

PUBLIC INFORMATION & EDUCATION PLAN – 2026-2027

The Public Information and Education (PIE) Plan covers several different outlets by which the City of Brentwood provides education and information to the public. These outlets meet several of the different components of the City's NPDES Stormwater Permit. The following plan will consolidate information explaining each of those outlets.

BMP - Storm Water Education for Schools:

Overview:

Environmental Education Day is an annual event hosted by the City of Brentwood to educate high school students on important environmental and stormwater topics. The event supports the City's NPDES MS4 permit by addressing both MCM 1 (Public Education and Outreach) and MCM 2 (Public Involvement/Participation). The program features 10 stations where students engage in hands-on activities covering clean water, stream ecology, natural habitats, and human impacts on ecosystems. Each station is led by 2-3 instructors from various companies, agencies, and vendors.

Audience:

Approximately 220 students from Ravenwood High School attend the event each year.

Location:

The event is held at the Deerwood Arboretum.

Format:

Students rotate through a series of educational stations, each staffed by professionals and subject-matter experts. Presenters provide 20-minute sessions on their assigned topic. Volunteers and city staff set up tables at each station, and lunch is provided for all staff and volunteers. Students are required to complete a quiz on the information they learn.

Station	Topic	Instructors	Organization
1	Animals	Kaleb Fulton	Discovery Center
2	Microscopes	Emmie Enochs	Discovery Center
3	Envirosapes	Hunter Hethcoat	Hethcoat & Davis
4	Groundwater	Richard Rogers, Brian Ham, Annabelle Dempsey	TDEC DWR
5	Instream Assessment	Mario Forgione, Wade Marek, Jasmine Anderson	Williamson County
6	Erosion Control Methods	Sean Elliot, Gene Rhodes, John Davis, 4th Attendee	Greenrise Technologies

Station	Topic	Instructors	Organization
7	Physical Water Parameters and Water Chemistry	Heather Dean, Daniel Rikli, Shelby Albers, Madison Oakman	Benesch
8	Riparian Buffers	Brittani Perez, Ellen Moore, Landon Fleeman, Jeff Wiloughby	City of Franklin
9	Water Filtration	Kevin Colvett, Tim Boccarossa, Cole Scott	Inflo Design
10	Rain Garden	Van Oldham	Evergreen Infrastructure

Outcomes:

The event increases student awareness of how human activity impacts local waterways and promotes behaviors that reduce stormwater pollution. This outreach effort directly supports the City's goals of improving water quality and meeting permit requirements.

City's Role:

The City coordinates the event, handles setup (including tables and logistics), and provides lunch. City staff also recruit volunteers, confirm attendance with presenters, and prepare the station schedule, quiz sheets, and maps.

BMP - Website Updates:

Overview:

As part of the City of Brentwood's Public Information and Education (PIE) Plan, the City will continue to maintain and enhance its website to serve as a central resource for stormwater education and information. This initiative supports **MCM 1 (Public Education and Outreach)** by providing residents with clear, accessible, and actionable information about stormwater management, water quality, and the City's environmental programs.

Audience:

The primary audience for the website is the residents of Brentwood, including homeowners' associations (HOAs), property owners' associations (POAs), builders, and developers who live and work within the City.

Goals:

The City's goal is to maintain a website that is intuitive and user-friendly, enabling residents to easily find the information they need while also being exposed to additional topics that promote environmental awareness and responsible practices.

Planned Content and Features:

- **Educational Resources:** The website will feature a variety of brochures and dedicated topic pages covering stormwater management best practices, pollution prevention tips, and City requirements.
- **GIS Construction Map:** An interactive GIS map will display the locations and details of all active construction sites within the City. The map will include direct email links, allowing residents to submit comments or concerns about specific sites, promoting transparency and engagement.
- **Capital Improvements Map & Pages:** An interactive GIS map of current capital improvement projects will be maintained, along with updated web pages containing relevant project information to keep residents informed about City infrastructure initiatives.
- **SCM Information Page:** The City will maintain a dedicated information page for stormwater control measure (SCM) owners. The page will include inspection requirements, applicable due dates, inspection forms, maintenance guidance, and other resources to help owners understand and meet City requirements.
- **HOA Stormwater Information Page:** The City will maintain a dedicated stormwater information page for homeowners associations. This page will include frequently asked questions, information regarding HOA stormwater responsibilities, SCM inspection and maintenance requirements, and other resources relevant to managing stormwater infrastructure within HOA communities.
- **Outcomes:**
Through these website features, the City aims to increase accessibility to information, foster public awareness of stormwater-related issues, and encourage residents to actively engage in protecting water quality.

