



NPDES Small MS4 General Permit (OHQ000002) Annual Reporting Form

Instructions for completing this form:

- OHQ000002 requires that this form be used when submitting annual reports. You may request approval to use your own reporting format.
- Annual Reports are due annually on or before April 1st.
- Complete the form and sign and date the certification statement below.
- If more space is needed than is provided, identify within the provided space that Attachment A, B, C, etc. has been attached.
- If an item of the form is not applicable for your program (such as street sweeping), fill in N/A in the space provided.
- Don't include attachments such as brochures, newspaper clips, sign-in sheets, etc. related to your program with this form. You only need to summarize these within this report. These records must be filed and will be needed during program audits.
- When complete, submit this Annual Report form to the following address:

Ohio Environmental Protection Agency
Division of Surface Water
Stormwater Program – Small MS4
P.O. Box 1049
Columbus, Ohio 43216-1049

Small MS4 Annual Report for Year: 2010

Ohio EPA Facility Permit Number: 3GQ00012*AG

Name of MS4: City of Cleveland

Primary Contact: Mrs. Ollie Shaw

Title: Commissioner, Division of Water Pollution Control

Mailing Address: 12302 Kirby Avenue

City: Cleveland

Zip Code: 44108

County: Cuyahoga

Telephone Number: (216) 664-2750

Email Address: oshaw@clevelandwpc.com

Include or attach a Table of Organization. Indicate who (name and contact information) is responsible for overall management and implementation of your program, and if different, each minimum control measure of your program. Identify how development and implementation across multiple positions, agencies and departments occur. Also, identify any Memorandum of Understandings (MOUs) or other such agreements that exist.

Stormwater Management Steering Committee:

Division of Water Pollution Control	Ollie Shaw
Mayor's Office of Capital Projects	Phillis Fuller-Clipps
Water Pollution Control	Patricia Neal
Water Pollution Control	Ossie Neal
City Council	Matt Zone
Water Pollution Control	Rachid Zoghaib
Office of Sustainability	Jenita McGowan
Law	Shirley Tomasello
Building & Housing	Richard Riccardi
City Planning	Martin Cader
Water Pollution Control	Narhari Patel
City Planning	James Danek

***SEE ATTACHED ORGANIZATION CHART ON SHEET 2**

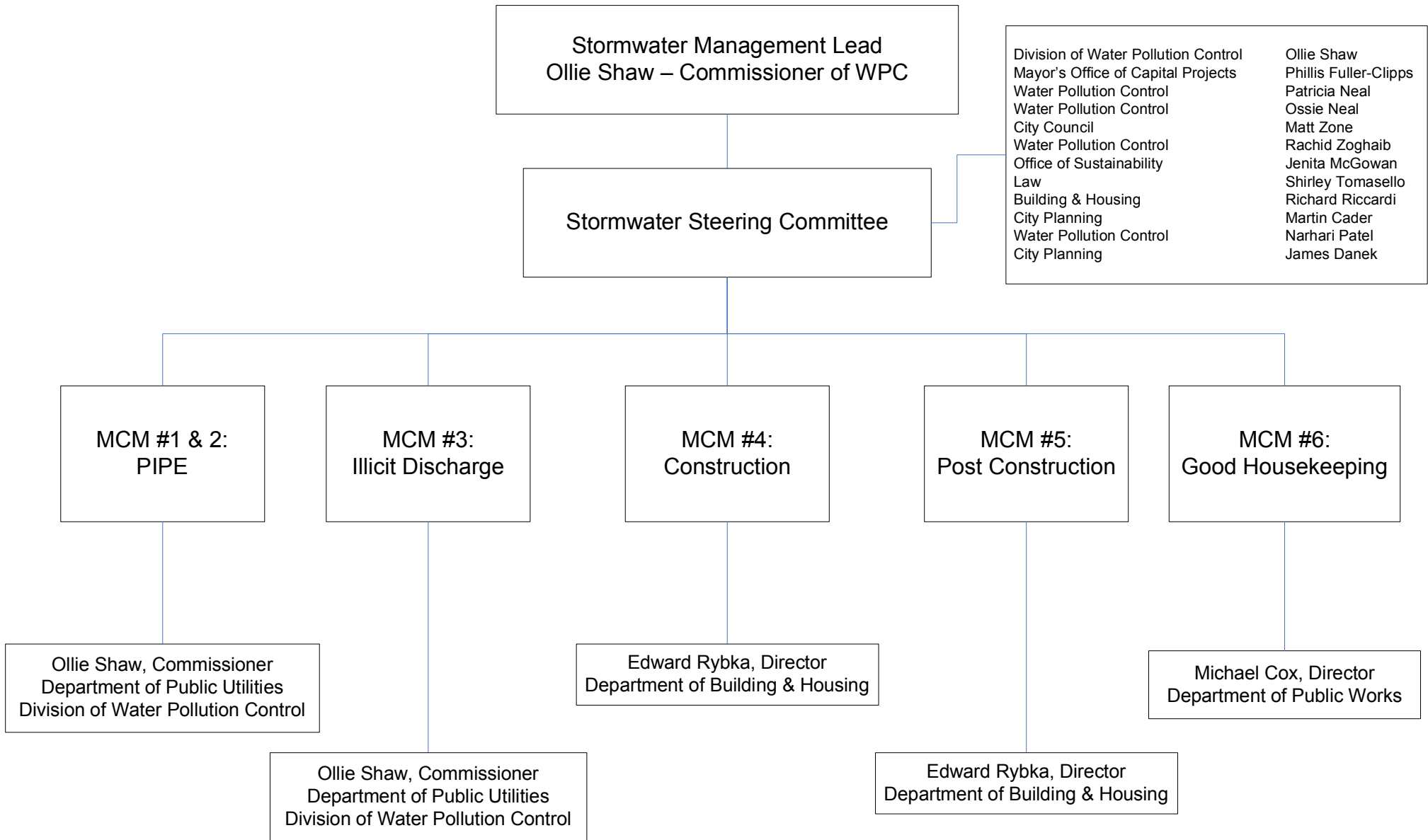
I certify under penalty of law that this document and all attachments were prepared under my direction or supervision in accordance with a system designed to assure that qualified personnel properly gather and evaluate the information submitted. Based on my inquiry of the person or persons who manage the system, or those persons directly responsible for gathering the information, the information submitted is, to the best of my knowledge and belief, true, accurate and complete. I am aware that there are significant penalties for submitting false information, including possibility of fine and imprisonment for knowing violations.

Print Name: Ollie Shaw

Print Title: Commissioner, Division of Water Pollution Control

Signature: _____

Date: _____





PUBLIC EDUCATION & OUTREACH: Cleveland Division of Water Pollution Control for the City of Cleveland

2010 Overall Theme: Protect and conserve local water resources by reducing stormwater runoff and the impact of pollutants.
 General watershed and stormwater education and awareness activities occur in the background, so as to provide context for the theme.

Overall 2010 PIPE Program Goal: Reach at least 10% of the City population with a targeted message (so as to reach 50% over the 5-year term).

