open to registrants of all the races and bicycling activities

Free activities will also be ongoing at the Heritage Park pavilion. "Yoga for Cyclists" starts at 11 a.m. with instructor Pat Hiti demonstrating yoga poses designed to improve balance and flexibility for cyclists. At 12:30, Tanger Outlets is sponsoring a "Bicycling Fashions" show.

"It is not Spandex but just cool, comfortable clothes that you could actually wear to work and cycle or wear to school," De Laney said. "They've got five different stores taking part in the fashion show — Banana Republic, Brooks Brothers, The Gap, The Loft and Hartstrings."

At 1 p.m., Danny Feldman, an Alabama bicycle accident attorney, will discuss state laws surrounding cycling and insurance options. Feldman will be followed by Zachary Foerster with Ridden Word, a Robertsdale-based bicycling ministry that refurbishes used bikes and gives them to people in

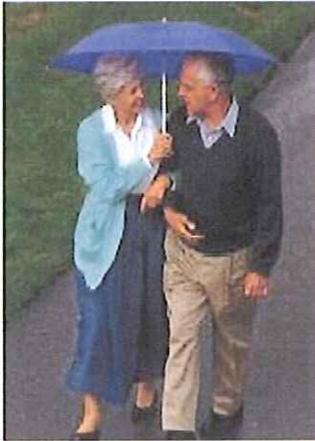
MCM 1

Education Outreach

3.1.3A

Updated List of EPA Stormwater Related Outreach Materials

Stormwater Outreach Materials and Reference Documents



Stormwater pollution from point sources and nonpoint sources is a challenging water quality problem. Unlike pollution from industry or sewage treatment facilities, which is caused by a discrete number of sources, stormwater pollution is caused by the daily activities of people everywhere. Rainwater and snowmelt run off streets, lawns, farms, and construction and industrial sites and pick up fertilizers, dirt, pesticides, oil and grease, and many other pollutants on the way to our rivers, lakes, and coastal waters. Stormwater runoff is our most common cause of water pollution. Because stormwater pollution is caused by so many different activities, traditional regulatory controls will only go so far. Education and outreach are key components to any successful stormwater program.

Outreach Materials

Recognizing this, EPA has developed a set of materials that state or local governments can customize and use in their own stormwater outreach campaigns. The electronic files on this page contain space for officials to add their own contact information and inexpensively reproduce these materials. Below you'll find materials for the general public, homeowners, construction site operators, and children.

Stormwater Reference Documents

In addition to the featured outreach materials, links are provided to key stormwater reference documents. Use the table of contents box to find key stormwater [regulations](#), [permits and applications](#), and [guidance documents](#) produced by EPA for industrial facilities, construction sites, and communities with municipal separate storm sewer systems (MS4s). Most states are authorized to implement the stormwater program, so be sure to check with your state (or the EPA Regional Office, for unauthorized states) for specific requirements. To determine if your state is authorized, please use this [state authorization](#) table.

For more information on stormwater and nonpoint source pollution, please visit:

<http://www.epa.gov/npdes/stormwater> - EPA's stormwater program homepage

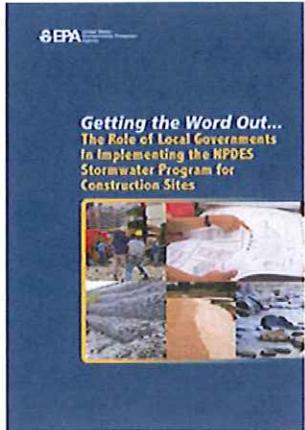
<http://www.epa.gov/owow/nps> - EPA's nonpoint source program homepage

<http://www.CICAcenter.org> - The Construction Industry Compliance Assistance Center homepage

[EXIT Disclaimer](#) > . Click [here \(PDF\)](#) (1 pp, 1.9MB) for a brief description of this web site.

Stormwater Outreach Materials

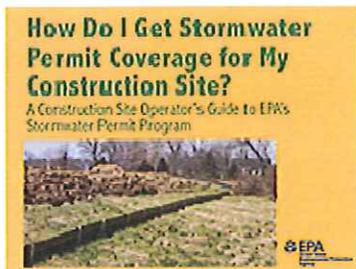
Files are available if you would like to send the publications below to a [professional printing company](#) for customized printing.



[The Role of Local Governments in Implementing the NPDES Stormwater Program for Construction Sites \(PDF\)](#) (2 pp, 1.3MB) - This new brochure provides local governments with a brief overview of the NPDES Stormwater Program on construction sites. Local governments can then provide this information to people in the construction industry who might need NPDES permit coverage. Stormwater permits require many operators of construction sites to implement steps to prevent sediment and other pollutants from washing off into nearby streams, rivers, lakes, and coastal waters. Files are available to [print using a professional printer](#). Versions of both the Federal and State brochures are available. [May be customized](#). **Printed copies are no longer available from EPA.** EPA 833-F-06-0022.

[Local Federal Guide \(PDF\)](#) (2 pp, 1.3MB)

[Local State Guide \(PDF\)](#) (2 pp, 1.2MB)



[How Do I Get Stormwater Permit Coverage for My Construction Site? A Construction Site Operator's Guide to EPA's Stormwater Permit Program \(PDF\)](#) (2 pp, 580K) - Provides construction companies with a brief overview of EPA's [Construction General Permit \(CGP\)](#) and its requirements. It is being sent to construction companies to inform them of the need to obtain permit coverage for sites disturbing one acre or more. The brochure contains a summary of the major provisions of the CGP, including areas of coverage, using EPA's new [electronic notice of intent system](#) for obtaining permit coverage, developing a stormwater pollution prevention plan, and more. Files are available to [print using a professional printer](#). English and Spanish Versions of both the EPA and State brochures are available. **Printed copies are no longer available from EPA.** Revised: September 2007. EPA 833-F-04-002.

EPA Brochure

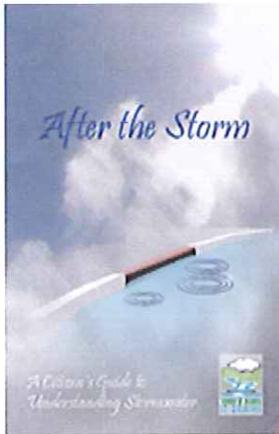
[English Version \(PDF\)](#) (2 pp, 580K)

[Spanish Version \(PDF\)](#) (2 pp, 571K)

State Brochure

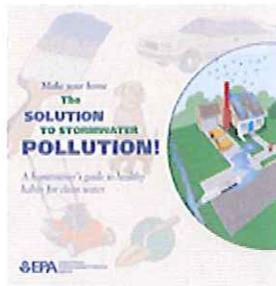
[English Version \(PDF\)](#) (2 pp, 562K)

[Spanish Version \(PDF\)](#) (2 pp, 557K)

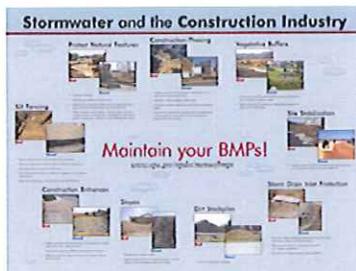


[After the Storm Brochure \(PDF\)](#) (2 pp, 425K) - Provides a broad overview of stormwater pollution, including runoff from residential and commercial properties, farms, construction sites, automotive facilities, forestry operations, and others. [May be customized](#). This brochure is also available in [Spanish \(PDF\)](#) (2 pp, 2.8MB) . **Printed copies are no longer available from EPA.** EPA 833-B-03-002

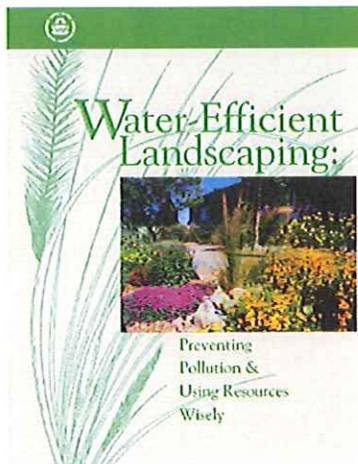
The After the Storm video is now available on DVD. EPA 840-C-06-001



[Make Your Home the Solution to Stormwater Pollution Brochure \(PDF\)](#) (2 pp, 699K) - This short brochure is targeted directly to homeowners and provides tips on a wide variety of simple things that homeowner's can do to prevent stormwater pollution. [May be customized](#). EPA 833-B-03-003



[Stormwater and the Construction Industry Poster \(PDF\)](#) (1 pp, 645K) - Great for construction sites of all sizes! You can print this poster on 11x17 paper. [Side one \(PDF\)](#) (1 pp, 645K) of this informative poster illustrates proper installation of common sediment and erosion control practices (best management practices). [Side two \(PDF\)](#) (1 pp, 121K) describes the process for developing and implementing a stormwater pollution prevention plan and obtaining permit coverage. The [complete 30x40 poster \(PDF\)](#) (2 pp, 743K) is also available. [May be customized](#). [Download the images used for this poster](#). **Printed copies are no longer available from EPA.** EPA 833-H-03-001