City's Role:

The City's Engineering Department will maintain and periodically update the website content and GIS tools to ensure accuracy and relevance. As needs evolve, the City will consider additional enhancements to further strengthen public education and outreach efforts.

BMP - Educational Brochure Display:

Overview:

As part of the City of Brentwood's Public Information and Education (PIE) Plan, the City will maintain an educational brochure display in the lobby of City Hall. This display supports **MCM 1 (Public Education and Outreach)** by providing residents with clear, accessible, and actionable information on stormwater management, pollution prevention, and environmental protection topics.

Audience:

The primary audience for the brochure display is the residents of Brentwood. The display is located in a central, high-traffic area of City Hall where residents can easily access the materials.

Goals:

The brochure display is intended to:

- Educate residents about the impacts of stormwater pollution.
- Promote responsible behaviors to protect local waterways.
- Provide clear guidance on how residents can comply with City regulations and contribute to water quality protection.

Planned Content:

The display will include a variety of educational brochures and pamphlets covering key stormwater and environmental topics, including but not limited to:

- **Detention Pond Maintenance:** A guide to maintaining dry detention and wet retention ponds, including maintenance activities and vegetation management.
- **Illicit Discharge:** An explanation of what illicit discharges are, their environmental impacts, examples to watch for, and how to report suspected discharges to the City.
- **Tennessee Litter Law:** Information about Tennessee's litter laws, penalties, and how residents can help keep the community clean.
- **Landscaping, Gardening, and Pest Control:** Best practices for environmentally-friendly landscaping, irrigation, pest management, and fertilizer use to reduce stormwater pollution.
- **Stormwater Pollution from Surface Cleaning:** Guidance on proper cleaning methods for outdoor surfaces to prevent harmful runoff from entering storm drains.
- **Water Quality Riparian Buffers:** The importance of riparian buffers, required buffer widths, permissible uses, and how they protect streams and wildlife.

Outcomes:

The brochure display is expected to increase residents' awareness of how their daily activities affect stormwater quality and to encourage responsible actions that protect water resources. It also serves as an ongoing, low-cost, and effective way to meet public education requirements under the NPDES MS4 permit.

City's Role:

The City's Engineering Department will maintain the display, monitor the stock of brochures, and update or replace materials as needed to ensure the information remains current and relevant.

BMP - Arbor Day:**Overview:**

The City of Brentwood Engineering Department plans to participate annually in the Brentwood Tree Board's Arbor Day celebration. This community event supports both MCM 1 (Public Education and Outreach) and MCM 2 (Public Involvement/Participation)

by educating residents about water quality protection and engaging them directly in environmental stewardship activities.

Audience:

The primary audience for the Arbor Day event is the residents of Brentwood, including families, homeowners, and community members of all ages. The event draws hundreds of attendees each year.

Goals:

The City's participation in Arbor Day is designed to:

- Educate residents about the importance of riparian buffers in protecting water quality and wildlife.
- Promote the role of trees in stabilizing streambanks, filtering pollutants, and improving habitat.
- Foster an appreciation for natural resources through hands-on, family-friendly activities.

Planned Activities and Materials:

At the City's Arbor Day booth, the Engineering Department plans to:

- Display a variety of educational materials on riparian buffers, including:
 - *Riparian Buffers: What and Why?*
 - *Riparian vs. Non-Riparian Buffer Comparison*
 - *Why Trees Matter for Clean Water*
 - *Ways to Help Riparian Buffers*
- Use the **Enviroscape watershed model** to demonstrate how pollutants travel through a watershed and how riparian buffers mitigate runoff and erosion.
- Set up informational displays highlighting the functions and benefits of riparian buffers.
- Provide interactive educational activities for children, including *Create Your Own Riparian Buffer* coloring sheets with stickers to encourage learning through play.