Target Audience based on Total Population of Cleveland: 478,403 ----- **Single Family, Owner-Occupied Households: 75,285**
Estimate Your Permit Area's Total Population: 43,000 ----- **Total Single Family, Owner-Occupied Households: 7,000**

BMP (mechanism) & Responsible Party	Measurable Goal	Theme or Message	Target Audience	% of Target Audience Reached	Summary of Results	Effective (Yes or No)
Great Big Home & Garden Show (Informational booth and two rain barrel demonstrations) City of Cleveland Division of Water Pollution Control. Rain barrel demonstration with Cuyahoga Soil & Water Conservation District.	The number of homeowners demonstrating awareness of stormwater reduction practices will increase by at least 10%, and at least 1% of homeowners will adopt at least one promoted practice during the 5-year permit term.	Protect and conserve local water resources by reducing stormwater runoff and the impact of pollutants. We all live in a watershed and our actions on the land directly affect the quality of our water.	Homeowners and other residents	<1%	Event held February 6-14 More than 1,000 people visited the WPC Booth and more than 30 attended each of two rain barrel demonstrations. Also, rain barrel display at booth. Literature: <ul style="list-style-type: none"> • WPC service brochure • Solution to Stormwater Pollution brochure • What is a Rain Barrel • After the Storm: A Citizen's Guide to Understanding Stormwater • Rain Garden Manual for Homeowners • Rain Gardens for Homeowners: Protecting our Water, One Yard at a Time 	Overall effectiveness will be determined by survey results at end of permit term.
Northeast Shores Community Resources Fair City of Cleveland Division of Water Pollution Control						



BMP (mechanism) & Responsible Party	Measurable Goal	Theme or Message	Target Audience	% of Target Audience Reached	Summary of Results	Effective (Yes or No)
<p>Customer Service Fair - Ward 13</p> <p>City of Cleveland Division of Water Pollution Control.</p>	<p>The number of homeowners demonstrating awareness of stormwater reduction practices will increase by at least 10%, and at least 1% of homeowners will adopt at least one promoted practice during the 5-year permit term.</p>	<p>Protect and conserve local water resources by reducing stormwater runoff and the impact of pollutants.</p> <p>We all live in a watershed and our actions on the land directly affect the quality of our water.</p>	<p>Homeowners and other residents</p>	<p><1%</p>	<p>Event held March 24 Attendance: 100 Literature:</p> <ul style="list-style-type: none"> • WPC service brochure • No Dumping door hangers • Solution to Stormwater Pollution brochure • What is a Rain Barrel • After the Storm: A Citizen's Guide to Understanding Stormwater 	<p>Overall effectiveness will be determined by survey results at end of permit term.</p>
<p>Connecting Families Resource Fair - Ward 9</p> <p>City of Cleveland Division of Water Pollution Control</p>	<p>The number of homeowners demonstrating awareness of stormwater reduction practices will increase by at least 10%, and at least 1% of homeowners will adopt at least one promoted practice during the 5-year permit term.</p>	<p>Protect and conserve local water resources by reducing stormwater runoff and the impact of pollutants.</p> <p>We all live in a watershed and our actions on the land directly affect the quality of our water.</p>	<p>Homeowners and other residents</p>	<p><1%</p>	<p>Event held March 25 Attendance: 100 Literature:</p> <ul style="list-style-type: none"> • WPC service brochure • No Dumping door hangers • Solution to Stormwater Pollution brochure • What is a Rain Barrel • After the Storm: A Citizen's Guide to Understanding Stormwater 	<p>Overall effectiveness will be determined by survey results at end of permit term</p>



BMP (mechanism) & Responsible Party	Measurable Goal	Theme or Message	Target Audience	% of Target Audience Reached	Summary of Results	Effective (Yes or No)
EarthFest 2010 City of Cleveland Division of Water Pollution Control	The number of homeowners demonstrating awareness of stormwater reduction practices will increase by at least 10%, and at least 1% of homeowners will adopt at least one promoted practice during the 5-year permit term.	Protect and conserve local water resources by reducing stormwater runoff and the impact of pollutants. We all live in a watershed and our actions on the land directly affect the quality of our water.	Homeowners and other residents	<1%	Event held April 18 Attendance: 2,500 Rain barrel display Literature: <ul style="list-style-type: none"> • WPC service brochure • No Dumping door hangers • Solution to Stormwater Pollution brochure • What is a Rain Barrel • After the Storm: A Citizen's Guide to Understanding Stormwater 	Overall effectiveness will be determined by survey results at end of permit term.
Community Resources Fair: Taking City Hall to the Community City of Cleveland Division of Water Pollution Control	The number of homeowners demonstrating awareness of stormwater reduction practices will increase by at least 10%, and at least 1% of homeowners will adopt at least one promoted practice during the 5-year permit term.	Protect and conserve local water resources by reducing stormwater runoff and the impact of pollutants. We all live in a watershed and our actions on the land directly affect the quality of our water.	Homeowners and other residents	<1%	Event held April 21 Attendance: 60 Literature: <ul style="list-style-type: none"> • WPC service brochure • No Dumping door hangers • Solution to Stormwater Pollution brochure • What is a Rain Barrel • After the Storm: A Citizen's Guide to Understanding Stormwater 	Overall effectiveness will be determined by survey results at end of permit term.
Earth Day 40th Anniversary Celebration Rock & Roll Hall of Fame City of Cleveland Division of Water Pollution Control	The number of homeowners demonstrating awareness of stormwater reduction practices will increase by at least 10%, and at least 1% of homeowners will adopt at least one promoted practice during the 5-year permit term.	Protect and conserve local water resources by reducing stormwater runoff and the impact of pollutants. We all live in a watershed and our actions on the land directly affect the quality of our water.	Homeowners and other residents	<1%	Event held April 22 Attendance: 300 Rain barrel construction demonstration Literature: <ul style="list-style-type: none"> • WPC service brochure • No Dumping door hangers • Solution to Stormwater Pollution brochure • What is a Rain Barrel • After the Storm: A Citizen's Guide to Understanding Stormwater 	Overall effectiveness will be determined by survey results at end of permit term.