[Water Efficient Landscaping \(PDF\)](#) (20 pp, 1.6MB) - This booklet describes the benefits of water-efficient, low-impact landscaping. It includes examples of successful projects, programs, and contacts. **Printed copies are no longer available from EPA.** EPA 832-F-02-002



[Door Hanger: "Stormwater Pollution Found in Your Area!" \(PDF\)](#) (2 pp, 161K)

- Provides a friendly reminder to keep trash, chemicals, and other pollutants out of storm drains. For use by stormwater inspectors and other local officials, in conjunction with illicit discharge elimination systems. May be customized. You may use this file to reproduce this door hanger. **Printed copies are no longer available from EPA.. EPA 833-F-03-002**



[Kid's Stormwater Stickers \(PDF\)](#) (2 pp, 583K) - Kids love to collect and trade stickers! There are two pages with 12 colorful stickers that will help kids learn about some key water pollution issues. You may use this file to reproduce these stickers. **Printed copies are no longer available from EPA. EPA 833-E-03-001**

Make your own set of stickers using these Tiff files:

- [Clean water, I can help](#)
- [I'm a clean water action hero](#)
- [Dirt in the drain, turtles complain](#)
- [Give water a hand](#)
- [Junk from the gutter makes us sputter](#)
- [Leaves don't belong in the storm drain](#)
- [Make a splash, clean up your trash](#)
- [Muck yuck, sad duck](#)
- [Oil & water, please don't mix](#)
- [Please don't pour, that's our front door](#)
- [Wave of the future, will we swim in it?](#)
- [When it rains, it drains](#)



[Cleaning Up Polluted Runoff with the Clean Water State Revolving Fund \(PDF\)](#) (4 pp, 722K) - Financing is always an issue! This fact sheet provides an overview on financing runoff-related projects with the Clean Water State Revolving Fund (CWSRF). It explains how the SRFs work and provides some brief examples of the kinds of projects that have been funded by different states. *EPA 832-F-03-004*



[Innovative Use of Clean Water State Revolving Funds for Nonpoint Source Pollution \(PDF\)](#) (8 pp, 731K) - This fact sheet explains the creative approaches many states have taken to fund nonpoint source runoff projects using the Clean Water State Revolving Fund. Innovative uses include using linked deposit and pass-through loans. *EPA 832-F-02-004*



[Funding Decentralized Wastewater Systems Using the Clean Water State Revolving Fund \(PDF\)](#) (6 pp, 573K) - This fact sheet describes options for using the Clean Water State Revolving Fund to finance installation, repair, and upgrading of septic systems. *EPA 832-F-03-003*

MCM 1

Education Outreach

3.1.3C

Construction

BMP Brochure

Daphne

ENVIRONMENTAL PROGRAMS

CBMPP
INSPECTION & MAINTENANCE

Your site's BMPs require inspection and maintenance.

- *Ensure proper implementation, daily observation, regular inspection and continual maintenance of effective Best Management Practices to prevent offsite impacts and impacts to downstream water quality.*
- *In the event the Best Management Practices are found to be in need of maintenance or improvements, the permittee shall commence and implement all necessary maintenance and corrective measures to the Best Management Practices within forty-eight (48) hours of notice unless prevented by unsafe weather conditions.*



Daphne

— A L A B A M A

The Jubilee City

THANKS FOR CREATING A CLEAN WATER FUTURE FOR GENERATIONS TO COME.....

Thanks for protecting the environment by implementing Best Management Practices on your construction site. By stopping harmful pollutants from leaving your construction site you are creating a Clean Water Future for generations to come.....visit our website at www.createacleanwaterfuture.com.



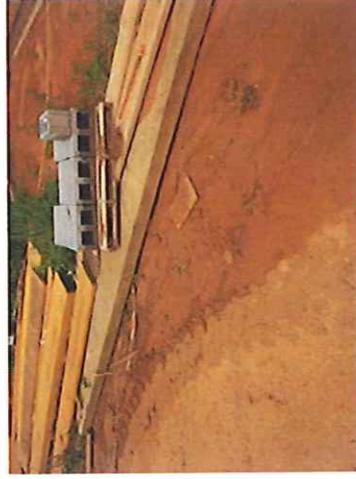
City of Daphne
PO Box 400
Daphne, AL 36526
Phone: 251-621-3080
Fax: 251-621-3719
E-mail: epm@daphneal.com
www.cleanwaterfuture.com

CONSTRUCTION BEST MANAGEMENT PRACTICES PLAN (CBMPP)

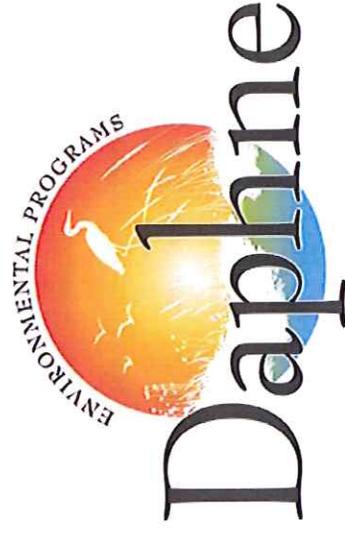


ENVIRONMENTAL
PROGRAMS

CREATING AND IMPLEMENTING
AN EFFECTIVE CBMPP



SEDIMENT IMPACTS TO STREET



MCMC 1-Education Outreach

3.1.3C Strategy: Create Stormwater Education Outreach Brochures-Pamphlets

2013 Goal: Create a Construction BMP Brochure & mail to local residential contractors

The Construction Best Management Practices Brochure was created in 2013. But due to the fact that the updated CBMPP ordinance was delayed in council adoption, the City could not mail the brochure until the new ordinance is adopted. The brochure is attached and will be mailed upon council adoption of the ordinance which is scheduled for the end of April.

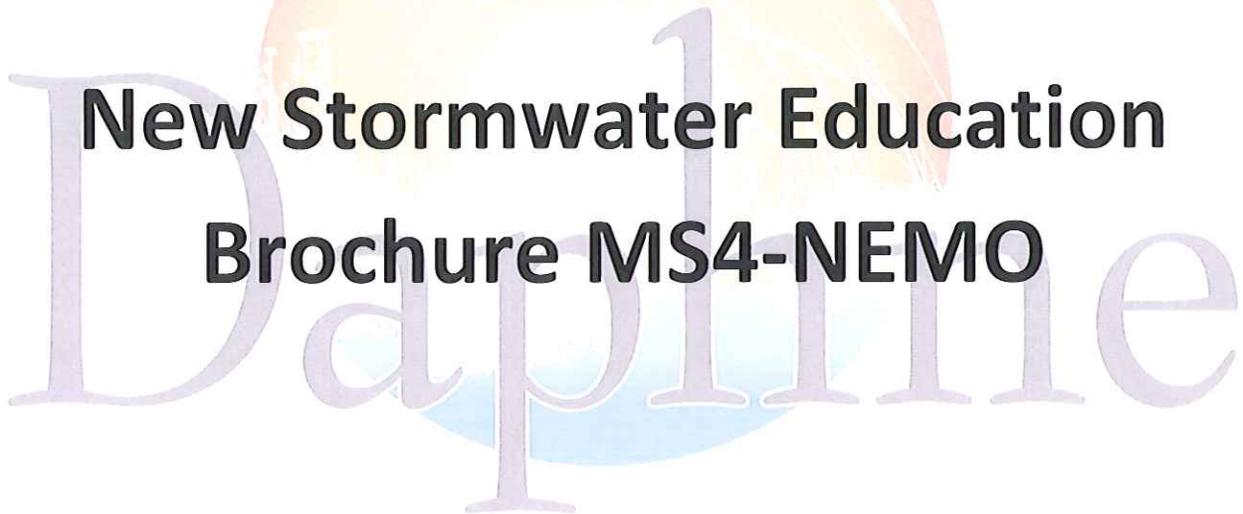
MCM 1

Education Outreach

3.1.3D

New Stormwater Education

Brochure MS4-NEMO



Why do we need a stormwater plan?

In 1987, amendments to the Clean Water Act obligated the EPA and ADEM to require urban areas to regulate stormwater.

Municipal Separate Storm Sewer System (MS4) refers to all stormwater conveyance structures managed by a municipality, county or other designated non-governmental facilities.

The MS4 permitting program, was introduced in a phased approach starting in 1990. Larger municipalities having the greatest potential for stormwater impacts were permitted first. In 1999, smaller municipalities were also brought under the MS4 permitting process.

The requirement states that your Stormwater Management Plan shall include the minimum steps outlined here.

This obligation is not simply an 'unfunded mandate'. It is vital to the health of your community to safeguard water quality and quality of life.

