

ILLICIT DISCHARGE

Illicit discharge is the illegal or accidental discharge of polluted material directly or indirectly into the storm drainage system. Illicit discharges adversely affect water quality and are considered a threat to human and aquatic life. Examples of illicit discharge include sanitary sewer overflows, petroleum-laden runoff from parking lots and driveways, yard waste, hazardous materials such as household cleaners and paint, pet waste, grease discharges from restaurants and homeowners, car washing, and vehicle accident spills. In particular, sanitary sewer overflows are caused by high rain events, loss of power, overgrowth of tree roots, and grease clogging the sanitary sewer lines.

Best management practices for illicit discharge suggest focusing on 1) informing the public of the impacts of illicit discharge on surface water quality 2) proper methods for storing, handling, and disposing of hazardous materials, and 3) alternatives to hazardous materials and practices.

<u>Outreach Technique</u>	<u>Target Audience</u>	<u>Message or Objective</u>	<u>Details for Action</u>	<u>Priority</u>	<u>Timeline</u>	<u>Responsibility</u>	<u>Resources Required</u>	<u>Outreach Applicable To Other Watersheds</u>
ILLICIT DISCHARGE								
<i>Inspect sanitary sewer lines running under the lake to determine leaks are contributing to impaired water quality.</i>	<ul style="list-style-type: none"> The lake. 	<ul style="list-style-type: none"> Determine if leaks are occurring and impacting water quality of lake. 	<ul style="list-style-type: none"> Determine if high nutrient levels are coming from aged sewer lines running under the lake. 	HI	Next lake draining	Public Utilities	-in-house crews -equipment	
<i>Include informational literature in utility bills, HOA newsletters, and multi-family newsletters.</i>	<ul style="list-style-type: none"> Utility bill recipients. HOA newsletter recipients. Multi-family newsletter recipients. 	<ul style="list-style-type: none"> Address illicit discharge issues, impacts on water quality, economic implications of illicit discharge, violations and fines and proper disposal for household hazardous waste & grease. For restaurants - demonstrate cost savings for reliable grease maintenance. 	<ul style="list-style-type: none"> Public Utilities already conducts certain aspects of this outreach technique. Determine HOA mailing list using GIS. Develop Illicit Discharge fact sheet. Add a link to the Illicit Discharge fact sheet on the City website. 	HI	Fall 2002	Storm Water Services Public Utilities	-design time -printing & postage (\$1700)	X
<i>Illicit Discharge public service announcements on radio & TV (short PSA's, static PSA's, documentaries)</i>	<ul style="list-style-type: none"> Wilmington viewing & listening area. 	<ul style="list-style-type: none"> Illicit discharge issues, violations, best management practices and proper household hazardous waste disposal. 	<ul style="list-style-type: none"> Create & run PSA's in house – GTV. Coordinate with local TV & radio stations to run PSA's. Borrow & run PSA's from other municipalities. 	HI (for short & static PSA's) LO (for documentary)	Ongoing	Storm Water Services GTV Public Utilities Local TV & radio stations	-design time -\$2000 for production and air time	X
<i>Attend neighborhood & HOA meetings.</i>	<ul style="list-style-type: none"> Greenfield Lake neighborhood associations & HOA's. 	<ul style="list-style-type: none"> Attend HOA meetings to discuss illicit discharges (use pre-packaged power point presentation.) 	<ul style="list-style-type: none"> Develop Power Point presentation. Possibly utilize volunteers to make presentations. 	HI	Ongoing	Storm Water Services Cape Fear River Watch Public Utilities	-power point presentation -handouts (\$140) -speakers -staff time	X

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<i>Vehicular accident clean-up</i>	<ul style="list-style-type: none"> Wilmington police - vehicle accident sites with fluid spills and wreck debris (i.e. motor oil & glass) 	<ul style="list-style-type: none"> Spills from vehicular accidents are illicit discharges that should be cleaned up immediately and thoroughly after an accident. (i.e. Oil Dry, antifreeze, broken glass, etc) 	<ul style="list-style-type: none"> Internally coordinate with the Wilmington Police Department, Fire Department and local towing Companies to determine post-accident illicit discharge procedures and responsibilities. 	HI	Ongoing	<ul style="list-style-type: none"> Storm Water Services Wilmington Police Department Wilmington Fire Department Towing companies 	-roundtable discussion with all parties to discuss responsibility and procedures	X
<i>Household Hazardous Waste Disposal Information Mailing</i>	<ul style="list-style-type: none"> City residents 	<ul style="list-style-type: none"> Inform the public of household hazardous waste disposal locations and disposal procedures (i.e. paint, motor oil, antifreeze, batteries, etc.) 	<ul style="list-style-type: none"> Determine household hazardous waste disposal locations. Determine how to dispose of certain household hazardous waste at home. Develop illicit discharge/household hazardous waste fact sheet. Use the media to disperse information. Develop ordinance to require mandatory recycling and bottle law. 	HI	Summer 2002	<ul style="list-style-type: none"> Storm Water Services Public Utilities NH Cty. Landfill 	-design time -printing & postage (\$1500)	X
<i>School and Community presentations</i>	<ul style="list-style-type: none"> Schools in Greenfield Lake watershed. Community groups, HOA's in the Greenfield Lake watershed. 	<ul style="list-style-type: none"> Water quality implications relating to illicit discharges such as leaf blowing, car washing, etc. 	<ul style="list-style-type: none"> Coordinate presentations with New Hanover County schools. Coordinate presentations with community groups & HOA's. 	HI	Ongoing	<ul style="list-style-type: none"> Storm Water Services Cape Fear River Watch Public Utilities 	-staff time -handouts (\$140)	X
<i>Place decals on city garbage cans and bumper stickers on city vehicles.</i>	<ul style="list-style-type: none"> Residents with city trash service. People observing city vehicles. 	<ul style="list-style-type: none"> Items that should go into the trash can as opposed to down the sink drain or storm drain. 	<ul style="list-style-type: none"> Coordinate with Bill Reed & Ed Thorpe to place decals on cans and vehicles. 	HI	TBD	<ul style="list-style-type: none"> Storm Water Services Solid Waste Fleet Mgt. 	-design time -decals (\$3000)	X
<i>Include inserts and/or information on illicit discharge in the city employee newsletter (FYI)</i>	<ul style="list-style-type: none"> City employees. 	<ul style="list-style-type: none"> Tips regarding illicit discharge, sanitary sewer overflows, etc. 	<ul style="list-style-type: none"> Coordinate information with HR. 	MID	Ongoing	<ul style="list-style-type: none"> Storm Water Services Public Utilities 	-design time -inserts (\$100)	X
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<i>Water Quality Month with a</i>	<ul style="list-style-type: none"> City residents, 	<ul style="list-style-type: none"> Week 1 Drinking Water 	<ul style="list-style-type: none"> Storm water and water 	LO	Annually in	Storm Water	-\$\$\$	X

<i>specific weekly focus</i>	particularly school students.	<ul style="list-style-type: none"> • Week 2 Waste Water • Week 3 Storm Water • Week 4 Recreational Waters 	<p>quality issues relating to illicit discharges.</p> <ul style="list-style-type: none"> • Declaration by mayor. • School poster contest. • Water quality display at Westfield Shopping Mall. 		May	<p>Services</p> <p>PS & F</p> <p>Public Utilities</p>	<p>-time</p> <p>-handouts</p> <p>-displays</p> <p>-event</p> <p>coordination</p> <p>-prizes</p> <p>(\$300)</p>	
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