BMP (Activity) & Responsible Party	Measurable Goal	Theme or Message	Target Audience	Estimate of People to Participate	Summary of Planned Activities	Proposed Schedule
<p>National Drinking Water Week Open House</p> <p>City of Cleveland, Division of Water and Division of Water Pollution Control</p>	<p>The number of homeowners demonstrating awareness of stormwater reduction practices will increase by at least 10%, and at least 1% of homeowners will adopt at least one promoted practice during the 5-year permit term.</p>	<p>Protect and conserve local water resources by reducing stormwater runoff and the impact of pollutants.</p> <p>We all live in a watershed and our actions on the land directly affect the quality of our water.</p>	<p>Homeowners and other residents</p>	<p><1%</p>	<p>Event held May 8 Attendance: 500 Rain barrel display Literature:</p> <ul style="list-style-type: none"> • WPC service brochure • No Dumping door hangers • Solution to Stormwater Pollution brochure • What is a Rain Barrel After the Storm: A Citizen's Guide to Understanding Stormwater 	<p>Overall effectiveness will be determined by survey results at end of permit term.</p>
<p>Cleveland Senior Day</p> <p>City of Cleveland, Division of Water Pollution Control</p>	<p>The number of homeowners demonstrating awareness of stormwater reduction practices will increase by at least 10%, and at least 1% of homeowners will adopt at least one promoted practice during the 5-year permit term.</p>	<p>Protect and conserve local water resources by reducing stormwater runoff and the impact of pollutants.</p> <p>We all live in a watershed and our actions on the land directly affect the quality of our water.</p>	<p>Homeowners and other residents</p>	<p><1%</p>	<p>Event held May 20 Attendance: 500 Literature:</p> <ul style="list-style-type: none"> • WPC service brochure • Solution to Stormwater Pollution brochure • What is a Rain Barrel • After the Storm: A Citizen's Guide to Understanding Stormwater • Rain Garden Manual for Homeowners • Rain Gardens for Homeowners: Protecting our Water, One Yard at a Time 	<p>Overall effectiveness will be determined by survey results at end of permit term</p>
<p>National Public Works & Safety Week Open House</p> <p>City of Cleveland Division of Water Pollution Control</p>	<p>The number of residents demonstrating awareness of stormwater reduction practices will increase by at least 10%, and at least 1% of homeowners will adopt at least one promoted practice during the 5-year permit term.</p>	<p>Protect and conserve local water resources by reducing stormwater runoff and the impact of pollutants.</p> <p>We all live in a watershed and our actions on the land directly affect the quality of our water.</p>	<p>Nearly 2,000 adult and children residents</p>	<p><1%</p>	<p>Event held May 21 Water Pollution Control hosted 1,901 students, Pre-K to grade 6, and presented more than a dozen exhibits and several classroom sessions on stormwater stewardship and energy conservation.</p>	<p>Overall effectiveness will be determined by survey results at end of permit term.</p>



BMP (Activity) & Responsible Party	Measurable Goal	Theme or Message	Target Audience	Estimate of People to Participate	Summary of Planned Activities	Proposed Schedule
Public Safety Fair & Expo (Police Memorial Tattoo) City of Cleveland, Division of Water Pollution Control	The number of homeowners demonstrating awareness of stormwater reduction practices will increase by at least 10%, and at least 1% of homeowners will adopt at least one promoted practice during the 5-year permit term.	Protect and conserve local water resources by reducing stormwater runoff and the impact of pollutants. We all live in a watershed and our actions on the land directly affect the quality of our water.	Homeowners and other residents	<1%	Event held May 22 Attendance: 2,000 Literature: <ul style="list-style-type: none"> WPC service brochure No Dumping door hangers Solution to Stormwater Pollution brochure What is a Rain Barrel After the Storm: A Citizen's Guide to Understanding Stormwater 	Overall effectiveness will be determined by survey results at end of permit term.
Ward 9 Summer Home & Energy Expo City of Cleveland Division of Water Pollution Control	The number of homeowners demonstrating awareness of stormwater reduction practices will increase by at least 10%, and at least 1% of homeowners will adopt at least one promoted practice during the 5-year permit term.	Protect and conserve local water resources by reducing stormwater runoff and the impact of pollutants. We all live in a watershed and our actions on the land directly affect the quality of our water.	Homeowners and other residents	<1%	Event held June 3 Attendance: 100 Literature: <ul style="list-style-type: none"> WPC service brochure No Dumping door hangers Solution to Stormwater Pollution brochure What is a Rain Barrel After the Storm: A Citizen's Guide to Understanding Stormwater Sewer Pipe Repair Program brochure 	Overall effectiveness will be determined by survey results at end of permit term.
12th Annual Big Creek Chevy Branch Clean Up City of Cleveland Division of Water Pollution Control and Cuyahoga Soil and Water Conservation District	The number of The number of homeowners demonstrating awareness of stormwater reduction practices will increase by at least 10%, and at least 1% of homeowners will adopt at least one promoted practice during the 5-year permit term.	Protect and conserve local water resources by reducing stormwater runoff and the impact of pollutants. We all live in a watershed and our actions on the land directly affect the quality of our water.	Homeowners and other residents	<1%	Event held June 5 Attendance: 50 volunteers Literature: <ul style="list-style-type: none"> WPC service brochure What is a Rain Barrel After the Storm: A Citizen's Guide to Understanding Stormwater Sewer Pipe Repair Program brochure 	Overall effectiveness will be determined by survey results at end of permit term.



BMP (Activity) & Responsible Party	Measurable Goal	Theme or Message	Target Audience	Estimate of People to Participate	Summary of Planned Activities	Proposed Schedule
Breast Cancer 5K Walk City of Cleveland Division of Water Pollution Control	The number of homeowners demonstrating awareness of stormwater reduction practices will increase by at least 10%, and at least 1% of homeowners will adopt at least one promoted practice during the 5-year permit term.	Protect and conserve local water resources by reducing stormwater runoff and the impact of pollutants. We all live in a watershed and our actions on the land directly affect the quality of our water.	High school and college students	<1%	Event held June 19 Attendance: 300 Sewer maintenance demonstrations and students learned about urban runoff Literature: <ul style="list-style-type: none"> WPC service brochure Solution to Stormwater Pollution brochure What is a Rain Barrel After the Storm: A Citizen's Guide to Understanding Stormwater 	Overall effectiveness will be determined by survey results at end of permit term.
Water Cycle Project (two separate groups) City of Cleveland Division of Water Pollution Control	The number of homeowners demonstrating awareness of stormwater reduction practices will increase by at least 10%, and at least 1% of homeowners will adopt at least one promoted practice during the 5-year permit term.	Protect and conserve local water resources by reducing stormwater runoff and the impact of pollutants. We all live in a watershed and our actions on the land directly affect the quality of our water.	High school and college students	<1%	Event held June 22 and July 20 Attendance: 30 students total Sewer maintenance demonstrations and students learned about urban runoff Literature: <ul style="list-style-type: none"> WPC service brochure Solution to Stormwater Pollution brochure What is a Rain Barrel After the Storm: A Citizen's Guide to Understanding Stormwater 	Overall effectiveness will be determined by survey results at end of permit term.
Senior Wellness & Information Fair City of Cleveland Division of Water Pollution Control	The number of homeowners demonstrating awareness of stormwater reduction practices will increase by at least 10%, and at least 1% of homeowners will adopt at least one promoted practice during the 5-year permit term.	Protect and conserve local water resources by reducing stormwater runoff and the impact of pollutants. We all live in a watershed and our actions on the land directly affect the quality of our water.	Homeowners and other residents	<1%	Event June 23 Attendance: 100 Literature: <ul style="list-style-type: none"> WPC service brochure Solution to Stormwater Pollution brochure What is a Rain Barrel After the Storm: A Citizen's Guide to Understanding Stormwater Sewer Pipe Repair Program brochure Rain Garden Manual for Homeowners 	Overall effectiveness will be determined by survey results at end of permit term.