Outcomes:

The Arbor Day booth aims to increase public awareness of how riparian buffers and trees contribute to water quality, habitat health, and community well-being. The event also serves to strengthen the City's relationship with the community by engaging residents in meaningful environmental education.

City's Role:

The City's Engineering Department will plan and staff the booth, prepare and distribute educational materials, set up interactive displays and models, and manage supplies for the children's activities.

BMP - HOA/POA Educational Meetings:

Overview:

The City of Brentwood Engineering Department plans to continue hosting and participating in educational meetings with homeowners' associations (HOAs) and property owners' associations (POAs). These meetings support both **MCM 1 (Public Education and Outreach)** and **MCM 2 (Public Involvement/Participation)** by providing residents with targeted education on stormwater topics and engaging them in discussions about their role in protecting water quality and maintaining community infrastructure.

Audience:

The primary audience for these meetings is the leadership and members of Brentwood's HOAs and POAs, as well as individual residents living in those neighborhoods.

Goals:

These meetings are intended to:

- Educate HOA/POA boards and residents about how their actions affect local water quality and natural resources.
- Promote responsible behaviors that prevent stormwater pollution.
- Provide specific guidance on maintaining stormwater control measures (SCMs) within their developments.
- Foster meaningful dialogue between the City and residents about stormwater compliance and environmental stewardship.

Planned Topics:

City staff plan to tailor meeting content to the needs and interests of each HOA/POA, with topics that may include:

- Understanding **illicit discharge** and how to report suspected violations.
- The importance of **water quality** in local streams, ponds, and wetlands.
- The role and benefits of **riparian buffers** in protecting waterways and wildlife.
- Everyday **pollution prevention** practices for residents and landscapers.
- How **stormwater control measures (SCMs)** work, their purpose, and HOA/POA responsibilities for ongoing maintenance and inspections.

Outcomes:

Through these meetings, residents gain a clearer understanding of their role as stewards of the community's water resources and infrastructure. The meetings also provide an opportunity for residents to ask questions, voice concerns, and collaborate with City staff on ways to improve compliance and protect the environment.

City's Role:

The City's Engineering Department will organize and facilitate meetings, develop and deliver presentations, provide educational materials, and address resident questions.

Staff will also evaluate feedback from each meeting to continually improve outreach efforts and better address community needs.

BMP - City News Letters:

Overview:

The City of Brentwood will continue contributing stormwater-related content to the City's semiannual newsletters, which are distributed to all residents. This initiative supports **MCM 1 (Public Education and Outreach)** by providing timely and relevant information on stormwater topics directly to the community in a format they already receive and engage with.

Audience:

The primary audience for the newsletters is all residents of Brentwood, including homeowners, renters, and members of HOAs and POAs.

Goals:

The stormwater articles published in each newsletter are intended to:

- Raise awareness about stormwater pollution and its impacts on water quality and the environment.
- Inform residents about their role in protecting water resources through simple, actionable steps.
- Provide updates on City stormwater programs, initiatives, and compliance efforts.
- Encourage residents to seek additional information and get involved in protecting local waterways.

Planned Content:

Each newsletter will include one article dedicated to stormwater-related issues. Topics may include:

- Illicit discharge prevention and reporting.
- The importance of riparian buffers and stream protection.
- Best practices for landscaping, fertilizing, and pest control.
- Proper maintenance of stormwater control measures (SCMs) in neighborhoods.
- Updates on City stormwater projects or new regulations.

Outcomes:

By including stormwater content in the newsletters, the City ensures that all residents receive regular, consistent education on important stormwater issues. This outreach helps reinforce key messages, encourages responsible behavior, and fosters a community-wide commitment to protecting water quality.

City's Role:

The City's Engineering Department will draft stormwater-related articles for each

newsletter, coordinate with the Communications staff to meet publication deadlines, and select timely and relevant topics to address current needs and concerns.