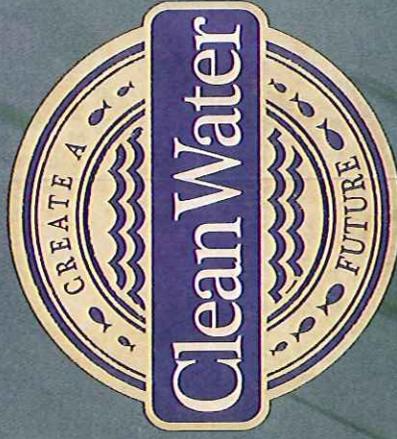
Respect The Connect™

The Mobile Bay National Estuary Program recently solicited extensive input to discover what was considered most important to our coastal lifestyle. Over one thousand citizens from Mobile & Baldwin counties, as well as area Scientists and Resource Managers, identified what they valued most about living on the Alabama Gulf Coast. The issue of stormwater runoff plays a major role in each value identified.

-  **Access to water and open spaces**
-  **Coastline Protection**
-  **Heritage and Cultural Protection**
-  **Resiliency of our environment**
-  **Water quality**
-  **Fish habitats and abundance & livelihoods linked to fishing**

As elected officials it is vital to 'Respect the Connect' between an effective Stormwater Management Plan and fulfilling your obligation to protect the things your constituents value most.

Understanding Your Stormwater Management Plan



Please view the companion video to this brochure at www.mobilebaynep.com, in the Latest Videos section.



Mobile Bay National Estuary Program
118 N Royal St #601 | Mobile, AL 36602
Office 251.431.6409 | Fax 251.431.6450
mbnep@mobilebaynep.com
www.mobilebaynep.com

Your stormwater Management

Plan shall include the following minimum steps.

1 Public Education Program Highlighting Stormwater
Your program can include brochures, public workshops and a website with easily understood information for your constituents to follow.

2 A Public Participation Program to ensure community input on all stormwater matters
Interacting with your constituents on stormwater-related groups, such as Clean Water Partnership, watershed organizations, and Mobile Bay NEP committees helps connect citizens to the effort.

3 Illicit Discharge Detection & Elimination
Your plan must include mapping & inspecting stormwater conveyance structures such as pipes, ditches, and detention ponds. Ordinances prohibiting illicit discharges of oil, grease, paints, wash waters, and other pollutants are needed.

4 Construction Site Runoff Control
Your municipality shall establish and manage a program to monitor construction sites for stormwater impacts from land disturbances. Your program must include erosion & sediment control inspections that are documented and enforceable at the local level.

5 Post Construction Runoff Control
Your plan will encourage development of post-construction stormwater management to minimize pollutants in new and re-developed areas; private and public stormwater facilities must be inspected and maintained; and ordinances that require facility maintenance must be put in place.

6 Pollution Prevention & Good Housekeeping
Control & reduction of stormwater pollutants from public facilities. This includes street sweeping, litter control, employee training, and management of all environmental permits such as scrap tire facilities and underground storage tanks (USTs).

7 Additional Requirements for larger MS4s
May cover industrial stormwater runoff, spill prevention and response; hazardous waste; and the application of pesticides, herbicides, and fertilizers.

8 Stormwater Program Monitoring
Stormwater Program Monitoring is required to provide data to assess how effective your program is at reducing pollutants. For larger and some smaller MS4s, this includes water quality sampling during rain events for pollutants determined by the permit.

9 Reporting
Your program must document all steps and report to ADEM annually to verify that the program reduces stormwater pollutants and minimizes impact to our waters.

It is important to realize full compliance is not optional. Many states are levying fines that reach into the millions of dollars.

A Note on Compliance

For Additional Information
Please view the companion video to this brochure at www.mobilebaynep.com. Please visit the Alabama Department of Environmental Management's (ADEM) Stormwater Management Branch at www.adem.state.al.us.

MCM 1

Education Outreach

3.1.4 A, B & D

SWMPP Posted on Web Page,

**Web Page Maintained,
Updated & Expanded to**

**Include Stormwater
Information**

Finance / Revenue / Bids
Building Departments
Forms



Emergency Alerts
.....
Notification Sign Up
.....
City Departments
.....
Daphne Events
.....
Forms & Applications
.....
Daphne Police Department
.....
Fire Dept Public Education
.....
Daphne Animal Shelter
.....



Thank you for visiting the City of Daphne Environmental Management page! To learn more about our efforts or to contact us, please use the menu above.

[Home](#) | [Stormwater Runoff](#) | [Watersheds](#) | [Stormwater Management](#)

Stormwater Runoff

Stormwater runoff is generated when water from rain or other precipitation flows over land or impervious surfaces (such as paved streets, parking lots, and building rooftops) and does not seep into the ground. As this runoff flows, it accumulates debris, chemicals, sediment and other pollutants that could harm water quality if it is discharged untreated into our local water bodies.

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Watersheds

Information coming soon!

[back to top](#)

Stormwater Management (MS4)

Under the 1987 Clean Water Act Amendments, the U.S. EPA developed new stormwater regulations to address storm water that might impact water quality. These new regulations were set up in a two Phase National Polluted Discharge Elimination System (NPDES) permitting approach based upon population and are enforced by the U.S. EPA, delegated to most States. The expression Municipal Separate Storm Sewer System (MS4) was given to the permittees. The regulatory definition of an MS4 (40 CFR 122.26(b)(8)) is "a conveyance or system of conveyances (including roads with drainage systems, municipal streets, catch basins, curbs, gutters, ditches, man-made channels, or storm drains): (i) Owned or operated by a state, city, town, borough, county, parish, district, association, or other public body (created to or pursuant to state law) including special districts under state law such as a sewer district, flood control district or drainage district, or similar entity, or an Indian tribe or an authorized Indian tribal organization, or a designated and approved management agency under section 208 of the Clean Water Act that discharges into waters of the United States. (ii) Designed or used for collecting or conveying stormwater, (iii) Which is not a combined sewer, and (iv) Which is not part of a Publicly Owned Treatment Works (POTW) as defined at 40 CFR 122.2." In practical terms, operators of MS4s can include municipalities, counties, state and federal departments of transportation, and public universities.

Phase I, issued in 1990, dealt with MS4s serving an urban population greater than 100,000 people and in Alabama. There are approximately 750 Phase I MS4s in the United States (US).

Phase II, issued in 1999, requires regulated small MS4s in urbanized areas, as well as small MS4s outside the urbanized areas that are designated by the permitting authority, to obtain NPDES permit coverage for their stormwater discharges. The City of Daphne fell into this phase of permitting. There are approximately 6,700 Phase II MS4s in the US.

In Alabama, the Alabama Department of Environmental Management (ADEM) enforces the NPDES MS4 permitting program. In 2012, the City of Daphne was designated by ADEM as an owner/operator of a Phase II MS4. The City received its initial MS4 Phase II Stormwater NPDES permit ALR040039 (Link to permit) on December 21, 2011. The current permit coverage will expire on January 31, 2016.

The intent of the Phase II regulations is to reduce the adverse impacts to water quality and aquatic habitat by the development of a stormwater management program, instituting the use of controls and measurable goals for the following six stormwater related *“Minimum Control Measures (MCM)”*

- **Public Education and Outreach MCM** – The Public Education and Outreach (MCM 1) requires the City to implement and evaluate a public education and outreach program that distributes educational materials to the community or conducts equivalent outreach activities about the impacts of polluted discharges on water bodies and the steps that the public can take to reduce pollutants in stormwater runoff to the maximum extent practical.
- **Public Participation / Involvement** – The Public Participation / Involvement (MCM 2) requires the City to develop, implement and evaluate a public participation program centered on the City's Stormwater Management Program and its annual report. Ongoing activities for public involvement may include advisory councils, watershed associations, committees, stewardship programs and other environmental related activities.
- **Illicit Discharge Detection and Elimination (IDDE)** – The Illicit Discharge Detection and Elimination (MCM 3) requires the City to develop, implement, enforce, and evaluate a program to detect and eliminate illicit discharges and improper disposal, including spills not under the purview of another responding authority, into the City's regulated MS4 area, to the maximum extent practicable.
- **Construction Site Runoff Control** – The Construction Site Stormwater Runoff Control (MCM 4) requires the development, implementation, and enforcement of a program to reduce, to the maximum extent practicable, pollutants in any stormwater runoff to the MS4 from construction activities that result in a total land disturbance of greater than or equal to one (1) acre and activities that disturb less than one (1) acre but are part of a larger common plan of development or sale that would disturb one (1) acre or more.
- **Post-Construction Stormwater Management** – The Post-Construction Stormwater Management (MCM 5) goal is to minimize water quality impacts from new development and re-development sites by ensuring the implementation of proper Best Management Practices and their long term maintenance.
- **Pollution Prevention / Good Housekeeping** – The Pollution Prevention / Good Housekeeping for Municipal Operations (MCM 6) requires the City to develop and implement a program for pollution prevention and good housekeeping for its municipal operations. It also requires the development and implementation of an employee training program designed to prevent and reduce stormwater pollutants, to the maximum extent practicable, in areas such as parks maintenance, fleet and building maintenance, new construction and land disturbances, stormwater system maintenance, and all other applicable municipal operations.

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[Home](#) | [Workshops](#) | [Watershed/Stream Restoration](#) | [Teacher's Corner](#)

Workshops

Information coming soon!



