

Publicity Plan for Public Involvement/Participation

City of Alcoa, Tennessee

Permit No. TNS075132

Part 4.2.2 of the small MS4 permit requires the City to develop and implement a program for public involvement and participation as a component of the City's stormwater management program. The objective is to promote, publicize, and facilitate citizen's participation in the development and implementation of the stormwater management program to reduce the discharge of pollutants. The permit requires the program to reach two major audiences: (1) the public; and (2) the commercial and development community. Parts 4.2.2.1 and 4.2.2.2 of the permit establish the management measures that must be addressed for each audience, as well as the measurable goals and annual report requirements for activities performed by the City. A publicity plan for public involvement and participation opportunities is also a requirement.

This document comprises the City's publicity plan. Table 4 presents the minimum requirements of the public involvement /participation program and how the City intends to address each requirement. Tables 5 and 6 present the activities the City will perform to address the management measures for both audiences. Each table identifies the number of activities required (as stated by the measurable goal established in the permit) and describes the activity(s) to be implemented by the City to meet the measurable goal for the major audience. For each activity, the tables further provide the frequency and schedule, management measure(s) addressed, and the documentation to be kept/provided by the City to meet the permit's Annual Report requirements. The last rows of each table provide an accounting of the number of activities to be performed and the number of times each management measure is addressed.

As indicated by the City's Notice of Intent, the City population as of the effective date of the NPDES small MS4 Permit (September 1, 2022) is 11,375. This population was used to determine the measurable goal (i.e., number of activities) as required by the permit.

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Table 4. Activities to be Implemented to Address the Minimum Requirements for Public Involvement and Participation

The minimum requirements of the public involvement/participation program as established in Part 4.2.2 of the permit are listed in the light grey rows with the character bullet (a, b, c, etc.) used in the permit.

Activity Title	Description	Frequency	Schedule	Required Documentation	Public Notice Required?
a. Specific public involvement/participation activities that are designed to meet the management measures					
b. Schedule/calendar of events for each year					
e. Publicity plan for public involvement and participation opportunities by methods designed to reach the intended audience					
Publicity Plan	Tables 5 and 6 of the City's publicity plan will describe the activities/methods, frequency, and schedule the City will implement to meet the management measures of Part 4.2.2 of the permit.	One time	By January 1, 2024	Copy of the written publicity plan	No
c. Methodology to evaluate components to assess overall effectiveness and the need for improvement					
Stormwater Management Program Evaluation	In keeping with Part 4.6.2 of the permit, the City's Stormwater Management Program will be evaluated annually to assess overall effectiveness and any needs for improvement during the preparation of the City's Annual Report. The evaluation will be based on the achievement of the required management measures and documentation/reporting requirements.	Annual	July 1 to June 30 of each year	Narrative descriptions in the Annual Report that summarize: <ul style="list-style-type: none"> the evaluation of program components and corresponding City activities as identified in the NOI; modifications or replacement of ineffective activities; modifications and improvements for the next reporting period. 	Yes (for major program changes only*)
d. A mechanism for citizen reporting of illegal spillage, dumping, or otherwise illicit disposal of materials into the MS4 system					
IDDE Reporting Mechanisms	See Publicity Plan Table 5, Activity 3 and PIE Plan, Table 3, Activity 3				
f. Create opportunities for the public to participate in the decision-making process for developing, implementing, and updating the stormwater management program					
h. Develop and implement a public notice process in accordance with subpart 4.4.1 (of the permit)					
Public Access to Program Records	The City will provide copies of the Stormwater Management Plan (SWMP) and most recent Annual Report on the City website.	Daily	Throughout each year	The City's SWMP and Annual Report are on the City's website.	No

Activity Title	Description	Frequency	Schedule	Required Documentation	Public Notice Required?
Public Review of the Stormwater Management Program	The City will provide notice to the public for review of the Stormwater Management Program, via the SWMP and any written plans posted to the City website, and include contact information, mechanisms, and a deadline for receipt of comments. Once the review period has ended, the City will compile comments and post responses on its website in a timely manner. Any changes made to the program as a result of this process will be documented as required by the permit.	One Time	Summer 2024	Permit Year 2 Annual Report: <ul style="list-style-type: none"> • A copy of the public notice • Compilation of public comments with City responses • List of changes to the program resulting from public comments Permit Years 1, 3, 4, and 5 Annual Report <ul style="list-style-type: none"> • Indicate that the program is not placed on public notice 	Yes (Permit Year 2 only)
Public Notice for Major Program Modifications	The City will implement formal public notice as described in the SWMP for major modifications to the stormwater management program. TDEC-DWR shall be included in the distribution list for public notice at water.permits@tn.gov . All comments and questions provided by the public will be documented, along with City responses.	Only when major program changes are made		<ul style="list-style-type: none"> • Identify whether changes are made to program elements • Description of added and replaced minor modifications • Descriptions of added facilities covered under the permit • Description(s) of major modifications 	Yes (for major program changes only*)
g. Mechanisms, procedures, and processes for public access to information on new development and redevelopment (construction) projects and for receiving and considering comments from the public on those new development and redevelopment projects					
Public Access to Projects	The City will receive requests and comments by the public for access to information on new development and redevelopment projects via the following mechanisms: <ul style="list-style-type: none"> • calls placed to City offices • links on the City website to the City’s Stormwater Program Manager • public meetings as appropriate 	Regular business hours and public meetings held monthly	Every weekday excluding holidays Public meeting schedule located on City website	<ul style="list-style-type: none"> • Yes/No whether information for all construction site projects accessible to the public • Number of comments received from the public on construction site projects • Yes/No whether all comments from the public on construction site projects are considered • Comments received & City responses. 	No