BMP - Channel 19 Public Service Announcements:

Overview:

The City of Brentwood will continue to air stormwater-related programming and public service announcements (PSAs) on the City's local Channel 19 network. This outreach supports **MCM 1 (Public Education and Outreach)** by reaching a broad audience with regular, easily accessible educational messages about how everyday activities impact water quality.

Audience:

The primary audience for the Channel 19 programming is the residents of Brentwood who view the City's public access channel.

Goals:

The PSAs are intended to:

- Raise public awareness of how daily behaviors contribute to stormwater pollution.
- Encourage residents to adopt simple, effective practices that help protect local water resources.
- Reinforce key messages about pollution prevention through regular exposure.

Planned Programming:

Channel 19 currently airs a mix of longer stormwater-related programming and short, commercial-length PSAs. The stormwater program has added three additional PSA videos to further increase visibility.

Current videos include:

- **Canoe 07**
- **Gold Fish**
- **Roads to Streams**
- **Animation Scoop**
- **WaterWorks Heroes**
- **WaterWorks Animation**
- **WaterWorks People**
- **Stormwater Erosion**

These PSAs run at random times throughout the day and air approximately 20–25 times per week.

Content:

The PSAs cover a variety of stormwater and water quality topics, including:

- Impacts of stormwater pollution on local streams and rivers.
- Proper use and disposal of chemicals, fertilizers, and yard waste (including pet waste).
- Best practices for general housekeeping and maintenance.
- Awareness of how vehicle and equipment use can contribute to pollution.

Outcomes:

The Channel 19 PSAs help to keep stormwater issues top of mind for residents, fostering increased awareness and gradual changes in behavior that collectively improve water quality.

City's Role:

The City's Engineering Department coordinates with Channel 19 staff to maintain and update the PSA rotation and ensure the content remains relevant, effective, and in compliance with the City's NPDES permit requirements.

BMP - TNSA Digital Ads:

Overview:

The City of Brentwood will continue sponsoring statewide digital advertising campaigns developed and managed by the Tennessee Stormwater Association (TNSA). These campaigns support **MCM 1 (Public Education and Outreach)** by delivering engaging, stormwater-related messages to a broad audience through targeted digital platforms.

Audience:

The primary audience for these digital ads includes residents across the state of Tennessee, with particular reach in Brentwood and surrounding areas.

Goals:

The TNSA ads are designed to:

- Raise public awareness of stormwater pollution and its impacts on water quality.
- Encourage everyday actions that residents can take to reduce pollutants in stormwater runoff.
- Reinforce seasonal and situational messages about proper disposal of waste, use of chemicals, maintenance of property, and pollution prevention practices.

Planned Content:

Each year, TNSA produces and distributes a series of creative, timely ads covering topics such as:

- Proper disposal of household chemicals, grease, and yard waste.
- Picking up pet waste.
- Responsible use of fertilizers and pesticides.
- Protecting storm drains from litter and debris.

- Maintenance of stormwater control measures and awareness of construction site impacts.
- Seasonal topics like winter de-icing, pool draining, and holiday waste reduction.

The ads run throughout the year and appear on social media platforms and websites, achieving significant reach and engagement. In the most recent cycle, these ads reached over **300,000 people** and generated measurable engagement through clicks, shares, and comments.

Outcomes:

The digital ad sponsorship helps the City expand its stormwater education efforts beyond traditional local channels, providing consistent, statewide messaging that reinforces local initiatives and helps meet permit requirements.

City's Role:

The City's Engineering Department will continue its sponsorship of the TNSA digital ads and coordinate with TNSA staff to ensure that campaign metrics are collected and reported annually.

BMP - Public Review:

Overview:

Each year, prior to submitting the City's annual stormwater report to the Tennessee Department of Environment and Conservation (TDEC), the City of Brentwood will advertise and provide an opportunity for public review and comment. This effort supports **MCM 2 (Public Involvement/Participation)** by engaging residents in the stormwater program and encouraging community input on its implementation and effectiveness.

Audience:

The primary audience for the public review process is the residents of Brentwood, as well as any interested stakeholders in the community.