BMP (Activity) & Responsible Party	Measurable Goal	Theme or Message	Target Audience	Estimate of People to Participate	Summary of Planned Activities	Proposed Schedule
Ward 5 Community Festival/Friendly Inn City of Cleveland Division of Water Pollution Control	The number of homeowners demonstrating awareness of stormwater reduction practices will increase by at least 10%, and at least 1% of homeowners will adopt at least one promoted practice during the 5-year permit term.	Protect and conserve local water resources by reducing stormwater runoff and the impact of pollutants. We all live in a watershed and our actions on the land directly affect the quality of our water.	Residents	<1%	Event June 26 Attendance: 100 Literature: <ul style="list-style-type: none"> WPC service brochure Solution to Stormwater Pollution brochure What is a Rain Barrel After the Storm: A Citizen's Guide to Understanding Stormwater Sewer Pipe Repair Program brochure 	Overall effectiveness will be determined by survey results at end of permit term.
Ward 5 Community Festival City of Cleveland Division of Water Pollution Control	The number of homeowners demonstrating awareness of stormwater reduction practices will increase by at least 10%, and at least 1% of homeowners will adopt at least one promoted practice during the 5-year permit term.	Protect and conserve local water resources by reducing stormwater runoff and the impact of pollutants. We all live in a watershed and our actions on the land directly affect the quality of our water.	Residents	<1%	Event held June 27 Attendance: 1,000 Literature: <ul style="list-style-type: none"> WPC service brochure Solution to Stormwater Pollution brochure What is a Rain Barrel After the Storm: A Citizen's Guide to Understanding Stormwater What is a Watershed? Sewer Pipe Repair Program brochure 	Overall effectiveness will be determined by survey results at end of permit term.
Soul of Buckeye Festival City of Cleveland Division of Water Pollution Control	The number of homeowners demonstrating awareness of stormwater reduction practices will increase by at least 10%, and at least 1% of homeowners will adopt at least one promoted practice during the 5-year permit term.	Protect and conserve local water resources by reducing stormwater runoff and the impact of pollutants. We all live in a watershed and our actions on the land directly affect the quality of our water.	Residents	<1%	Event held July 10 Attendance: 2,000 Literature: <ul style="list-style-type: none"> WPC service brochure Solution to Stormwater Pollution brochure What is a Rain Barrel After the Storm: A Citizen's Guide to Understanding Stormwater What is a Watershed? Sewer Pipe Repair Program brochure 	Overall effectiveness will be determined by survey results at end of permit term.



BMP (mechanism) & Responsible Party	Measurable Goal	Theme or Message	Target Audience	% of Target Audience Reached	Summary of Results	Effective (Yes or No)
Euclid Beach Cleanup/Clean Beach Festival City of Cleveland Division of Water Pollution Control (Adopt-A-Beach)	The number of homeowners demonstrating awareness of stormwater reduction practices will increase by at least 10%, and at least 1% of homeowners will adopt at least one promoted practice during the 5-year permit term.	Protect and conserve local water resources by reducing stormwater runoff and the impact of pollutants. We all live in a watershed and our actions on the land directly affect the quality of our water.	Residents	<1%	Event held July 17 Attendance: 500 Literature: <ul style="list-style-type: none"> WPC service brochure Solution to Stormwater Pollution brochure What is a Rain Barrel After the Storm: A Citizen's Guide to Understanding Stormwater What is a Watershed? Sewer Pipe Repair Program brochure 	Overall effectiveness will be determined by survey results at end of permit term.
Cleveland Police Safety Fair – District 3 City of Cleveland Division of Water Pollution Control	The number of homeowners demonstrating awareness of stormwater reduction practices will increase by at least 10%, and at least 1% of homeowners will adopt at least one promoted practice during the 5-year permit term.	Protect and conserve local water resources by reducing stormwater runoff and the impact of pollutants. We all live in a watershed and our actions on the land directly affect the quality of our water.	Residents	<1%	Event held July 17 Attendance: Literature: <ul style="list-style-type: none"> WPC service brochure Solution to Stormwater Pollution brochure What is a Rain Barrel After the Storm: A Citizen's Guide to Understanding Stormwater What is a Watershed? Sewer Pipe Repair Program brochure 	Overall effectiveness will be determined by survey results at end of permit term.
Cleveland Police Safety Fair – District 5 City of Cleveland Division of Water Pollution Control	The number of homeowners demonstrating awareness of stormwater reduction practices will increase by at least 10%, and at least 1% of homeowners will adopt at least one promoted practice during the 5-year permit term.	Protect and conserve local water resources by reducing stormwater runoff and the impact of pollutants. We all live in a watershed and our actions on the land directly affect the quality of our water.	Residents	<1%	Event held July 24 Attendance: 500 Literature: <ul style="list-style-type: none"> WPC service brochure Solution to Stormwater Pollution brochure What is a Rain Barrel After the Storm: A Citizen's Guide to Understanding Stormwater Sewer Pipe Repair Program brochure 	Overall effectiveness will be determined by survey results at end of permit term.



BMP (mechanism) & Responsible Party	Measurable Goal	Theme or Message	Target Audience	% of Target Audience Reached	Summary of Results	Effective (Yes or No)
<p>Taking City Hall to the Community</p> <p>City of Cleveland Division of Water Pollution Control</p>	<p>The number of homeowners demonstrating awareness of stormwater reduction practices will increase by at least 10%, and at least 1% of homeowners will adopt at least one promoted practice during the 5-year permit term.</p>	<p>Protect and conserve local water resources by reducing stormwater runoff and the impact of pollutants.</p> <p>We all live in a watershed and our actions on the land directly affect the quality of our water.</p>	<p>Residents</p>	<p><1%</p>	<p>Event held July 28 Attendance: 300 Literature:</p> <ul style="list-style-type: none"> • WPC service brochure • Solution to Stormwater Pollution brochure • What is a Rain Barrel • After the Storm: A Citizen's Guide to Understanding Stormwater • Sewer Pipe Repair Program brochure 	<p>Overall effectiveness will be determined by survey results at end of permit term.</p>
<p>Ward 7 Community Resources Fair</p> <p>City of Cleveland Division of Water Pollution Control</p>	<p>The number of homeowners demonstrating awareness of stormwater reduction practices will increase by at least 10%, and at least 1% of homeowners will adopt at least one promoted practice during the 5-year permit term.</p>	<p>Protect and conserve local water resources by reducing stormwater runoff and the impact of pollutants.</p> <p>We all live in a watershed and our actions on the land directly affect the quality of our water.</p>	<p>Residents</p>	<p><1%</p>	<p>Event held July 30 Attendance: 100 Literature:</p> <ul style="list-style-type: none"> • Are You Experiencing a Sewer-Related Problem? • Do You Pour Grease or Other Substances In Your Sink, Toilet or Catch Basin? • Make a Rain Barrel Instructions • After the Storm brochure • Solution to Stormwater Pollution brochure 	<p>Overall effectiveness will be determined by survey results at end of permit term.</p>



