

Introduced by _____ Council Bill No. R 185-13

A RESOLUTION

authorizing the City Manager to grant permission to the United States Environmental Protection Agency and other governmental or nonprofit entities to utilize public service announcements produced by the City of Columbia relating to the City's stormwater education and outreach program.

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF COLUMBIA, MISSOURI, AS FOLLOWS:

SECTION 1. The City Manager, or the City Manager's designee, is hereby authorized to enter into agreements or grant permission to the United States Environmental Protection Agency and other governmental or nonprofit entities to use public service announcements produced by the City of Columbia relating to the City's stormwater education and outreach program.

ADOPTED this _____ day of _____, 2013.

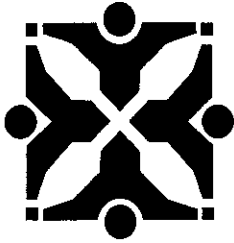
ATTEST:

City Clerk

Mayor and Presiding Officer

APPROVED AS TO FORM:

City Counselor



Source: Public Works

Agenda Item No:

To: City Council

From: City Manager and Staff

Council Meeting Date: Sep 16, 2013

Re: Authorize the City Manager to Provide Stormwater Related Education and Outreach Materials, Produced by the City, to Governmental or MS4 Entities

EXECUTIVE SUMMARY:

Staff has prepared for Council consideration a resolution authorizing the City Manager to provide two Public Service Announcements (PSAs), produced by the City Channel and Public Works, to the United States Environmental Protection Agency (EPA).

DISCUSSION:

The City of Columbia is part of a regional Municipal Separate Storm Sewer System (MS4) with the University of Missouri and Boone County. Adhering to the Clean Water Act includes implementing the requirements of a Non-Point Discharge Elimination System (NPDES) permit. The requirements include six minimum control measures designed to prevent harmful pollutants from being washed by stormwater runoff into local water bodies. One of the controls requires the MS4 to implement a comprehensive outreach and education program.

The City's stormwater outreach and education program strives to be innovative and effective. Many programs and materials produced by the City have been recognized by other municipalities and organizations. The EPA has identified two PSAs, produced by the City, that they would like to include in their NPS Outreach Toolbox. In addition to the EPA, other communities have requested permission to use Columbia's stormwater PSAs. The two PSAs developed by Public Works and City Channel address pollution prevention. The 2011 PSA addresses the proper disposal of pet waste, and the 2012 PSA addresses proper disposal of various household chemicals and pollutants (pesticides, fertilizers, yard waste, oil, etc). Both PSAs have been shown on local television stations and social media outlets.

In an effort to support MS4 communities across the country, the EPA has developed the Non-point Source (NPS) Outreach Toolbox. As stated on their website: "The toolbox is intended for use by state and local agencies and other organizations interested in educating the public on non-point source pollution or stormwater runoff. The Toolbox contains a variety of resources to help develop an effective and targeted outreach campaign." The EPA has recognized the excellent work the City is doing with regard to stormwater education and outreach by asking to highlight the City's PSAs on their website.

The attached permission specifies a contact person and exactly what will be provided to the EPA. The PSAs and other stormwater outreach and education materials can be found on the City's website at <http://www.gocolumbiamo.com/PublicWorks/StormWater/StormwaterOutreachVideos-Learnwhatyoucandotohelp.php>.

FISCAL IMPACT:

No impact

VISION IMPACT:

<http://www.gocolumbiamo.com/Council/Meetings/visionimpact.php>

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SUGGESTED COUNCIL ACTIONS:

Passage of the resolution authorizing the City Manager to provide stormwater outreach and education materials produced by the City, including Public Service Announcements, to other governmental or MS4 entities, upon request for the purpose of stormwater education and outreach.

FISCAL and VISION NOTES:					
City Fiscal Impact Enter all that apply		Program Impact		Mandates	
City's current net FY cost	\$0.00	New Program/ Agency?	No	Federal or State mandated?	No
Amount of funds already appropriated	\$0.00	Duplicates/Expands an existing program?	No	Vision Implementation impact	
Amount of budget amendment needed	\$0.00	Fiscal Impact on any local political subdivision?	No	Enter all that apply: Refer to Web site	
Estimated 2 year net costs:		Resources Required		Vision Impact?	Yes
One Time	\$0.00	Requires add'l FTE Personnel?	No	Primary Vision, Strategy and/or Goal Item #	9.1
Operating/ Ongoing	\$0.00	Requires add'l facilities?	No	Secondary Vision, Strategy and/or Goal Item #	9.2.1
		Requires add'l capital equipment?	No	Fiscal year implementation Task #	

Permission Form

Please fax, mail or email completed form to Don Waye. See contact information below.

This form applies to the list of products identified in a separate attachment.

Name:	Mike Heimos		
Title:	Stormwater Educator		
Organization:	City of Columbia Missouri - Stormwater Utility Education and Outreach Program		
Address:	701 E Broadway		
City:	Columbia	State:	MO
		Zip Code:	65205
Phone Number:	872-817-6447	Fax:	

Please check the appropriate box(s) below for the products on Attachment A. If there are different permission details for certain products, please fill out a separate permission form for each product(s) these details apply to.

- ☐ 1. Permission is granted for other organizations or individuals to modify the files and use for their own outreach campaigns
- ☐ 2. Permission is granted for other organizations or individuals to replicate and use the files subject to the following restrictions (attach extra page(s) if needed):

Description of the media and its purpose:

The City of Columbia, missouri has produced 30 second public service message every year, starting in 2011. These videos cover stormwater issues in a comical but educational method. These short videos focus on one issues in a manner that will

3. Permission is granted to contact the appropriate person at
☒ your organization about the product files. Please provide contact information:

Name:	Mike Heimos
Position or Title:	Stromwater Educator
Phone:	573-817-6447
Email:	mjheimos@gocolumbiamo.com

- ☐ 4. This product(s) requires royalty payments for audio or visual performances. For information, contact:

Name:	
Phone:	

- ☐ 5. Please *do not* include this product(s) in EPA's NPS Outreach Toolbox

Please return this form along with product listing to EPA:

Attention: Don Waye

US EPA NPS Control Branch

By Email: waye.don@epa.gov

By U.S. Mail:

Mail Code 4503T

1200 Pennsylvania Avenue

Washington, DC 20460

By courier (e.g. Fed Ex, UPS):

1301 Constitution Ave, NW

Washington, DC 20004

Phone: (202) 566-1170

Fax: (202) 566-1331

Attachment A
Products for Inclusion in EPA's Nonpoint Source Toolbox

Product Name

PSA Video: You Wouldn't Swim In It! (30 sec.) 2012

Product URL

http://www.youtube.com/watch?v=nnHSfh5N_7k&list=TLptS8bCw-3y8

Product Name

PSA Video: Pet Waste PSA: K-9 Criminals (30 sec.) 2011

Product URL

<http://www.youtube.com/watch?v=fqwPMjpfS2o>

[Click Here to Add Product](#)