Goals:

The public review process is intended to:

- Solicit comments, suggestions, and feedback from the public on the City's stormwater program.
- Increase transparency and accountability in the City's compliance with its NPDES permit.
- Provide residents with an opportunity to participate in the decision-making process and express concerns or recommendations regarding stormwater management.

Planned Activities:

- Prior to submitting the annual report to TDEC, the City will publish a public notice—via the City’s website, social media, and/or other appropriate outlets—informing residents that the report is available for review.
- Residents will be invited to submit comments or suggestions during a specified review period, directly to the Engineering Department.
- City staff will collect and consider all public input as part of the program evaluation process.

Outcomes:

By providing a formal opportunity for public review and comment, the City fosters community involvement and ensures residents have a voice in how the stormwater program is managed and improved over time.

City’s Role:

The City’s Engineering Department will prepare the annual report, advertise the public review period, collect and review comments, and ensure they are appropriately addressed or incorporated into the program as feasible.

BMP - Homeowner Association Maintenance Programs:

Overview:

The City of Brentwood will continue meeting directly with homeowners’ associations (HOAs), property owners’ associations (POAs), and property managers to review the condition and maintenance needs of stormwater control measures (SCMs) identified during periodic City inspections.

Audience:

The primary audience for these meetings is HOA boards, POA boards, and property management companies responsible for the upkeep of SCMs in their developments.

Goals:

These meetings are intended to:

- Review the results of City inspections of SCMs, including identified deficiencies or maintenance needs.
- Provide clear guidance on required corrective actions and best maintenance practices.
- Educate HOA/POA leadership and property managers about the purpose of SCMs and their importance in protecting water quality.
- Encourage open communication and collaboration between the City and property representatives to improve compliance and environmental outcomes.

Planned Activities:

- City staff will schedule meetings with HOA/POA leadership or property managers after completing inspections that identify maintenance or repair needs.
- Staff will review inspection findings, discuss specific issues, and provide maintenance recommendations or requirements.
- Educational materials or resources may be provided to help responsible parties understand proper SCM maintenance and long-term responsibilities.
- Follow-up communications and, if necessary, additional meetings will ensure that corrective actions are completed in a timely manner.

Outcomes:

By meeting directly with HOA/POA representatives and property managers, the City ensures that responsible parties are informed, engaged, and actively maintaining their SCMs in compliance with permit requirements. This effort strengthens community stewardship of stormwater infrastructure and supports the long-term effectiveness of SCMs.

City's Role:

The City's Engineering Department will conduct inspections, schedule and facilitate meetings, document discussions and outcomes, and provide ongoing support to ensure maintenance needs are addressed.

BMP - Identification Procedures for Illicit Discharges:

Overview:

The City of Brentwood will continue implementing its Illicit Discharge Detection and Elimination (IDDE) Program to identify, eliminate, and prevent non-stormwater discharges into the City's stormwater system. This program supports **MCM 3 (Illicit Discharge Detection and Elimination)** and complements **MCM 1 and MCM 2** through ongoing staff training, public outreach, and engagement with high-risk sectors of the community.

Goals:

The IDDE program is designed to:

- Detect and eliminate illicit discharges to the stormwater system.
- Maintain staff readiness to identify and report potential illicit discharges.
- Target enforcement and outreach efforts on identified "hot spots" within the City.
- Protect receiving streams and rivers by ensuring compliance with the City's stormwater regulations.

Program Components:

City Staff Training and Reporting

- All City staff who routinely canvas the City as part of their regular duties are trained to recognize potential illicit discharges and understand that detection is part of their responsibilities.
- When a potential illicit discharge is observed, staff report the location and nature of the discharge to the Engineering Department stormwater personnel.
- The Engineering Department investigates the report and, if warranted, enforces City regulations through the established Enforcement Response Plan.
- Staff training on illicit discharge detection is provided as part of the City's good housekeeping educational component of the NPDES permit.

Enforcement and Oversight

- The City will continue enforcing its existing regulations, which are robust and protective of local waterways. No additional regulatory changes are deemed necessary at this time.
- Ongoing monitoring and periodic evaluation of hot spot areas and program effectiveness will inform future outreach and enforcement strategies.