BMP (mechanism) & Responsible Party	Measurable Goal	Theme or Message	Target Audience	% of Target Audience Reached	Summary of Results	Effective (Yes or No)
<p>Family Unity in the Park Festival</p> <p>City of Cleveland Division of Water Pollution Control</p>	<p>The number of homeowners demonstrating awareness of stormwater reduction practices will increase by at least 10%, and at least 1% of homeowners will adopt at least one promoted practice during the 5-year permit term.</p>	<p>Protect and conserve local water resources by reducing stormwater runoff and the impact of pollutants.</p> <p>We all live in a watershed and our actions on the land directly affect the quality of our water.</p>	<p>Residents</p>	<p><1%</p>	<p>Event held July 31 Attendance: 3,000 Literature:</p> <ul style="list-style-type: none"> • WPC service brochure • Solution to Stormwater Pollution brochure • What is a Rain Barrel • After the Storm: A Citizen's Guide to Understanding Stormwater • Sewer Pipe Repair Program brochure • Rain Garden Manual for Homeowners 	<p>Overall effectiveness will be determined by survey results at end of permit term.</p>
<p>Mayor's Night Out Against Crime</p> <p>City of Cleveland Division of Water Pollution Control</p>	<p>The number of homeowners demonstrating awareness of stormwater reduction practices will increase by at least 10%, and at least 1% of homeowners will adopt at least one promoted practice during the 5-year permit term.</p>	<p>Protect and conserve local water resources by reducing stormwater runoff and the impact of pollutants.</p> <p>We all live in a watershed and our actions on the land directly affect the quality of our water.</p>	<p>Residents</p>	<p><1%</p>	<p>Event held August 3 Attendance: 3,000 Literature:</p> <ul style="list-style-type: none"> • WPC service brochure • Solution to Stormwater Pollution brochure • What is a Rain Barrel? • After the Storm: A Citizen's Guide to Understanding Stormwater • Sewer Pipe Repair Program brochure • Rain Garden Manual for Homeowners 	<p>Overall effectiveness will be determined by survey results at end of permit term.</p>



BMP (mechanism) & Responsible Party	Measurable Goal	Theme or Message	Target Audience	% of Target Audience Reached	Summary of Results	Effective (Yes or No)
Ward 7 Hough Community Celebration City of Cleveland Division of Water Pollution Control	The number of homeowners demonstrating awareness of stormwater reduction practices will increase by at least 10%, and at least 1% of homeowners will adopt at least one promoted practice during the 5-year permit term.	Protect and conserve local water resources by reducing stormwater runoff and the impact of pollutants. We all live in a watershed and our actions on the land directly affect the quality of our water.	Residents	<1%	Event held August 7 Attendance: 1,000 Literature: <ul style="list-style-type: none"> WPC service brochure Solution to Stormwater Pollution brochure What is a Rain Barrel? After the Storm: A Citizen's Guide to Understanding Stormwater Sewer Pipe Repair Program brochure Rain Garden Manual for Homeowners 	Overall effectiveness will be determined by survey results at end of permit term.
Cleveland Beats & Eats City of Cleveland Division of Water Pollution Control	The number of homeowners demonstrating awareness of stormwater reduction practices will increase by at least 10%, and at least 1% of homeowners will adopt at least one promoted practice during the 5-year permit term.	Protect and conserve local water resources by reducing stormwater runoff and the impact of pollutants. We all live in a watershed and our actions on the land directly affect the quality of our water.	Residents	<1%	Event held August 10 Attendance: 1,000 Literature: <ul style="list-style-type: none"> WPC service brochure Solution to Stormwater Pollution brochure What is a Rain Barrel? After the Storm: A Citizen's Guide to Understanding Stormwater Sewer Pipe Repair Program brochure Rain Garden Manual for Homeowners 	Overall effectiveness will be determined by survey results at end of permit term.
Environmental Health Watch (stormwater/rain barrel presentation) City of Cleveland Division of Water Pollution Control	The number of homeowners demonstrating awareness of stormwater reduction practices will increase by at least 10%, and at least 1% of homeowners will adopt at least one promoted practice during the 5-year permit term.	Protect and conserve local water resources by reducing stormwater runoff and the impact of pollutants. We all live in a watershed and our actions on the land directly affect the quality of our water.	Residents	<1%	Event held August 12 Attendance: 25 Literature: <ul style="list-style-type: none"> WPC service brochure Solution to Stormwater Pollution brochure What is a Rain Barrel? After the Storm: A Citizen's Guide to Understanding Stormwater Sewer Pipe Repair Program brochure Rain Garden Manual for Homeowners 	Overall effectiveness will be determined by survey results at end of permit term.



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<p>Glenville Heritage Festival</p> <p>City of Cleveland Division of Water Pollution Control</p>	<p>The number of homeowners demonstrating awareness of stormwater reduction practices will increase by at least 10%, and at least 1% of homeowners will adopt at least one promoted practice during the 5-year permit term.</p>	<p>Protect and conserve local water resources by reducing stormwater runoff and the impact of pollutants.</p> <p>We all live in a watershed and our actions on the land directly affect the quality of our water.</p>	<p>Residents</p>	<p><1%</p>	<p>Event held August 14 Attendance: 1,000 Literature:</p> <ul style="list-style-type: none"> • WPC service brochure • Solution to Stormwater Pollution brochure • What is a Rain Barrel? • After the Storm: A Citizen's Guide to Understanding Stormwater • Sewer Pipe Repair Program brochure • Rain Garden Manual for Homeowners 	<p>Overall effectiveness will be determined by survey results at end of permit term.</p>
<p>Union Miles Community Expo. (Ward 2)</p> <p>City of Cleveland Division of Water Pollution Control</p>	<p>The number of homeowners demonstrating awareness of stormwater reduction practices will increase by at least 10%, and at least 1% of homeowners will adopt at least one promoted practice during the 5-year permit term.</p>	<p>Protect and conserve local water resources by reducing stormwater runoff and the impact of pollutants.</p> <p>We all live in a watershed and our actions on the land directly affect the quality of our water.</p>	<p>Residents</p>	<p><1%</p>	<p>Event held August 14 Attendance: 1,000 Literature:</p> <ul style="list-style-type: none"> • WPC service brochure • Solution to Stormwater Pollution brochure • What is a Rain Barrel? • After the Storm: A Citizen's Guide to Understanding Stormwater • Sewer Pipe Repair Program brochure • Rain Garden Manual for Homeowners 	<p>Overall effectiveness will be determined by survey results at end of permit term.</p>
<p>City of Cleveland Safety Fair (4th District)</p> <p>City of Cleveland Division of Water Pollution Control</p>	<p>The number of homeowners demonstrating awareness of stormwater reduction practices will increase by at least 10%, and at least 1% of homeowners will adopt at least one promoted practice during the 5-year permit term.</p>	<p>Protect and conserve local water resources by reducing stormwater runoff and the impact of pollutants.</p> <p>We all live in a watershed and our actions on the land directly affect the quality of our water.</p>	<p>Residents</p>	<p><1%</p>	<p>Event held August 14 Attendance: 300 Literature:</p> <ul style="list-style-type: none"> • WPC service brochure • Solution to Stormwater Pollution brochure • What is a Rain Barrel? • After the Storm: A Citizen's Guide to Understanding Stormwater • Sewer Pipe Repair Program brochure • Rain Garden Manual for Homeowners 	<p>Overall effectiveness will be determined by survey results at end of permit term.</p>