- Animal Shelter
- Parks & Recreation
- Schools & Churches
- Medical Facilities
- Utilities
- Community Development
- Senior Opportunities
- Library
- Public Works
- Human Resources
- Fire Department
- Police Department
- IT Department

- All About Daphne
- Tourism
- Bayfront Pavilion
- Civic Center

- Events Calendar
- News
- Notification Sign Up
- Photo Gallery
- Jubilee Breeze Magazine

- Finance / Revenue / Bids
- Building Departments
- Forms

- Emergency Alerts
- Preparedness
- Useful Phone Numbers
- Shelter Information
- Related Links
- Employee Notifications

- Mayor
- City Council
- Council Agenda
- Council Packet
- Ordinances
- City Clerk
- Committees
- Court



Daphne City Hall
 P.O. Box 400
 Daphne, Alabama 36526
 251.621.9000



Watershed/Stream Restoration

Information coming soon!

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Teacher's Corner

Information coming soon!

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[Home](#) | [Report Illegal Discharge](#) | [Press](#) | [Contact Information](#)

Report Illegal Discharge

Information coming soon!

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Press

Click [here](#) to sign up to receive Daphne Environmental Management updates and alerts!

News Articles

- [Algae Systems](#): working with Daphne Utilities to produce fuel from sewage

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Contact the Environmental Programs Manager

Information coming soon!

[back to top](#)

[Home](#) | [Brochures](#) | [Links](#) | [Documents](#)

Brochures

Information coming soon!

[back to top](#)

Links

- [Clean Water Future.com](#) : A public service campaign to help Alabamians learn more about stormwater runoff and its impacts; increase demand for stormwater management programs; and provide tools that empower Alabama residents to reduce polluted runoff in our waterways.

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Documents

- [2013 City of Daphne Stormwater Management Programs Plan](#)
- [City of Daphne MS4 Permit](#)

MS4 Phase II Annual Reports:

- [2013 Annual Report \(coming soon\)](#)
- [2012 Annual Report](#)
 - [Compliance Graph](#)
 - [MCM 1 Compliance](#)
 - [MCM 2 Compliance](#)
 - [MCM 3 Compliance](#)
 - [MCM 4 Compliance](#)
 - [MCM 5 Compliance](#)
 - [MCM 6 Compliance](#)
- [2011 Annual Report](#)

More coming soon!

[back to top](#)

MCM 1

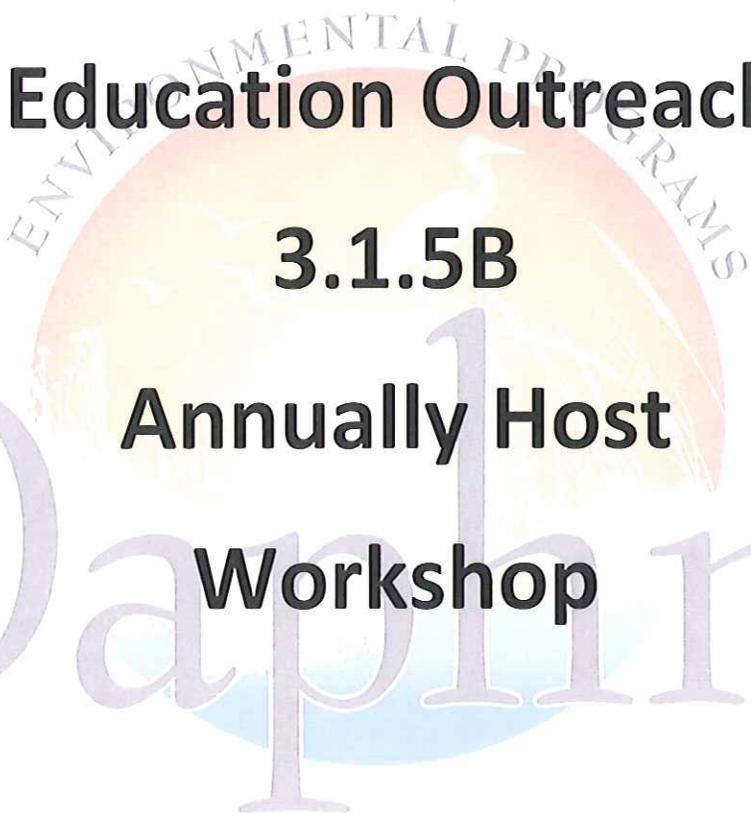
Education Outreach

3.1.5B

Annually Host

Workshop

Daphne



MCM 1 Education Outreach
3.1.5B Hosted or Sponsored Workshop

Title of Workshop	Date	Location
Earth Day	4/27/2013	Fairhope
The Citizens Guide to Coastal Restoration	5/16/2013	Daphne Library
Urban Stream Workshoop	11/14/13-11/15/13	Five Rivers
Community Resilience Assessment	12/4/2013	Daphne City Hall
Daphne Rain Barrel Workshop	12/13/2013	Daphne City Hall
Alabama Water Watch (AWW)	1/17-18/14	Five Rivers

EARTH DAY MOBILE BAY



EXHIBITOR

SPACE _____

Innovations Stream & Watershed Restoration
Spanish Fort, Alabama
5 Rivers Delta Resource Center, Blakeley Hall
November 14-15, 2013

November 14

- 8:00 am Registration
- 8:30 Welcome and Introductions
- 8:45 Overview Ecosystem Functions & Processes
- 9:30 Watershed Hydrology
- 10:15 Break
- 10:30 Tools for Restoration & Protection: Morphology, Structures, &
Vegetation
- 12:00 Lunch
- 1:00 Joe's Branch Case Study
- 2:00 Field Tour Depart for D'Olive Watershed Projects
 Joe's Branch Step Pool Conveyance Systems
 Daphne Sports Plex Gully Stabilization
- 5:00 Adjourn
- 6:00 Informal Dinner optional

November 15

- 8:00 am Watershed Restoration Case Studies
- 10:00 Break
- 10:15 Developing a Restoration System – Design Activity
- 12:00 Adjourn

Thank you ...

Workshop Sponsors:

Hydro-Engineering Solutions

Southern Excavating

Thompson Engineering, Inc.

*Workshop partners include City of Daphne, City of Foley,
Alabama Cooperative Extension System, Auburn
University, Mobile Bay National Estuary Program*

More information is available on the Alabama Cooperative
Extension System Water Resources web page:

www.aces.edu/natural-resources/water-resources/

“On the road to coastal resilience”



A Community Self-Assessment

*Understanding how prepared your
community is for a disaster*

Registration Form (please print, one person per form)

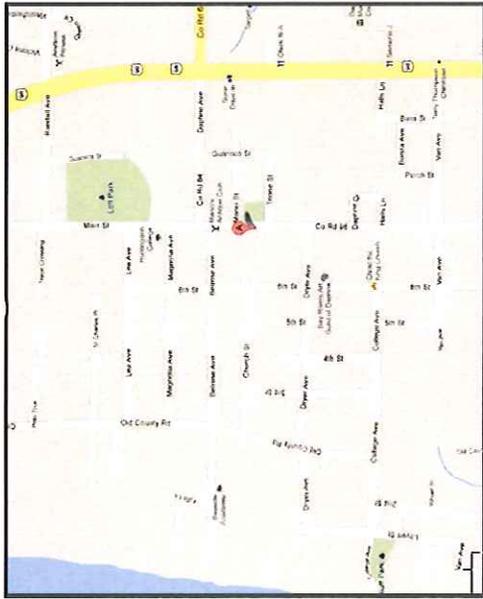
Name: _____
 Company: _____
 Address: _____
 City _____ ZIP _____
 Phone: _____
 EMAIL: _____

If you wish to complete a rain barrel to take home, you must register by: **Wednesday, Dec 11**
 It is necessary to RSVP in order that we can plan on having enough materials for all participants.
 Workshop cost is \$40 and includes one rain barrel, additional rain barrels are available for \$40 each.

- * You must be prepared to take your barrel home after the workshop
- * We do not sell rain barrels, barrels are provided only to workshop participants
- * Check or Money Order **MUST** be made payable to: **Auburn University**.

Please indicate how many barrels you plan to purchase: _____

Mail registration and Payment to:
 Coastal Alabama Rain Barrel Program
 Auburn Marine Center
 118 North Royal St
 Suite 800
 Mobile, AL 36602



Rain Barrel Workshop

Friday, December 13, 2013
 3:00 PM-5:00 PM



Friday, December 13th, 2013
 3:00 PM—5:00 PM
 Daphne City Hall
 1705 Main St.
 Daphne, AL, 36526

Presented by:
 Auburn University Marine Extension &
 Research Center

118 North Royal St.
 Suite 800
 Mobile, AL 36602
 Phone: 251.438.5690

Fax: 251.438.5670

For more details email Christian Miller
christian@auburn.edu

Daphne City Hall
 1705 Main St.
 Daphne, AL, 36526





Get Certified as a Coastal Water Monitor

Learn the principles of Alabama Water Watch and how to monitor and evaluate physical, chemical, and biological features of water at a two day workshop sponsored by the Mobile Bay National Estuary Program. This workshop is offered free of charge and qualifies for Continuing Education Units (CEUs) with Auburn University.