Outcomes:

The IDDE program promotes vigilance across City departments and enforces compliance with stormwater regulations. These efforts protect the City's streams and rivers from pollutants commonly associated with illicit discharges.

City's Role:

The Engineering Department will maintain training materials, investigate reports and coordinate with the Water & Sewer Department to ensure effective program implementation.

BMP - Annual Little Harpeth River Clean Up:

Overview:

The City of Brentwood plans to continue partnering with the Harpeth Conservancy and the Brentwood Noon Rotary Club to support the annual Little Harpeth River Clean Up. This event supports **MCM 2 (Public Involvement/Participation)** by engaging City staff, community organizations, and volunteers in hands-on efforts to remove litter and debris from the Little Harpeth River and its surrounding corridor.

Audience:

The primary audience includes Brentwood residents, local civic groups, community volunteers, environmental organizations, and others interested in improving the health and appearance of the Little Harpeth River.

Goals:

The annual cleanup is designed to:

- Remove trash and debris from the Little Harpeth River, its streambanks, and adjacent areas.
- Improve water quality and protect aquatic and riparian habitat.
- Increase public awareness of the effects of litter and pollution on local waterways.
- Demonstrate the City's commitment to protecting the Little Harpeth River.
- Encourage community participation and cooperation in watershed stewardship.

Planned Activities:

- The City will partner with the Harpeth Conservancy and the Brentwood Noon Rotary Club to coordinate and promote the annual cleanup.
- Volunteers will meet at a designated location before dividing into teams assigned to sections of the Little Harpeth River corridor throughout Brentwood.
- Participants will remove litter and debris from the river, streambanks, and surrounding areas.
- The City and its partners will provide or coordinate appropriate cleanup supplies, safety guidance, and waste disposal.
- Educational information may be shared regarding stream health, pollution prevention, riparian buffers, and ways residents can help protect local waterways throughout the year.

Outcomes:

The cleanup will reduce litter and debris within the Little Harpeth River corridor while helping improve water quality, aquatic habitat, and the appearance of one of Brentwood's primary waterways. The event will also provide a visible opportunity for residents and community organizations to participate directly in local watershed protection. Participation levels, stream miles addressed, and the amount of debris collected will be documented when available.

City's Role:

The City's Engineering Department will coordinate with the Harpeth Conservancy and the Brentwood Noon Rotary Club, assist with event planning and promotion, support volunteer participation and cleanup logistics, and document the event and its results as part of the City's annual stormwater program reporting.

BMP - Pre-Construction Meetings:

Overview:

The City of Brentwood will continue to host pre-construction meetings for development and capital improvement projects within the City. These meetings support both MCM 1 (Public Education and Outreach) and MCM 2 (Public Involvement/Participation) by educating construction professionals on stormwater best management practices (BMPs) and engaging them directly in efforts to prevent stormwater pollution during construction.

Audience:

The primary audience for these meetings includes contractors, developers, engineers, and project managers responsible for construction activities in Brentwood.

Goals:

Pre-construction meetings are intended to:

- Communicate the City's expectations for stormwater and erosion control compliance during construction.
- Educate construction teams about the importance of BMPs and EPSC measures to protect local waterways.
- Provide a forum for addressing project-specific concerns and clarifying City requirements before work begins.
- Foster collaboration and understanding between City staff and project teams to reduce potential violations and improve outcomes.

Planned Activities:

- Prior to the start of construction, the City will schedule and facilitate a pre-construction meeting with project representatives.
- City staff will review the project's stormwater and EPSC plans, highlight critical requirements, and discuss site-specific challenges.
- Discussion topics will include proper installation and maintenance of BMPs, perimeter controls, inlet protection, construction phasing, stabilization practices, and response procedures for sediment or pollutant discharges.
- Participants will have the opportunity to ask questions and confirm their understanding of City expectations.

Outcomes:

These meetings improve contractor and developer awareness of stormwater protection measures and reduce the likelihood of compliance issues during construction. They also strengthen communication and build cooperative relationships between the City and the development community.

City's Role:

The City's Engineering Department will schedule, lead, and document pre-construction meetings, maintain records of attendance and discussion topics, and provide follow-up guidance as needed throughout the construction process.

