



City of Roanoke Stormwater Division Targeted Outreach – FY2018-2023

Program Materials and Targeted Audiences

TMDL Addressed	Target Audience	Means to Determine Audience Size	Estimated Reach	Strategy	Means to Deliver Message	Nature of Message
Sediment	Residents	Tax Records	50-100	Table displays at events	Handed out material	"Understanding Stormwater Pollution" brochure
			10,000-30,000	SWU eNews / Social Media / PSAs on local cable stations	Messages on social media and directly emailed	Newsletter, Facebook, Twitter, Instagram, and Next Door Post
			50	Brochures provided in Municipal Building Lobby	Displayed for public	"Understanding Stormwater" and "Contractor's Guide: Stormwater Pollution Prevention Requirements" brochures
			As needed.	Letter / Brochure Mailed - Violators of Illicit Discharge Ordinance	Send material by request	"Understanding Stormwater Pollution" brochure
			62,300	Insert with Property Tax	Direct Mail	"What Can I Do"
	Businesses	Business Licenses	N/A – being redeveloped	Car Washes	Direct Mail	"Only Rain Down the Rain" Car Washing Post Cards (CVC)
		Community Development Permit Records	100	Contractors involved in Land-disturbing activities	Send material by request	"Contractor's Guide: Stormwater Pollution Prevention Requirements" brochure

Bacteria	Residents	Tax Records	50-100	Table displays at events	Handed out material	"Understanding Stormwater Pollution" and "Here's the Scoop" brochures
			10,000-30,000	SWU eNews / Social Media / PSAs on local cable stations	Messages on social media and directly emailed	Newsletters and Facebook / Twitter / Instagram / Next Door Post
			50	Brochures provided in Municipal Building Lobby	Displayed for public	"Understanding Stormwater Pollution" and "Here's the Scoop" brochures
		Real Estate GIS and Water Authority Records	423	Homeowners with Septic Tank - Direct Mailer	Direct Mail	"Septic Smart" brochure
		Registered Dog Owners	1,000	Dog Owners	Handed out material at events	"Here's the Scoop" brochure
	Businesses	Business Licenses / Google Listings	500	Local Animal Shelters	Drop off material	Gave pet wastes dispensers as handouts for new dog adoptions and display "Here's the Scoop" brochures
		Business Listing	381	Newsletter / FOG Brochure	Direct Mail	Fats Oils and Grease brochure
		Business Licenses / Google Listings	500	Veterinary Clinics	Drop off material	"Here's the Scoop" brochure
		Apartment Listings	100	Downtown Apartments	Send material by request	Pet waste dispenser, "Here's the Scoop" brochures, and "Why scoop" neighborhood letters
		Business Listing	150	Downtown Roanoke Inc.	Send material by request	Pet waste dispenser and "Here's the Scoop" brochures

PCBs	Residents	Tax Records	10,000-30,000	SWU eNews / Social Media / PSAs on local cable stations	Messages on social media and directly emailed	Newsletter: The Roanoke Riverkeeper and Facebook / Twitter / Instagram / Next Door Post
			50	Brochures provided in Municipal Building Lobby	Displayed for public	"Should I Be Concerned About PCBs?" brochure
	Businesses	Business Licenses / Google Listings	1744	Direct Mail to Local Businesses	Direct Mail	"Should I Be Concerned About PCBs?" brochure
		Business Listing	50	Brochure provided in Gerdu Recycling Lobby	Displayed for public	"Should I Be Concerned About PCBs?" brochure
Nutrients	Residents	Tax Records	50-100	Table displays at events	Handed out material	"Understanding Stormwater Pollution" and "Keep it on the Lawn" brochure
			50	Brochures provided in Municipal Building Lobby	Displayed for public	"Understanding Stormwater Pollution" and "Keep it on the Lawn" brochure
			As needed	Letter / Brochure Mailed - Violators of Illicit Discharge Ordinance	Messages on social media and directly emailed.	"Understanding Stormwater Pollution" and "Keep it on the Lawn" brochure
			As needed	Door hangers distributed by Code Enforcement / Street Sweeping / Solid Waste	Send material by request	"Keep it on the Lawn" Door Hanger
			62,300	Insert with Western VA Water Authority Bills	Direct Mail	"Benefits of Urban Trees"
	Businesses	Business Listing	500	Door hangers distributed by Code Enforcement / Street Sweeping / Solid Waste	Send material by request	"Keep it on the Lawn" Door Hanger
All	Residents	Stormwater Fee Payers	32,500	Mailed to fee payers, placed in public places such as libraries, municipal building, etc.	Direct Mail	"State of Our Waters" Annual publication

New and Previously – Developed Print Material to Address Specific TMDLs		
Type	Name	TMDL Addressed
State of Our Waters - Annual	2019 The State of Our Waters	Bacteria, Sediment, PCBS, and Illicit Discharge
	2020 The State of Our Waters	Bacteria, Sediment, PCBS, and Illicit Discharge
Brochure	“Understanding Stormwater Pollution”	Bacteria and Sediment
	“Here’s the Scoop”	Bacteria
	“Contractor’s Guide”	Sediment
	“Keep it on the Lawn”	Sediment and Nutrients
	Citizen Science Water Monitoring Program	Bacteria and Sediment
	“Should I Be Concerned About PCBs”	PCBs
	“What Can I Do”	Bacteria, Sediment, and Nutrients
	“Benefits of Urban Trees”	Sediment
EPA “Septic Smart”	Bacteria	
Door Hangers	“Keep it on the Lawn”	Sediment and Nutrients
Post Cards	“Only Rain Down the Drain” – Restaurant (CVC)	Bacteria
	Car Washing Tips (CVC)	Sediment

*Updated/ New