* Per Part 4.4.1 of the permit, major program changes are those that subtract BMPs, SCMs, components, controls, or requirements of the Stormwater Management Program once it has been clearly demonstrated that even with the elimination of the component, the Program will continue to achieve a reduction in pollutants and shall not cause or contribute to the violations of State water quality standards in the receiving stream.

Table 5. Public Participation/Involvement Activities to be Conducted for the General Public

Alcoa is required to conduct and/or sponsor a minimum of one activity annually that addresses EACH of the management measures listed below:								
j. Conduct activities to address pollution prevention applicable to everyday citizen activities k. Conduct activities to emphasize how common everyday actions impact water quality (or activities that address other local stormwater management issues) l. Conduct activities on the storage, use and disposal of household hazardous waste, automotive related fluids, pesticides, herbicides, and fertilizer use m. Conduct activities on identifying and reporting of illicit connections/discharges, sanitary sewer overflows, spills, etc.								
	Activity Title and Description	Frequency	Schedule (approx.)	Management Measures Addressed				Required Documentation
				j	k	l	m	
	Creek Cleanups The City provides monetary and in-kind support to Keep Blount Beautiful (KBB) for an annual stream cleanup event along streams in Maryville, Alcoa, and Blount County. The City’s Sanitation Department picks up collected trash for disposal.	Dates to be determined by KBB	Annually	✓	✓	✓	✓	The City will report: <ul style="list-style-type: none"> • Description(s) and intent of events held • Date(s) events were held • City contribution to event (monetary or in-kind services) • Approximate # of people reached per event
	Waterfest Waterfest is an annual water education event for 3rd graders. Waterfest takes place at the Eco Center and features stations hosted by various organizations. Students rotate through the stations to learn about water quality, stormwater runoff, water treatment, watersheds, and more. www.keepblountbeautiful.org	Annual	Date to be determined by KBB	✓	✓	✓		The City will report: <ul style="list-style-type: none"> • Description and intent of the event and information provided to participants • date the event occurred • City contribution to event (monetary or in-kind services) • approximate # of people reached

<p>Illicit Discharge Reporting Mechanisms The City will maintain multiple mechanisms for reporting of suspected illicit discharges by citizens and City staff:</p> <ul style="list-style-type: none"> • a link on the City's website for the Stormwater Hotline • via general email to the City (provided on the City's website) • via phone calls to the City's Stormwater Management department or City offices in general • <i>(for City employees)</i> via the reporting mechanism established in Table 3, Activity 3 of the City's PIE Plan. 	Daily	Throughout year				✓	<p>The City will report:</p> <ul style="list-style-type: none"> • Number of suspected illicit discharges and illegal dumping issues during the permit year • The reporting mechanism used for each report (reported by public or City staff) • The City's response, investigations, and outcomes for each suspected discharge (as required in Part 4.2.3 of the permit)
<p>Number of Times Management Measure is Addressed <i>(minimum of 3 required for each management measure)</i></p>			2	2	2	2	

Table 6. Public Participation/Involvement Activities to be Conducted for the Commercial and Development Community

<p>Alcoa is required to conduct and/or sponsor a minimum of two activities per permit cycle that addresses EACH of the management measures listed below:</p> <ul style="list-style-type: none"> n. Conduct activities to address pollution prevention applicable to the commercial and development community o. Conduct activities to emphasize how actions of the commercial and development community impact water quality (or activities that address other local stormwater management issues) 					
Activity Title and Description	Frequency	Schedule (approx.)	Management Measures Addressed		Required Documentation
			n	o	
<p>2024 Site Designer Training The City plans to develop and implement web-based training for developers and site designers on the revised stormwater ordinance and new stormwater design manual. Participants will be allowed to ask questions and provide comments on City requirements, policies,</p>	1 time	Summer or Fall 2024	✓	✓	<p>The City will report:</p> <ul style="list-style-type: none"> • Description and intent of training/topics addressed • Date of training • # of participants

and support tools. A recording may be placed on the website.					
Pre-submittal Plan Meetings The City meets with developers/owner(s) and site designers prior to any plan submittal to ensure site plans are designed to meet all site design criteria.	As new sites are proposed	Throughout year	✓	✓	The City will report: <ul style="list-style-type: none"> • Description and intent of topics addressed • Date of each meeting • # of participants
Pre-construction Meetings The City meets with contractors and owner/developer(s) prior to issuance of a Grading Permit. A checklist review is used during the meeting and kept in the project file. The noted management measures are addressed.	As new permits are issued	Throughout year	✓	✓	The City will report: <ul style="list-style-type: none"> • Description and intent of topics addressed • Date of each meeting • # of participants
Number of Times Management Measure is Addressed <i>(minimum of 2 required for each management measure)</i>			3	3	

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