City of Gonzales MS4

Chief Engineer, Jackie Baumann, P.E.
jackie@gonzalesla.com
Gonzales
Population 11,094
(US Census estimate 2018)
Goal = Meet the Six Required Program Elements

- Public Education
- Public Involvement
- Good Housekeeping
- Illicit Discharge (IDDE)
- Post Construction Storm Water
- Construction Site Runoff

6 minimum Control measures
Overcoming Challenges:

• Dedicated/Available Funding
• Political Support
• Staff Resources

Creative Thinking:

• Utilize existing funds and activities to attain multiple goals
• Provide projects that gain public support
• Find storm water activities that aid other people in their existing daily jobs
• COLLABORATION

“There will always be challenges. Accept them. Embrace them. Challenges never go away.”
Creative Thinking:
Creative Storm Water Ideas may be found in places where you least expect it. Keep an open mind!

Emma

Greenie Gonzales
Greenie Gonzales Came to Life
Keep Momentum Going
Set a goal for one message or activity to occur on a regular basis. Maybe one publication or activity per month.

Find common objectives with other agencies and organizations

- School teachers are required to cover lessons related to topology, the water cycle, and runoff, typically in 4th grade.
- Local art associations or garden clubs host public events.
- 4-H, FFA (Future Farmers of America), and other school related clubs often work on environmental/community projects as a part of their organizations’ motto.
- Girl Scouts and Boy Scouts earn badges through completing projects in their community.
- Large corporations often want to participate in community events.
Multi-Tasking
one project can count toward
3 control measures
Working Smarter, Not Harder
(addressing funding challenges and staff limitations)

- Many municipalities have limited staff and ever-increasing work loads.
- Small cities may not have an entire department (or even a single employee) solely dedicated to storm water management.
- Use SOCIAL MEDIA to your advantage (easily spreads messages and tracks likes/shares for easy documentation)
- Consider storm water protection measures
  - already being accomplished as a part of another department’s required job duties
  - aid existing departments with their existing work.
All employees can play a role in your SWMP

- Office Staff
- Recreation
- Buildings and Grounds
- Water
- Gas
- Wastewater
- Code Enforcement
- Fire Department
- Police Department

*small agencies are easier to unite and share information

Teamwork Activities
- City wide trash collection
- Additional eyes around town
- Sewer grease trap inspections
- Sewer leak detections/smoke tests
- GIS tracking
- Construction project inspection
- Renovation/addition compliance
- Grass cutting
- Hazmat assistance from the FD
- Enforcement assistance from the PD
Common Governmental Regulations

Example:

- NATIONAL FLOOD INSURANCE PROGRAM rating system requirements
Supportive Leaders

Priority Projects

- Mayor’s City wide trash pick up program
- Saving electricity costs with sewer improvements.
- Saving fuel expenses and identifying potentially harmful vehicle damages thru GPS usage
- Good housekeeping and cleanliness is not usually a direct expense

Policies/Codes/Ordinances

- Minimum landscape requirement includes dumpster regulations (reno/addition)
- Grease trap upgrades (redevelopment)
- Consider bio-swales in lieu of drainage pipes where a new development may be building on a existing road (Women’s Hospital)
Summary

- Think Outside the Box
- Evaluate your community and tailor the program to fit your resources.
- Don’t be afraid to modify and adapt your program
- Reach out for help in a positive manner and find ways to gain “buy in”.
TEAMWORK is CRITICAL and sometimes the person you least expect is a valuable member of your TEAM!