BMP - Employee Pollution Prevention Program:**Overview:**

The City of Brentwood will continue providing annual training for City employees, as well as training for all new employees within their first six months of employment. This training supports both **MCM 1 (Public Education and Outreach)** and **MCM 6**

(Pollution Prevention/Good Housekeeping for Municipal Operations) by educating staff on practices that minimize stormwater pollution during municipal operations and ensuring all personnel understand their responsibilities in protecting water quality.

Audience:

The primary audience for this training includes employees in the following departments:

- Public Works
- Parks
- Water & Sewer
- Fire
- Police (personnel who interact directly with the stormwater program)

Goals:

The employee training program is designed to:

- Educate staff on how their daily activities can impact stormwater quality.
- Reinforce proper practices for minimizing stormwater pollution during municipal operations, including land disturbances, facility maintenance, and storm sewer system (MS4) maintenance.
- Provide clear guidance on detecting and reporting illicit discharges encountered during normal duties.
- Foster a sense of stewardship among staff for protecting the City's waterways.

Planned Activities:

- Annual refresher training for all current employees in the relevant departments.
- Training for all new hires within the first six months of employment, incorporated into onboarding procedures.
- Training sessions will include presentations, educational materials, and real-world examples of how municipal activities can contribute to stormwater pollution if not properly managed.
- Topics include best management practices for municipal operations, identifying and reporting illicit discharges, and maintaining compliance with the City's stormwater program requirements.

Outcomes:

The training program ensures that all employees who interact with the stormwater system are equipped with the knowledge and tools necessary to minimize pollution, detect potential violations, and contribute to the City's compliance with its NPDES MS4 permit.

City's Role:

The City's Engineering Department will coordinate, deliver, and track all training sessions, maintain records of attendance, and periodically update training materials to reflect changes in regulations, practices, or observed needs.

BMP – Brentwood Stream Photo Contest:

Overview:

The City of Brentwood Engineering Department plans to host a stream photo contest inviting students in kindergarten through 12th grade to photograph local streams, creeks, and waterways. This activity will support **MCM 1 (Public Education and Outreach)** and **MCM 2 (Public Involvement and Participation)** by encouraging students and their families to explore Brentwood's waterways and develop a greater appreciation for local water resources.

Audience:

The primary audience will be kindergarten through 12th-grade students in the Brentwood area. The activity may also engage parents, families, educators, and other community members who assist students or view the submitted photographs.

Goals:

The stream photo contest was designed to:

- Encourage students to observe and appreciate Brentwood's streams, creeks, and waterways.
- Increase awareness of local water resources and the importance of protecting them.
- Provide students with an accessible and creative way to participate in the City's stormwater education program.
- Promote conversations among students and families about stream health, water quality, and environmental stewardship.
- Develop educational and promotional materials featuring local waterways.

Planned Activities:

- Students will be invited to submit one original photograph featuring a stream, creek, or waterway in the Brentwood area.
- Each submission will include the student's name, age, and the location where the photograph was taken.
- Contest information will be promoted through a flyer containing submission instructions, important dates, safety guidance, and prize information.
- A submission deadline and winner announcement date will be established and advertised.
- A prize will be awarded to the contest winner.
- Submitted photographs may be displayed by the City of Brentwood or the John P. Holt Brentwood Library for educational and promotional purposes related to environmental programs.
- Participants will be instructed to take photographs only from safe, publicly accessible areas and to avoid entering waterways, climbing unstable streambanks, or trespassing on private property.

Outcomes:

The contest is expected to provide students with a hands-on opportunity to connect with Brentwood's waterways through photography. It will help increase awareness of the presence and natural value of local streams while encouraging students and their families to consider the importance of water-quality protection. Submitted photographs may also support future stormwater education and outreach efforts.

City's Role:

The City's Engineering Department will develop and promote the contest, receive and review student submissions, select and announce the winner, coordinate the contest prize, and document participation as part of the City's annual stormwater program reporting. The City may also coordinate with the John P. Holt Brentwood Library to display submitted photographs and further promote awareness of local streams.