BMP (mechanism) & Responsible Party	Measurable Goal	Theme or Message	Target Audience	% of Target Audience Reached	Summary of Results	Effective (Yes or No)										
<p>Cleveland Beats & Eats</p> <p>City of Cleveland Division of Water Pollution Control</p>	<p>The number of homeowners demonstrating awareness of stormwater reduction practices will increase by at least 10%, and at least 1% of homeowners will adopt at least one promoted practice during the 5-year permit term.</p>	<p>Protect and conserve local water resources by reducing stormwater runoff and the impact of pollutants.</p> <p>We all live in a watershed and our actions on the land directly affect the quality of our water.</p>	<p>Residents</p>	<p><1%</p>	<p>Event held August 17 Attendance: 1,000 Literature:</p> <ul style="list-style-type: none"> • Are You Experiencing a Sewer-Related Problem? • Do You Pour Grease or Other Substances In Your Sink, Toilet or Catch Basin? • Make a Rain Barrel Instructions • After the Storm brochure • Solution to Stormwater Pollution brochure 	<p>Overall effectiveness will be determined by survey results at end of permit term.</p>										
							<p>Stormwater/Rain barrel presentation for Environmental Health Watch</p> <p>City of Cleveland Division of Water Pollution Control</p>	<p>The number of homeowners demonstrating awareness of stormwater reduction practices will increase by at least 10%, and at least 1% of homeowners will adopt at least one promoted practice during the 5-year permit term.</p>	<p>Protect and conserve local water resources by reducing stormwater runoff and the impact of pollutants.</p> <p>We all live in a watershed and our actions on the land directly affect the quality of our water.</p>	<p>Residents</p>	<p><1%</p>	<p>Event held August 26 Attendance: 20 Literature:</p> <ul style="list-style-type: none"> • WPC service brochure • Solution to Stormwater Pollution brochure • What is a Rain Barrel? • After the Storm: A Citizen's Guide to Understanding Stormwater • Sewer Pipe Repair Program brochure • Rain Garden Manual for Homeowners 	<p>Overall effectiveness will be determined by survey results at end of permit term.</p>		<p>Ward 1 Family & Community Expo</p> <p>City of Cleveland Division of Water Pollution Control</p>	<p>The number of homeowners demonstrating awareness of stormwater reduction practices will increase by at least 10%, and at least 1% of homeowners will adopt at least one promoted practice during the 5-year permit term.</p>
<p>Stormwater/Rain barrel presentation for Environmental Health Watch</p> <p>City of Cleveland Division of Water Pollution Control</p>	<p>The number of homeowners demonstrating awareness of stormwater reduction practices will increase by at least 10%, and at least 1% of homeowners will adopt at least one promoted practice during the 5-year permit term.</p>	<p>Protect and conserve local water resources by reducing stormwater runoff and the impact of pollutants.</p> <p>We all live in a watershed and our actions on the land directly affect the quality of our water.</p>	<p>Residents</p>	<p><1%</p>	<p>Event held August 26 Attendance: 20 Literature:</p> <ul style="list-style-type: none"> • WPC service brochure • Solution to Stormwater Pollution brochure • What is a Rain Barrel? • After the Storm: A Citizen's Guide to Understanding Stormwater • Sewer Pipe Repair Program brochure • Rain Garden Manual for Homeowners 	<p>Overall effectiveness will be determined by survey results at end of permit term.</p>										
							<p>Ward 1 Family & Community Expo</p> <p>City of Cleveland Division of Water Pollution Control</p>	<p>The number of homeowners demonstrating awareness of stormwater reduction practices will increase by at least 10%, and at least 1% of homeowners will adopt at least one promoted practice during the 5-year permit term.</p>	<p>Protect and conserve local water resources by reducing stormwater runoff and the impact of pollutants.</p> <p>We all live in a watershed and our actions on the land directly affect the quality of our water.</p>	<p>Residents</p>	<p><1%</p>	<p>Event held August 28 Attendance: 2,000 Literature:</p> <ul style="list-style-type: none"> • WPC service brochure • Solution to Stormwater Pollution brochure • What is a Rain Barrel? • After the Storm: A Citizen's Guide to Understanding Stormwater • Sewer Pipe Repair Program brochure • Rain Garden Manual for Homeowners 	<p>Overall effectiveness will be determined by survey results at end of permit term.</p>			
<p>Ward 1 Family & Community Expo</p> <p>City of Cleveland Division of Water Pollution Control</p>	<p>The number of homeowners demonstrating awareness of stormwater reduction practices will increase by at least 10%, and at least 1% of homeowners will adopt at least one promoted practice during the 5-year permit term.</p>	<p>Protect and conserve local water resources by reducing stormwater runoff and the impact of pollutants.</p> <p>We all live in a watershed and our actions on the land directly affect the quality of our water.</p>	<p>Residents</p>	<p><1%</p>	<p>Event held August 28 Attendance: 2,000 Literature:</p> <ul style="list-style-type: none"> • WPC service brochure • Solution to Stormwater Pollution brochure • What is a Rain Barrel? • After the Storm: A Citizen's Guide to Understanding Stormwater • Sewer Pipe Repair Program brochure • Rain Garden Manual for Homeowners 	<p>Overall effectiveness will be determined by survey results at end of permit term.</p>										



<p>Youth Opportunities Unlimited</p> <p>City of Cleveland Division of Water Pollution Control</p>	<p>The number of homeowners demonstrating awareness of stormwater reduction practices will increase by at least 10%, and at least 1% of homeowners will adopt at least one promoted practice during the 5-year permit term.</p>	<p>Protect and conserve local water resources by reducing stormwater runoff and the impact of pollutants.</p> <p>We all live in a watershed and our actions on the land directly affect the quality of our water.</p>	<p>Residents</p>	<p><1%</p>	<p>Event held June – August 2010</p> <ul style="list-style-type: none"> 5,000 pieces of literature distributed and 6,000 curb markers placed. 	<p>Overall effectiveness will be determined by survey results at end of permit term.</p>
<p>Labor Day Parade - 11th Congressional District Caucus</p> <p>City of Cleveland Division of Water Pollution Control</p>	<p>The number of homeowners demonstrating awareness of stormwater reduction practices will increase by at least 10%, and at least 1% of homeowners will adopt at least one promoted practice during the 5-year permit term.</p>	<p>Protect and conserve local water resources by reducing stormwater runoff and the impact of pollutants.</p> <p>We all live in a watershed and our actions on the land directly affect the quality of our water.</p>	<p>Residents</p>	<p><1%</p>	<p>Event held September 6 Attendance: 2,000 Literature:</p> <ul style="list-style-type: none"> WPC service brochure Solution to Stormwater Pollution brochure What is a Rain Barrel? After the Storm: A Citizen's Guide to Understanding Stormwater Sewer Pipe Repair Program brochure Rain Garden Manual for Homeowners 	<p>Overall effectiveness will be determined by survey results at end of permit term.</p>
<p>Euclid Creek Stream Cleanup</p> <p>City of Cleveland Division of Water Pollution Control</p>	<p>The number of homeowners demonstrating awareness of stormwater reduction practices will increase by at least 10%, and at least 1% of homeowners will adopt at least one promoted practice during the 5-year permit term.</p>	<p>Protect and conserve local water resources by reducing stormwater runoff and the impact of pollutants.</p> <p>We all live in a watershed and our actions on the land directly affect the quality of our water.</p>	<p>Residents</p>	<p><1%</p>	<p>Event held September 11 Attendance: 30 Literature:</p> <ul style="list-style-type: none"> WPC service brochure Solution to Stormwater Pollution brochure What is a Rain Barrel? After the Storm: A Citizen's Guide to Understanding Stormwater Sewer Pipe Repair Program brochure Rain Garden Manual for Homeowners 	<p>Overall effectiveness will be determined by survey results at end of permit term.</p>



