BRIDGING THE GAP

WITH WATER QUALITY FOCUSED EDUCATION & OUTREACH

FOR MS4 PERMIT COMPLIANCE
"That water is polluted. It's a disgusting drainage ditch."

vs.

"This is our river, rich in opportunity and cultural heritage."
CONNECTION

CAN CHANGE PERCEPTION
CONNECTION

CAN CHANGE PERCEPTION
HISTORY

2003
LPDES PERMIT
LCG submitted an NOI and was granted the permit

1990's
PROGRAMMING
for construction site run-off control, illicit discharges, anti-litter events, and household hazardous waste collections

6
CO-PERMITTES
Lafayette Parish Municipalities, University of Louisiana at Lafayette, Lafayette Regional Airport
EDUCATION

PARISH-WIDE OUTREACH

COMMUNITY-WIDE
Tabling at events and PSAs

SCHOOLS
Enviroscape presentations and water quality education

PRIVATE SECTOR
Site visits, presentations, and informational materials
LCG adopted and began enforcing a stormwater ordinance

"...to provide for the health, safety, and general welfare of the citizens of the city-parish and protect the environment..."

...to the maximum extent practicable as required by federal and state law...
17,760 people have seen our water quality protection presentations.

406 events:
Fairs, presentations, orientation/annual training for LCG employees.

124,311 promo items:
Bill stuffers, brochures, magnets, t-shirts, signage.
EDUCATION THROUGH DYNAMIC PROGRAMMING

EVENTS TABLING
Attend employee trainings and events, community and non-profit events centered on health or the environment

DIVERSIFICATION
Educational games and related promotional items are a fun way to learn about pollution prevention

ENGAGEMENT
Students and adults benefit from participating in games, demonstrations, and related contests
TRAINING

INTERNAL ANNUAL & ORIENTATION | CIVIC GROUPS | PRIVATE SECTOR

STORMWATER MANAGEMENT WORKSHOP
June 26 | 7:30 a.m. - 1 p.m.
Reserve your spot today! www.eventbrite.com

Learn more about:
- Updates to Lafayette's Unified Development Code and drainage regulations
- Construction site environmental compliance
- Low Impact Development implementation in other cities

Lunch and CEU certificates provided by: Construction EcoServices
**MEDIA & MARKETING**

68,919

**PAGE VIEWS**

on the LCG Environmental Quality Page in 2018

2,762

**FOLLOWERS**

on Project Front Yard Facebook page
42 WATERSHED SIGNS posted at bridge crossings and riverside parks. The watershed image/messaging is used in many of our publications.
MEDIA & MARKETING

OUTREACH
ANNUAL EVENTS

Trash Bash
Saturday, April 9th
BEAVER PARK PAVILION
350 FISHER ROAD | LAFAYETTE, LA
ENTERTAINMENT BY:
CHRIS SEGURA TRIO

LAFAYETTE CONSOLIDATED GOVERNMENT
HOUSEHOLD
HAZARDOUS
WASTE DAY
UL CAJUN FIELD PARKING LOT
Enter at Gate 4 on W. Congress

ECOSTEAM
PROJECT
FRONT
YARD
March 16, 2019 from 8 a.m. – 12 p.m.
DEBRIS DROP

ACCEPTING
- Tires
- Wood
- Metal
- Construction debris
- Baggings/containers of trash
- Bicycles
- Appliances
- Car parts
- Home & lawn furniture

NOT ACCEPTING
- Automotive fluids
- Household chemicals
- Compressed gas cylinders
- Medical waste
- Ammunition
- Explosives
- Gas powered equipment

Contact Environmental Quality at 337-232-3529

Save a raindrop.
Save so much more.
2019 Spring Rain Barrel Sale

Visit LUS.org for pricing
Sale ends May 12

Rediscove the Vermilion
6th Annual River Symposium
Friday, September 13, 2019
350 Fisher Road Lafayette LA

PARTICIPATION
With a twist on storm drain marking, we've used the Storm Drain Art Contest to raise awareness about storm drains and water quality.
CONTEST WINNERS

PARTICIPATION
CONTEST WINNERS

PARTICIPATION
CONTEST WINNERS

PARTICIPATION
Program elements include community partnerships, agency-wide participation, thorough documentation, adaptive programming, agency funding, community presence, brand recognition, media & marketing coverage, and success.
THANK YOU!

QUESTIONS?

Kelia Bingham  |  Regulatory Compliance Officer
Jackie Vargas-Beitia  |  Regulatory Compliance Supervisor

EnvironmentalQuality@LafayetteLA.gov