Training will include certification in the following:

Bacteriological monitoring: Detect levels of E. coli and other coliform bacteria in water as indicators of contamination. Determine if water is safe for drinking, swimming, and aquatic life.

Water chemistry monitoring: Test physical and chemical characteristics of water to determine pollution sources and long-term trends in water quality. Six parameters are measured and results can be compared with standards that define conditions for healthy waterbodies.

When:

Friday, January 17 6-9 PM

Saturday, January 18, 9 AM – 2 PM

2014

Where: 5 Rivers Delta Center

Contact

Christian Miller

251.438.5690

Christian@auburn.edu

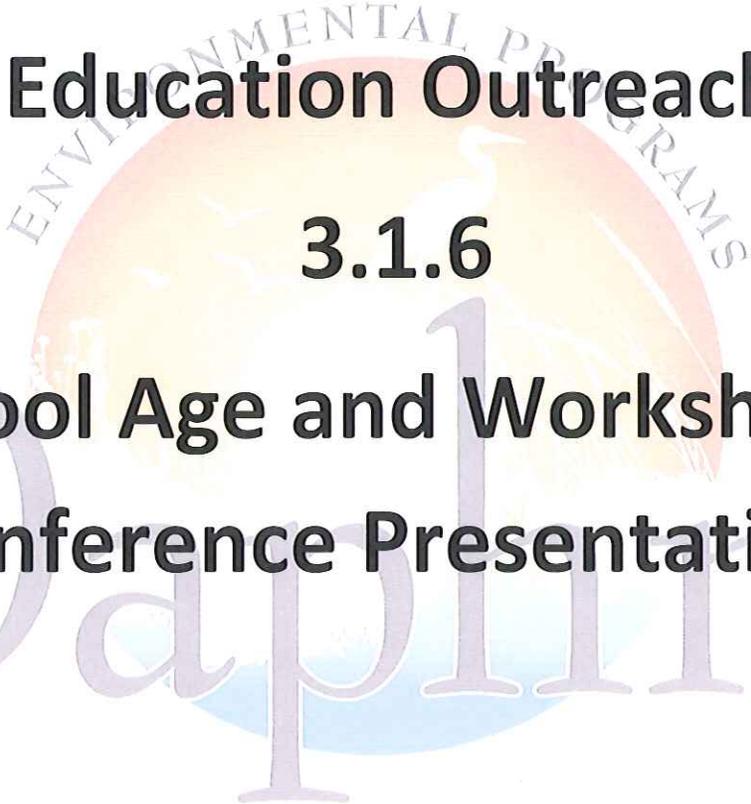
MCM 1

Education Outreach

3.1.6

School Age and Workshop & Conference Presentations

Dapline



MCM 1 Education Outreach

3.1.6 School Presentations

School Age Presentations	Date	Topic
STEMM Program- Snook Club	6/18/2013	Water Quality Training 5th-7th graders
Foley Environmental Camp	7/31/2013	Kids Environmental Camp-Tree Id, Wetland Plants
ES Chamber of Commerce Youth Leadership Program Environmental Field Trip	10/8/2013	Daphne Sports Complex Stream Restoration
Workshop or Conference Presentations	Date	Topic
Alabama Water Resource Conference	9/6/2013	Joe's Branch Watershed Project: The Value of Multijurisdictional Collaboration in Restoration and Management of Watersheds

STEMM Program

Summer 2013 Graham Creek Nature Preserve Week

Day 1 – Introduction, Program Overview & Hike

- Introduce group to Preserve, Staff and Week of Activities
- Discuss Flora, Fauna and Future Projects
- Pass out Journals to Record Activities
- Discuss Outdoor Classroom and Building Materials
- Hike 5 miles through Preserve collecting materials discussed (2/group collect 5 items)

Day 2 – Water Quality Day

Two Groups

Group 1 – Bug Assessment (2 hours)

Students will assess stream health after collecting & identifying “bugs”

Group 2 – Water Quality Testing (2 hours)

Students will test water quality with YSI probe, test kit and Turbidimeter

Day 3 – Birds

Two Groups

Group 1 – Construct Worm Bed (1.5 hours)

Tour Bird Rescue Facility (0.5 hour)

Group 2 – Disc Golf (1.5 hours)

Birdwatching and Identification (0.5 hour)

Day 4 – Butterflies & Bats

Discuss importance of bats, butterflies & bees

Construct Butterfly Garden with butterfly attracting plants

Build, Paint & Install Butterfly & Bat Houses

Day 5 – Trees & Soils

Two Groups

Group 1 – Tree Cookie Analysis (Age & Stressors); Turpentine Collection; Forestry

Prescribed Burning (2 hours)

Group 2 – Leaf/Needle Collection/Identification; Soils Probe and Activity (2 hours)



Baldwin County
MENTAL HEALTH CENTER

Ms. Campbell,

Thank you very much for inviting myself and my consumer attend the water sampling class on June 18, 2013. It was a very informative and fun class for my consumer. I know she learned a lot. Thank you for setting up the class and collaborating with my agency, in helping to expose my consumer of a future job interest of hers. Being able to work with the community in which we live in is a great way to show what types of jobs are available. I look forward to working with you again soon.

Thanks,



Rachel Marcinko, B.S.

Baldwin County Mental Health Center

Supported Employment Specialist

**Eastern Shore Chamber of Commerce
Youth Leadership Program Environmental Field Trip
October 8, 2013**

Key Concepts

A healthy economy is dependent upon a healthy environment.
Quality of life on the eastern shore is directly tied to water quality.
Environmental projects and programs rely on diverse partnerships, with contributions from a variety of career fields and industries.

Schedule

Time	Activity	Guest Speakers
8:00	Meet in Daphne, Load Bus	
8:30	Restoration Site visit –Yancey Branch Topics: Riparian Restoration, Collaboration	Ashley Campbell – Environmental Services Manager, City of Daphne
9:30	Load Bus	
10:00	Arrive at Weeks Bay National Estuarine Research Reserve Topics: General Ecology, Land Conservation, Stormwater, Introduction to Water Quality Testing & Seining	Ben Raines – Executive Director, Weeks Bay Foundation Michael Shelton – Coastal Training Programs Coordinator, WBNERR
11:15	Lunch – catered by Sweet Olive Topics: Sustainable Business, Environmental Law	Jennifer Haffner – Owner, Sweet Olive Bakery Michele Kane – Attorney
12:15	Load Bus	
12:30	Restoration Site visit - 100-1000 Restore Coastal Alabama Pelican Point Oyster Reef Topics: Marsh/Reef Restoration Activities: Water Quality Testing, Seining	Jeff DeQuattro/Mary Kate Brown – The Nature Conservancy Michael Shelton – Coastal Training Programs Coordinator, WBNERR (activities)
2:00	Load Bus, Return to Daphne Meeting Location (2:45)	

Alabama Water Resources Conference

Session Topics and Presenters

Concurrent Session Six	Friday, 10:45 a.m. – 12:00 p.m.	Salon E	Session Six (A): Agricultural/Forestry Water Issues <i>Session Chair: Samuel Fowler, Water Resources Center, Auburn University</i>
			<i>Modeling the Impact of Irrigation on Nutrient Export from an Agricultural Field in the Southeastern United States</i> , Walter Ellenburg, University of Alabama in Huntsville
			<i>Gridded Crop Model Results & Analysis of the Flash Drought in Alabama during the 2012 Growing Season</i> , Cameron Handyside, University of Alabama in Huntsville
			<i>Wastewater Management at an Animal Protein Rendering Facility</i> , Joseph Hess, Auburn University <i>Conversion of Forest to Urban Land Cover in Aquifer Recharge Zones: Influences on Drinking Water Quality and Willingness of Residents to Accept Payments for Water Quality Services</i> , Lauren Behnke, Auburn University
		Salons F-H	Session Six (B): Joe's Branch Watershed Project <i>Session Chair: Patti Hurley, Alabama Department of Environmental Management</i>
			<i>Utilizing Financial and Technical Resources to Improve Water Quality in Alabama (Joe's Branch Watershed)</i> , Patti Hurley, Alabama Department of Environmental Management
			<i>Joe's Branch: The Value of Multijurisdictional Collaboration in the Restoration and Management of Watersheds</i> , Ashley Campbell, City of Daphne
			<i>Design and Construction of a Step Pool Storm Conveyance (SPSC) System on an Unnamed Tributary to Joe's Branch, D'Olive Bay Watershed, Baldwin County, Alabama</i> , Emery Baya and Wade Burcham, Thompson Engineering <i>Joe's Branch Sediment Transport and Water Quality: Impacts of an Innovative Stream Restoration Project</i> , Marlon Cook, Geological Survey of Alabama
		Sand Castle I	Session Six (C): Stormwater Management <i>Session Chair: Glenda Dean, Alabama Department of Environmental Management</i>
<i>The City of Auburn, Alabama's Outfall Reconnaissance Inventory Program – A Low Cost and Effective MS4 Best Management Practice (Program Update)</i> , Daniel Ballard, City of Auburn			
<i>Vegetative Filter Strip Performance for Cost-Effective Roadway Runoff Treatment</i> , Cecil Bernhard, University of South Alabama			
<i>Design of Underground Storage Tanks Involving Water Collection for Water Reuse of Irrigation Purpose: A Case Study for the Campus Green Area of UAB</i> , Zhuo Li, University of Alabama at Birmingham <i>Stormwater Management in Alabama: Penny Wise, Pound Foolish and Violating the Public Trust</i> , Michael Mullen, Choctawhatchee Riverkeeper			