BMP (mechanism) & Responsible Party	Measurable Goal	Theme or Message	Target Audience	% of Target Audience Reached	Summary of Results	Effective (Yes or No)
<p>City of Cleveland 2010 Advanced Energy Expo</p> <p>City of Cleveland Division of Water Pollution Control</p>	<p>The number of homeowners demonstrating awareness of stormwater reduction practices will increase by at least 10%, and at least 1% of homeowners will adopt at least one promoted practice during the 5-year permit term.</p>	<p>Protect and conserve local water resources by reducing stormwater runoff and the impact of pollutants.</p> <p>We all live in a watershed and our actions on the land directly affect the quality of our water.</p>	<p>Residents</p>	<p><1%</p>	<p>Event held September 24 Attendance: 300 Literature:</p> <ul style="list-style-type: none"> • WPC service brochure • Solution to Stormwater Pollution brochure • What is a Rain Barrel? • After the Storm: A Citizen's Guide to Understanding Stormwater • Sewer Pipe Repair Program brochure • Rain Garden Manual for Homeowners 	<p>Overall effectiveness will be determined by survey results at end of permit term.</p>
<p>Euclid Beach Cleanup (International Coastal Cleanup Day)</p> <p>City of Cleveland Division of Water Pollution Control</p>	<p>The number of homeowners demonstrating awareness of stormwater reduction practices will increase by at least 10%, and at least 1% of homeowners will adopt at least one promoted practice during the 5-year permit term.</p>	<p>Protect and conserve local water resources by reducing stormwater runoff and the impact of pollutants.</p> <p>We all live in a watershed and our actions on the land directly affect the quality of our water.</p>	<p>Residents</p>	<p><1%</p>	<p>Event held September 25 Attendance: 25 Literature:</p> <ul style="list-style-type: none"> • WPC service brochure • Sewer Pipe Repair Program brochure 	<p>Overall effectiveness will be determined by survey results at end of permit term.</p>
<p>Neighborhood Leadership for Environmental Health Community Meeting with EPA</p> <p>City of Cleveland Division of Water Pollution Control</p>	<p>The number of homeowners demonstrating awareness of stormwater reduction practices will increase by at least 10%, and at least 1% of homeowners will adopt at least one promoted practice during the 5-year permit term.</p>	<p>Protect and conserve local water resources by reducing stormwater runoff and the impact of pollutants.</p> <p>We all live in a watershed and our actions on the land directly affect the quality of our water.</p>	<p>Residents</p>	<p><1%</p>	<p>Event held October 2 Attendance: 80 Rain barrel construction demonstration Literature:</p> <ul style="list-style-type: none"> • WPC service brochure • Solution to Stormwater Pollution brochure • What is a Rain Barrel? • After the Storm: A Citizen's Guide to Understanding Stormwater • Sewer Pipe Repair Program brochure • Rain Garden Manual for Homeowners 	<p>Overall effectiveness will be determined by survey results at end of permit term.</p>



BMP (mechanism) & Responsible Party	Measurable Goal	Theme or Message	Target Audience	% of Target Audience Reached	Summary of Results	Effective (Yes or No)
Cleveland Public Power Open House City of Cleveland Division of Water Pollution Control	The number of homeowners demonstrating awareness of stormwater reduction practices will increase by at least 10%, and at least 1% of homeowners will adopt at least one promoted practice during the 5-year permit term.	Protect and conserve local water resources by reducing stormwater runoff and the impact of pollutants. We all live in a watershed and our actions on the land directly affect the quality of our water.	Residents	<1%	Event held October 9 Attendance: 200 Literature: <ul style="list-style-type: none"> WPC service brochure Solution to Stormwater Pollution brochure What is a Rain Barrel? After the Storm: A Citizen's Guide to Understanding Stormwater Sewer Pipe Repair Program brochure 	Overall effectiveness will be determined by survey results at end of permit term.
Taking City Hall to the Community City of Cleveland Division of Water Pollution Control	The number of homeowners demonstrating awareness of stormwater reduction practices will increase by at least 10%, and at least 1% of homeowners will adopt at least one promoted practice during the 5-year permit term.	Protect and conserve local water resources by reducing stormwater runoff and the impact of pollutants. We all live in a watershed and our actions on the land directly affect the quality of our water.	Residents	<1%	Event held October 14 Attendance: 200 Literature: <ul style="list-style-type: none"> WPC service brochure Solution to Stormwater Pollution brochure What is a Rain Barrel? After the Storm: A Citizen's Guide to Understanding Stormwater Sewer Pipe Repair Program brochure 	Overall effectiveness will be determined by survey results at end of permit term.
City of Cleveland Safety Convention City of Cleveland Division of Water Pollution Control	The number of homeowners demonstrating awareness of stormwater reduction practices will increase by at least 10%, and at least 1% of homeowners will adopt at least one promoted practice during the 5-year permit term.	Protect and conserve local water resources by reducing stormwater runoff and the impact of pollutants. We all live in a watershed and our actions on the land directly affect the quality of our water.	Residents	<1%	Event held October 21 Attendance: 100 Literature: <ul style="list-style-type: none"> WPC service brochure Solution to Stormwater Pollution brochure What is a Rain Barrel? After the Storm: A Citizen's Guide to Understanding Stormwater Sewer Pipe Repair Program brochure 	Overall effectiveness will be determined by survey results at end of permit term.



BMP (mechanism) & Responsible Party	Measurable Goal	Theme or Message	Target Audience	% of Target Audience Reached	Summary of Results	Effective (Yes or No)
Boys & Girls Club Career Day with parents City of Cleveland Division of Water Pollution Control	The number of homeowners demonstrating awareness of stormwater reduction practices will increase by at least 10%, and at least 1% of homeowners will adopt at least one promoted practice during the 5-year permit term.	Protect and conserve local water resources by reducing stormwater runoff and the impact of pollutants. We all live in a watershed and our actions on the land directly affect the quality of our water.	Residents	<1%	Event held October 26 Attendance: 60 students and parents Literature: <ul style="list-style-type: none"> WPC service brochure Solution to Stormwater Pollution brochure What is a Rain Barrel? After the Storm: A Citizen's Guide to Understanding Stormwater Sewer Pipe Repair Program brochure 	Overall effectiveness will be determined by survey results at end of permit term.
Fifth District Community Resources Fair & Neighborhood Halloween Party City of Cleveland Division of Water Pollution Control	The number of homeowners demonstrating awareness of stormwater reduction practices will increase by at least 10%, and at least 1% of homeowners will adopt at least one promoted practice during the 5-year permit term.	Protect and conserve local water resources by reducing stormwater runoff and the impact of pollutants. We all live in a watershed and our actions on the land directly affect the quality of our water.	Residents	<1%	Event held October 29 Attendance: 300 Literature: <ul style="list-style-type: none"> WPC service brochure Solution to Stormwater Pollution brochure What is a Rain Barrel? After the Storm: A Citizen's Guide to Understanding Stormwater Sewer Pipe Repair Program brochure 	Overall effectiveness will be determined by survey results at end of permit term.
Ward 7 Community Meeting City of Cleveland Division of Water Pollution Control	The number of homeowners demonstrating awareness of stormwater reduction practices will increase by at least 10%, and at least 1% of homeowners will adopt at least one promoted practice during the 5-year permit term.	Protect and conserve local water resources by reducing stormwater runoff and the impact of pollutants. We all live in a watershed and our actions on the land directly affect the quality of our water.	Residents	<1%	Event held November 12 Attendance: 100 Literature: <ul style="list-style-type: none"> WPC service brochure Solution to Stormwater Pollution brochure What is a Rain Barrel? After the Storm: A Citizen's Guide to Understanding Stormwater Sewer Pipe Repair Program brochure 	Overall effectiveness will be determined by survey results at end of permit term.
America Recycles Day City of Cleveland Division of Water Pollution Control	The number of homeowners demonstrating awareness of stormwater reduction practices will increase by at least 10%, and at least 1% of homeowners will adopt at least one promoted practice during the 5-year permit term.	Protect and conserve local water resources by reducing stormwater runoff and the impact of pollutants. We all live in a watershed and our actions on the land directly affect the quality of our water.	Residents	<1%	Event held November 13 Rain barrel demonstration Attendance: 60 to table Literature: <ul style="list-style-type: none"> WPC service brochure Solution to Stormwater Pollution What is a Rain Barrel? After the Storm: A Citizen's Guide to Understanding Stormwater Sewer Pipe Repair Program brochure 	Overall effectiveness will be determined by survey results at end of permit term.



