

PUBLIC EDUCATION/OUTREACH Q3/Q4



BUS WRAP- BOISE-CALDWELL LINE MAY, JUNE, JULY, AUGUST



NEIGHBORHOOD CONCERT SERIES





NATIONAL NIGHT OUT



Date: 8-14-2024
Invoice #: BOI2024-8
Customer: City of Boise

Description of Charges Amount

Clean Water Campaign 2024

:30 Radio—July

KJOT	\$ 272.00
KRVB	302.00
KXLT	556.00
KKOO	332.00
KIZN	455.00
KKGL	424.00
La Grand	450.00
La Poderosa	414.00

EXPENDITURES	FY2024 Adopted Expenditure Budget	FY2024 Actual				
		1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	YTD
Operating						
Advertising - billboards, bus ads, radio, T.V., social media	\$ 15,000.00			\$ 279.13	\$ 28,700.00	\$28,979.13
Outreach - website, trainings, public notices, stormdrain marking	\$ 7,000.00				\$ 369.13	\$ 369.13
Events/Sponsorships - Conservation Field Day, Watershed Watch, IdEEA Conf., etc.	\$ 5,000.00			\$ 119.19		\$ 119.19
Program Materials - Graphic Design, Targeted Audience develop., Printing, etc.	\$ 12,000.00				\$ 1,715.79	\$ 1,715.79
Personnel						
Boise City Staff Time	\$ 59,000.00	\$ 5,091.60	\$ 3,182.25	\$ 6,364.50	\$ 8,910.30	\$23,548.65
Cost Share Program Subtotal (Partners)	\$ 98,000.00	\$ 5,091.60	\$ 3,182.25	\$ 6,762.82	\$ 39,695.22	\$54,731.89
Supplemental Funding (Caldwell)	\$ 15,000.00				\$ (15,000.00)	
Cost Share Program Grand Total	\$ 113,000.00	\$ 5,091.60	\$ 3,182.25	\$ 6,762.82	\$ 24,695.22	\$39,731.89

POTENTIAL 2025 OUTREACH

- ESC and Permanent SW Controls outreach/trainings
 - Video format or recorded training for easy access when community members have issues or questions
- Tow trucks, fire trucks, food trucks, mobile detailing
- Ordering more giveaway items for FY25

PARTNERS FOR CLEAN WATER MESSAGING; PERMIT YEAR 4

BACKGROUND

The City of Boise is the lead agency for education, [outreach](#) and public involvement component of the Municipal Separate Storm Sewer System (MS4) permit. As part of the permit requirements, Boise is responsible for implementing public outreach that addresses stormwater quality in the community. The goal of the education and outreach program is to reduce the behaviors and practices that cause or contribute to adverse stormwater impacts on receiving waters (surface waters and groundwater).

The permittees must also assess the understanding of the relevant messages and adoption of appropriate behaviors by their target audiences. The resulting assessments must be used to direct future stormwater education and outreach resources most effectively.

Messages will be focused on general stormwater awareness, picking up pet waste, yard maintenance/fertilizer reduction, and illicit discharge reporting. Other messaging can include water conservation, xeriscaping, green stormwater infrastructure (GSI), maintenance, and best management practices for businesses.

GENERAL

When stormwater runs across hard surfaces like driveways, sidewalks, and roadways, it can pick up pollutants like pet waste, lawn chemicals, and chemicals and carry them to the storm drain system which is directly connected to groundwater or surface waters like the Boise River. Stormwater is not treated at a water renewal facility like the water from our homes, which is why stormwater pollution prevention is so important.

Everyday activities can impact water quality:

Activities that have negative impacts: washing cars in the driveway; excessive use of fertilizers, herbicides, and pesticides; dumping chemicals or other liquids besides clean water in storm drains; removing native vegetation; leaking oil in driveways/roadways

Actions that have positive impacts: picking up pet waste; reducing impervious surfaces, supporting local land protection; creating rain gardens; planting trees; raking leaves; xeriscaping; efficient irrigation water use

PET WASTE

When it rains, bacteria from pet waste [is](#) carried from our yards, parks and trails to the nearest storm drain. These harmful bacteria end up in the water where we swim, [fish](#) and play and can impact the health of the river.

While Boise is a pet-friendly community, it is important that all pet owners be responsible and clean up after their pets. Here's what you can do to help:

- Pick up pet waste when you walk your pets in public areas [and also](#) in your own yard.
- Dispose of pet waste properly in the trash; do NOT dispose pet waste in your compost cart.
- Do NOT leave bags on the ground or on the side of the street, the [Greenbelt](#) or trails in the Foothills. No one is designated to pick them up.

Other actions that you can take include:

- Coordinate with your neighbors or neighborhood association to install a pet waste station in areas where pets are walked frequently.
- Encourage your neighbors to pick up after their pets.
- Re-use plastic shopping bags to pick up after your pets.

Taking these actions will help keep our streets, [neighborhoods](#) and parks clean while protecting the Boise River from polluted stormwater runoff.

LEAF LITTER

Everyone enjoys the beauty of bright autumn leaves in the Treasure Valley. But when leaves fall in our yards, it's important to rake them up! That's because rain carries leaves into our neighborhood storm drains, polluting local waterways and clogging stormwater systems.

Leaves contain the nutrients phosphorus and nitrogen, which can cause algae blooms and lowered oxygen levels that harm plants and animals living in the Boise River and other local waterways. When leaves build up in storm drains, stormwater can't flow through freely, leading to flooded streets, yards, and even basements.

Preventing stormwater pollution and flooding in your neighborhood is simple. Never blow or rake leaves into the street or sidewalk. You can put leaves in your compost cart or compost pile to put nutrients back into the soil while keeping our river clean and healthy. If you do not have access to compost, follow local guidance on leaf collection. You can also use a rake or broom to clear leaves and debris from storm drains, which will help prevent flooding.

For more information on leaf collection in Boise, please visit [Curb It](#).

YARD MAINTENANCE