**Alabama Section of the American Water Resources Association
Symposium Program**

Wednesday, September 4, 2013

Theme: Water and Economic Development

10:00 a.m.	Registration	Registration Open – (Lobby)
1:00 p.m. - 1:05 p.m.		Introduction & Welcome – (Salons E-H) Stan Cook, President, AWRA Alabama Section
1:05 p.m. - 1:10 p.m.		Symposium Introduction – (Salons E-H) Todd Boatman, President Elect, AWRA Alabama Section
1:10 p.m. - 1:35 p.m.		<i>The Importance of Alabama's Agricultural Sector</i> , Bill Batchelor, Auburn University and Alabama Agricultural Experiment Station
1:35 p.m. - 2:00 p.m.		<i>The Role of Water in Alabama's Economic Development</i> , Greg Canfield, Alabama Department of Commerce (invited)
2:00 p.m. - 2:25 p.m.		<i>Economic Impact of Recreation in Alabama</i> , Tom Allen, Southwick Associates
2:25 p.m. - 2:50 p.m.		<i>Water, Power and Commerce in Alabama</i> , Kenneth Novak, Alabama Power Company
2:50 p.m. - 3:10 p.m.		Break (Ballroom Foyer)
3:10 p.m. - 3:35 p.m.		<i>The RESTORE ACT and other Economic Opportunities</i> , Susan Rees, U.S. Army Corps of Engineers, Mobile District
3:35 p.m. - 4:00 p.m.		<i>Alabama's Port and Its Economic Value to the State</i> , Jimmy Lyons, Alabama Port Authority
4:00 p.m. - 4:45 p.m.	Panel Discussion	
5:30 p.m. - Until	Social and Dinner (Flora-Bama) (Casual/Beach Attire)	

2013 Sponsors

Alabama Coal Association
Alabama Farmers Federation
Alabama Power Company
Alabama Pulp and Paper Council
AMEC Environment and Infrastructure
Auburn University Center for Forest Sustainability
Balch & Bingham, LLP
Cahaba Consulting, LLC
Cawaco Resources Conservation Development Council
CH2M Hill
Hach Hydromet
Kleinschmidt – Energy & Water Resource Consultants
PowerSouth Energy
Woolpert

**Alabama Water Resources Conference
Program Overview**

Thursday, September 5, 2013			
7:30 a.m.	Registration Open (Lobby) and Continental Breakfast (Ballroom Foyer)		
8:00 a.m. - 8:40 a.m.	Welcome & Introduction (Salons E-H) Brian Atkins, Chairman, Conference Organizing Committee Keynote Presentation (Salons E-H) Dr. Berry H. (Nick) Tew, Jr., State Geologist, Geological Survey of Alabama, <i>Alabama's Water Future: The Role of Scientific Assessments</i>		
8:40 a.m. - 9:10 a.m.	Alabama Water Agencies Working Group (AWAWG) Update (Salons E-H)		
9:10 a.m. - 9:20 a.m.	Break (Ballroom Foyer)		
	Salon E	Salons F-H	Sand Castle I
9:20 a.m. - 10:30 a.m.	Concurrent Session One		
	Deep Water Horizon Oil Spill Research/Recovery/Other	Watershed Assessment & Management	Water Policy and Law
10:30 a.m. - 12:00 p.m.	Concurrent Session Two		
	Water/Energy Issues	Coastal Issues	Groundwater Issues
12:00 p.m. - 1:30 p.m.	Lunch (Grand Point)		
1:30 p.m. - 3:00 p.m.	Concurrent Session Three		
	Economic Development	Water Quality and TMDLs	GIS and Water Management I
3:00 p.m. - 3:15 p.m.	Break (Ballroom Foyer)		
3:15 p.m. - 4:45 p.m.	Concurrent Session Four		
	Water Supply Management/Planning	Riparian and Aquatic Ecosystems	GIS and Water Management II
5:00 p.m. - 5:30 p.m.	AWRA State Section Business Meeting (Salons E-H)		
5:30 p.m. - 7:00 p.m.	Social Hour and Poster Presentations (Salons E-H) Refreshments are courtesy of corporate sponsors.		

Friday, September 6, 2013			
7:30 a.m.	Continental Breakfast (Ballroom Foyer)		
8:00 a.m. - 8:50 a.m.	Keynote Presentation (Salons E-H) Introduction by Brian Atkins, Chairman, Conference Organizing Committee Keynote Address, Governor Robert Bentley Student poster presentation competition award (Salons E-H)		
	Salon E	Salons F-H	Sand Castle I
9:00 a.m. - 10:30 a.m.	Concurrent Session Five		
	Conservation/Stewardship/Sustainability	Remediation/Restoration/Mitigation	Public Involvement in Water Management
10:30 a.m. - 10:45 a.m.	Break (Ballroom Foyer)		
10:45 a.m. - 12:00 p.m.	Concurrent Session Six		
	Agricultural/Forestry Water Issues	Joe's Branch Watershed Project	Stormwater Management
12:00 p.m.	Conference Adjourns		

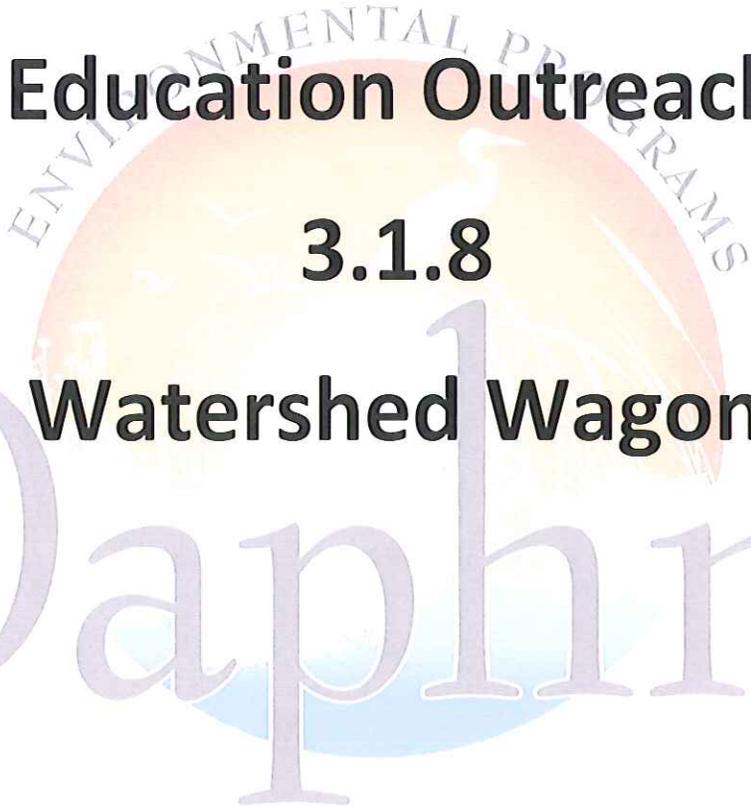
MCM 1

Education Outreach

3.1.8

Watershed Wagon

Daphne

The logo for Daphne Environmental Programs is centered in the background. It features a stylized globe with a sun rising over the top half. The sun is depicted with rays and a bright yellow and orange gradient. The globe is shown in shades of blue and green. The text "ENVIRONMENTAL PROGRAMS" is written in a light purple, serif font, arching over the top of the globe. The word "Daphne" is written in a large, light purple, serif font across the bottom of the globe.



DRUG ABUSE RESISTANCE EDUCATION

Megan McCrory

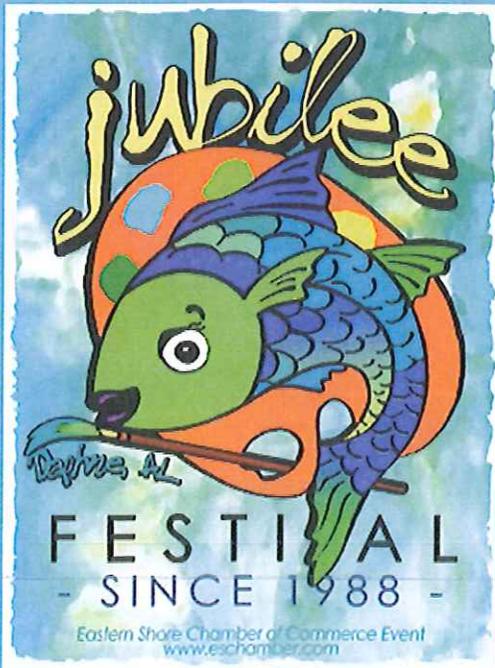
Selected as State of Alabama Representative of
D.A.R.E. Youth Advisory Board



Pictured: L to R Mayor Dane Haygood, Headmaster Peter Huestis, Chief David Carpenter, Sgt. Robin Snider, Student Counselor Andrea Napiontek, and Megan McCrory.

Megan McCrory was selected to represent the State of Alabama by serving on the D.A.R.E. (Drug Abuse Resistance Education) Youth Advisory Board. She was selected because of her good citizenship, good character, community, and school involvement. The Youth Advisory Board was initiated by D.A.R.E. America in year 2000 and is composed of 50 members- one student per State in the United States. Students are selected through a state-wide search. The Youth Advisory Board gives D.A.R.E. graduates an opportunity to speak on issues impacting the national and worldwide D.A.R.E. program and to advise D.A.R.E. America and local D.A.R.E. programs, government and community leaders on drug and violence prevention strategies beneficial to our youth.

In addition, the Youth Advisory Board is a working board, leading Peer PLUS Programs (after school programs for youth in their communities where there is interest), engaging in letter writing and media response, as well as role modeling and speaking at D.A.R.E. functions with their states. Members of the Youth Advisory Board are eligible to compete for the \$20,000 D.A.R.E. America Scholarship upon their graduation from high school. Megan attends Bayside Academy and will work with youth in her community and state-wide. She will also travel to meet the other Youth Representatives from other states.



Jubilee!

The 25th Annual Jubilee Festival, an Eastern Shore Chamber of Commerce event, is scheduled for September 28th and 29th, 2013. The Jubilee Festival Organizing Committee is planning for a banner event this year.

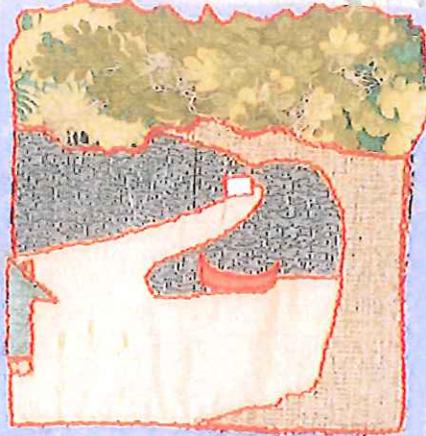
The juried art show takes place on Main Street (Scenic 98) in Olde Towne Daphne, in front of City Hall and in Centennial Park. There is no admission and the festival will be going on 10 am until 5 pm each day.

The Jubilee Festival will feature more than 85 of the finest artists and craftsmen in the region. Expected are approximately 30,000 patrons to attend this year. In addition to the wonderful art you can also find a delicious assortment of unique festival foods.

For more information call the Eastern Shore Chamber of Commerce at (251) 621-8222 or visit www.eschamber.com.

The Jubilee Breeze

VOLUME 26 • JUNE - DECEMBER 2013



www.daphneal.com

MCM 1

Education Outreach

3.1.9

MS4 NEMO

Video Presentation



MCM 1 Education Outreach
3.1.9 NEMO Training

Name	Political Role	Date Video Shown
Dane Haygood	Mayor	Watched via email
John Lake	Council	2/10/2014
Ron Scott	Council	2/10/2014
Robin Lejuene	Council	2/10/2014
Randy Frye	Council	2/10/2014
Tommie Conaway	Council	2/10/2014
Pat Rudicel	Council	2/10/2014
Joe Davis III	Council	2/10/2014
Larry Chason-Chairman	Planning Commission-Chairman	3/19/2014
Ed Kirby-Vice Chairman	Planning Commission-Vice Chairman	3/19/2014
Don Terry-Secretary	Planning Commission-Secretary	3/19/2014
Chief White	Planning Commission	3/19/2014
Ron Scott	Planning Commission	absent
Hudson Sandefur	Planning Commission	3/19/2014
Charles Smith	Planning Commission	absent
Monty Montgomery	Planning Commission	absent

**CITY OF DAPHNE
CITY COUNCIL WORK SESSION AGENDA
1705 MAIN STREET
DAPHNE, AL
FEBRUARY 10, 2014
6:30 P.M.**

- 1. PRESENTATION: JOSH ROBERTS / RIVIERA UTILITIES /
UTILITIES 2014 VEGETATION MANAGEMENT**

- 2. PRESENTATION MS-4 STORM WATER MANAGEMENT
EDUCATION / ASHLEY CAMPBELL**

- 3. DISCUSS: ANYTHING ELSE DEEMED NECESSARY**

- 4. ADJOURN**

ACTION ITEMS FROM RETREAT FOR UPDATE

1. Strategic Plan
2. Annexation
3. Grant writing
4. ~~Pay-scale Adjustment~~
5. Explore Nicholson Center maintenance and equipment timeline
6. Work with Village Point Foundation to procure Public/Private Partnerships for a Cultural Cent and Amphitheater
 - a.) A Council liaison will work with them in this endeavor

City Council Work Session

February 10, 2014

Non-point Source Education for Municipal Officials (NEMO)

Introduction Municipal Separate Storm Sewer System MS4-All conveyances from pipes to ditches...we are responsible for what enters our watersheds.....

9-year with the City we gone from just submitting dates to what you see in front of you

September 2001...Designated as a Phase 1 MS4 we were drug in with Mobile.....100,000+

In 2011 City was re-designated from a Phase 1 Large Municipality to a Phase 2 MS4

New ...Stormwater Management Program Plan SWMPP 2012

Goals-Proposed-Achieved-Are they really working?

Examples

NEMO MCM 3.1.9

Illicit Discharge Ordinance MCM 3.3.3E

With that said....lets watch our videos.....

MS4 Video

Joe's Branch Video

Wrap-up

Questions

MS4
MUNICIPAL SEPARATE
STORM SEWER SYSTEM

Understanding Your
Stormwater Management Plan



DVD

© 2014 Mobile Bay NEP

MCM 1

Education Outreach

3.1.10A

**Create a Clean Water Future
Campaign**

Daphne



Media Packet

1. Tool Kit Intro
2. Press Release Template
3. Talking Points
4. Social Media 101
5. Fact Sheet
6. Pocket Guide
7. Print Ads

CD CONTAINS:

- Pocket Guide PDF
- Print Ads PDF
- Radio Ads
- Television Ads
- Logos

The Create a Clean Water Future Toolkit

Overview - The following document is a brief overview of the contents and recommended uses for the *Create a Clean Water Future* media toolkit. The goal of the toolkit is to provide CAST member organizations with templates, language and guidelines that will help your teams promote the CCWF campaign to the public without having to create the materials from scratch. The toolkit elements will also help ensure consistency of key campaign messages and positioning while still allowing CAST members to customize resources. You can and should customize the toolkit materials to reflect information, facts and wording that will resonate with your local audiences.

Timing – Some of the materials, like the press release template, are meant to be used to promote the launch of the campaign. Other materials, like the key message document, will be helpful to your team on an ongoing basis.

The CCWF Toolkit contains the following elements:

- **Press Release template** – Please customize and use the press release template to garner media attention for the CCWF campaign in your community.
- **CCWF Talking Points** – This document should be your go-to resource when talking or writing about the CCWF campaign including media interviews, blogs, member outreach and as a resource for social media content. It contains the approved key messages and positioning developed through the combined input and efforts of the CAST team.
- **Social Media Guidelines** – For those of you not already using social media to its fullest potential, this is an overview of social media platforms and ways you can use them to promote CCWF and your own initiatives.
- **CCWF Fact Sheet** – This document contains helpful facts, figures and definitions related to stormwater and the Create a Clean Water Future campaign. It is meant to be used with media or other contacts who want to know more about stormwater runoff and Alabama's unique water resources. Adding local facts or relevant terminology will make this document even more useful for your audiences.
- **CCWF Customizable Pocket Guide** – This version of the downloadable pocket guide found on www.cleanwaterfuture.com is meant to be customized with your logo and local resources to use at events or with your constituencies. A customizable PDF version can be found on the enclosed CD.



The Create a Clean Water Future Campaign and Stormwater Talking Points

The following document is your go-to resource to use anytime you are at a loss for words when it comes to writing or talking about The Create a Clean Water Future Campaign or issues regarding polluted stormwater. Here's how it works:

- Words to use – The first section of the document outlines some great words to help describe Alabama's connection to its amazing waterways and everyone's role in protecting them.
- What? Why? and How? – Because we know sometimes the simplest questions are the hardest to answer, we've organized key message points as answers to commonly asked questions. Under each message you will see bulleted supporting details. These expand on the main idea in each key message. In addition to the supporting details we've provided, please substitute or include facts that pertain to your community or region. We've provided multiple supporting points for each message as examples and options from which to choose. Just use what you need or select what is most appropriate for a particular situation.

Key Words & Phrases

Heritage, Legacy, Community, Family, Ours, Connection, Future Generations, Action

Campaign Tagline

Create a Clean Water Future

Create a Clean Water Future Messaging and Positioning

For the Campaign, we've grouped everything into one message answering the What? Why? and How? of the *Create a Clean Water Future* initiative.

***Create a Clean Water Future* is a public service campaign to help residents of Alabama learn more about stormwater runoff and its impacts; increase demand for stormwater management programs; and provide tools that empower Alabama residents to reduce polluted runoff in our waterways.**

- The *Create a Clean Water Future Campaign* focuses on the serious issue of polluted stormwater runoff in Alabama's creeks, streams, rivers and bays and the simple steps Alabama's citizens can take to help solve the problem.
- The public awareness and action campaign includes public service announcements, user-friendly online resources and information, and take-action tools.
- The campaign was developed through the collaborative efforts of community leaders and organizations from across Coastal Alabama including ...
- Visit www.cleanwaterfuture.com for information, resources and take-action tools.

How?

Stormwater runoff in coastal Alabama's waterways is a problem that individuals, communities, and organizations can fix by taking action and working together.

If you love to eat Alabama seafood, play or work on Alabama's waters, or want to protect the health of your family and community, become involved in creating a clean water future today. There are three easy ways to become part of the solution.

- **Step up** – Whether it's on the boat, in the backyard, or on a walk with the dog, taking simple steps every day to keep pollutants and toxins out of our waterways can have a huge impact. Local and regional businesses and industries also play a major role in making sure Alabama's waters stay clean for future generations.
- **Speak up** – Let your voice be heard with local officials, policymakers, and the media. Remember, their job is to serve the best interests of the community.
- **Follow up** – If you see trash, erosion, or other signs of stormwater runoff, report it to local environmental and regulatory organizations.
- **Visit** www.cleanwaterfuture.com for information, resources and take-action tools.

How to create an account: Visit www.twitter.com and fill out the four questions. That's it – you have a Twitter account!

Retweet - A retweet is when someone on Twitter sees your message and decides to re-share it with his/her followers. A retweet button allows them to quickly resend the message with attribution to the original sharer's name.

Posting a photo on Twitter:

- Visit Twitpic website - <http://twitpic.com/>
- Click the button to **sign in with Twitter** unless you wish to create a new Twitpic account.
- After signed in click the **Upload photo** link.
- Browse to where the photo is you wish to upload.
- Add a message with the photo if you wish and then click the **Upload** button.

Using **hashtags** - A hashtag is a tag used on Twitter as a way to annotate a message and organize your conversation with others tagging the same word. A hashtag is a word or phrase preceded by a “#.” Example: #yourhashtag. Hashtags are commonly used to show that a tweet, a Twitter message, is related to an event or conversation, online or offline. For instance, some hashtags that you might find useful are #createacleanwaterfuture, #stormwaterrunoff, or #Alabama.

Rules:

1. Think before your tweet.
2. Keep tweets about the greater good for the organization/campaign.
3. Just like the key to real estate is ‘location, location, location,’ the secret to social media success is ‘photos, photos, photos!’ Post photos of:
 - Volunteers
 - Polluted waters
 - Events
 - Pocket guide ideas in action
4. Try to keep your posts to 126 characters. Even though the limit is 140, leaving a few characters off will allow people to retweet your message without some words in the message getting cut off.

Flickr

Flickr is a social network for online picture sharing. The service allows users to store photos online and then share them with others through profiles, groups, sets, and other methods.

You can start a photo gallery on Flickr with images from your organization. You can link directly from other social media sites to Flickr so people can see the photos you post. The photos can be anything from grand opening photos and new donations to special events and volunteers.

YouTube

YouTube is a video-sharing website on which users can upload, share, and view videos. YouTube is the largest video sharing site in the world.

Ideas on using YouTube:

- Create a YouTube Channel for your organization. It's simple – just visit the site and register for a free channel.
- Load videos onto your channel. Events and inspirational volunteer videos are good places to start.
- You can link to your YouTube channel from Facebook and other social media sites. This will give people a way to see all your content from their feed.

Social media glossary:

Blog - Blog is a word that was created from two words: “web log.” Blogs are usually maintained by an individual or a business with regular entries of commentary, descriptions of events, or other material such as graphics or video.

Blogger - Blogger is a free blogging platform owned by Google that allows individuals and companies to host and publish a blog typically on a subdomain. Example: yourblogname.blogspot.com

Chat - Chat can refer to any kind of communication over the Internet but traditionally refers to one-to-one communication through a text-based chat application commonly referred to as instant messaging applications.

Foursquare - Foursquare is a social network in which friends share their locations and connect with others in close physical proximity to each other. The service uses a system of digital badges to reward players who “check in” to different types of locations.

Handle – your personal name or username on social media platforms. You use it with an @ before the username, so for example: @janesmith. When you use a handle, whatever you posted will show up on that person's social media newsfeed.

HootSuite - HootSuite is a social media management system that helps brands streamline campaigns across social networks such as Twitter, Facebook, LinkedIn, and Google+ Pages. Teams can collaboratively monitor, engage, and measure the results of social campaigns from one secure, web-based dashboard.

Klout - Klout is a measure of social influence. The service allows users to connect various social accounts such as Facebook, Flickr, YouTube, etc., and then provides every user with his or her Klout score. The score is out of 100--the higher the score, the more influence you have on the social world.

Tumblr - Tumblr lets users share content in the form of a blog. Users can post text, photos, quotes, links, music, and videos from your browser, phone, desktop, or email.



Coastal Alabama Stormwater Team

Create A Clean Water Future Ad Campaign

September 2013

Television

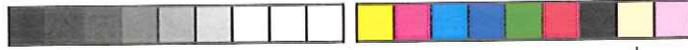
WKRK: 112 paid ads; 301,050 viewers
FOX: 39 paid ads; 828,400 viewers*
WMPI: 82 paid ads; 117,727 viewers

Radio

92ZEW: 56 paid ads (515,000 people in listening area)
95KSJ: 56 paid ads plus 56 ads streaming on IHeartRadio.com (515,000 people in listening area, plus 30 million registered users of IHeartRadio)

Print

Mobile Bay Monthly (Sept & Oct, full-page): 105,000 readers per issue
Lagniappe (four issues, half-page): 48,801 readers per issue





Daphne

ALABAMA

The Jubilee City

Our Generation is doing this.



Actual Dog River Trash Jam 2011

Let's un-do it for the next one.

Rain is good. Rain plus pollution isn't.

Today individuals, families and businesses are making a real difference in curbing harmful stormwater runoff.

The problem starts when rain rushes over roofs, roads and parking lots collecting trash and pollution. This pollution winds up in our streams, rivers and bays.

The good news is there are many simple ways we can all help eliminate the litter, vehicle leaks, landscape clippings and other pollutants that are poisoning our waterways.

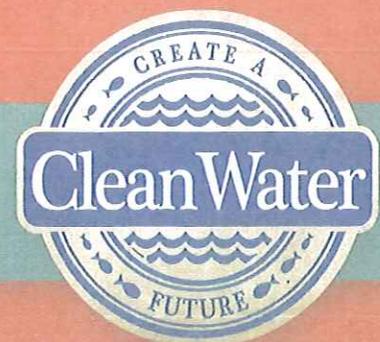
Living in beautiful Mobile and Baldwin Counties is a gift. Let's be sure and pass that gift to future generations.



**CREATE A CLEAN WATER
FUTURE TODAY!**

Visit CleanWaterFuture.com
to download your free
Clean Water Pocket Guide!

Visit CleanWaterFuture.com
to find out how you can help.





Bag your grass clippings for pick up.

Fix all vehicle fluid leaks.

Wash your car off the driveway.

Don't litter, stow your trash.

These simple steps will restore and preserve our waterways for generations to come!

Rain is good. But when rain rushes over roofs, roads, fields, lawns & parking lots it collects trash and pollution. This pollution winds up in our streams, rivers and bays.

The good news is we can clean it up right now! Simple steps we can all take will help eliminate pollutants that are poisoning our waterways and threatening our future.

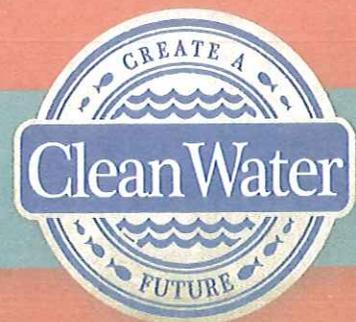
Join individuals, families and businesses that are making a real difference in curbing harmful stormwater runoff.



CREATE A CLEAN WATER FUTURE TODAY!

Visit CleanWaterFuture.com to download your free Clean Water Pocket Guide!

Visit CleanWaterFuture.com to find out how you can help.



3.3.10 Create A Clean Water Future Campaign Novelty Items

Date	Event	Water Bottles	Pens	Frisbees	Rulers	Pencils	Coloring Books	Sticky Notes	Bags	Recycle Bookmarks
11/12/2013	CAST Meeting CWF	20	20	10	5	0	0	0	0	0
11/14-15/13	Stream Restoration	50	50	25	25	0	0	0	0	0
12/4/2013	Community Resilience	5	25	5	0	25	0	0	0	0
12/10/2013	DWWG	5	25	5	0	25	0	0	0	0
3/21/2014	Science Fair Gifts	6	10	6	6	10	0	15	6	0
3/24/2014	JLN	0	0	0	0	25	25	28	0	50