PUBLIC EDUCATION & OUTREACH City of Cleveland, Office of Sustainability

2010 Overall Theme: Protect and conserve local water resources by reducing stormwater runoff and the resulting impact of pollutants.

Overall PIPE Program Goal: Reach at least 10% of the City population with a targeted message (so as to reach 50% over the 5-year term).

Estimate Your Permit Area's Total Population: 478,403

BMP (mechanism) & Responsible Party	Measurable Goal	Theme or Message	Target Audience	% of Target Audience Reached	Summary of Results	Effective (Yes or No)
City of Cleveland Summer Rain Barrel Program City of Cleveland Office of Sustainability, Youth Opportunities Unlimited (YOU), Northeast Ohio Regional Sewer District (NEORS)	The number of homeowners demonstrating awareness of stormwater reduction practices will increase by at least 10% and at least 1% of homeowners will adopt at least one promoted practice during the 5-year permit term.	Protect and conserve local water resources by reducing stormwater runoff and the impact of pollutants. We all live in a watershed and our actions on the land directly affect the quality of our water.	City of Cleveland residents and students employed by Youth Opportunities Unlimited	<1%	Program held summer of 2010. <ul style="list-style-type: none"> • 400 rain barrels assembled and distributed to Cleveland residents. • Held four public meetings to educate residents about the benefits of rain barrels. 	Overall effectiveness will be determined by survey results at end of permit term.
City of Cleveland Summer Rain Garden Program City of Cleveland Office of Sustainability, Youth Opportunities Unlimited (YOU), Northeast Ohio Regional Sewer District (NEORS)	The number of homeowners demonstrating awareness of stormwater reduction practices will increase by at least 10% and at least 1% of homeowners will adopt at least one promoted practice during the 5-year permit term.	Protect and conserve local water resources by reducing stormwater runoff and the impact of pollutants. We all live in a watershed and our actions on the land directly affect the quality of our water.	City of Cleveland residents and students employed by Youth Opportunities Unlimited	<1%	Program held summer of 2010. <ul style="list-style-type: none"> • Maintained two rain gardens; Kerruish Park and Willard Park in Cleveland, OH. • Educated student workers about the benefits of rain gardens. 	Overall effectiveness will be determined by survey results at end of permit term.

BMP (mechanism) & Responsible Party	Measurable Goal	Theme or Message	Target Audience	% of Target Audience Reached	Summary of Results	Effective (Yes or No)
<p>City of Cleveland Summer Water Cycle Project</p> <hr/> <p>City of Cleveland Division of Water, Office of Sustainability, Youth and Opportunities Unlimited (YOU)</p>	<p>Provide participating students access to a program that will prepare them to set goals on higher education (college) and employment in career pathways previously unknown to them. So far over 200 students have participated.</p>	<p>The Water Cycle Project provides a broad understanding of the water cycle and how it relates to students' lives, and facilitates career discussions and higher education opportunities between partners and students, increasing awareness in areas related to science and environment. All the students participating in the project will learn their impact on one of the most valuable resources readily available to them – clean, fresh drinking water.</p>	<p>City of Cleveland students employed by Youth Opportunities Unlimited</p>	<p><1%</p>	<p>Project held summer of 2010.</p> <ul style="list-style-type: none"> • Beach cleanup and watershed education • Water, sand and air quality testing and monitoring • Laboratory testing and equipment education • Comparisons of data between students and NEORS to verify accuracy of samples and tests run • Student results posted on NOWcast System to inform public of beach safety • Data added to Alliance of the Great Lakes Annual Report to demonstrate how Northeast Ohio compares to rest of Great Lakes region 	<p>Overall effectiveness will be determined by survey results at end of permit term.</p>



PUBLIC EDUCATION & OUTREACH: Cuyahoga Soil & Water Conservation District for the City of Cleveland

2010 Overall Theme: Mimicking the functions of headwater streams and wetlands – where rivers begin - in the developed environment. General watershed and storm water education and awareness activities will occur in the background, so as to provide context for the theme.

Overall PIPE Program Goal: Reach at least 10% of the City population with a targeted message (so as to reach 50% over the 5-year term).

Estimate Your Permit Area's Total Population: 478,403

BMP (mechanism) & Responsible Party	Measurable Goal	Theme or Message	Target Audience	% of Target Audience Reached	Summary of Results	Effective (Yes or No)
<p>Targeted mailing of “Storm Water – Slow It Down, Spread It Out, Soak It In” brochure</p>	<p>The number of residents indicating knowledge of storm water issues and solutions will increase by 10% by the end of the 5-year permit term.</p>	<p>Rooftops, downspouts, driveways and roadside ditches are the true headwaters of our urban and suburban watersheds.</p> <p>We all live in a watershed and our actions on the land directly affect the quality of our water.</p>	<p>Homeowners</p>	<p>6% of households, corresponding to 6% of the city's population.</p>	<p>Brochure mailed to 11,478 out of 190,638 households in the City of Cleveland</p>	<p>BMP successfully implemented.</p> <p>Overall effectiveness will be determined by survey results at end of permit term.</p>
<p>Cuyahoga Soil and Water Conservation District (SWCD)</p>						
<p>Place “Storm Water – Slow It Down, Spread It Out, Soak It In” poster display and various brochures in City Hall.</p>	<p>The number of residents indicating knowledge of storm water issues and solutions will increase by 10% by the end of the 5-year permit term.</p>	<p>Rooftops, downspouts, driveways and roadside ditches are the true headwaters of our urban and suburban watersheds.</p> <p>We all live in a watershed and our actions on the land directly affect the quality of our water.</p>	<p>Homeowners</p>	<p>2-4%</p>	<p>Poster display placed in Cleveland City Hall. Total of ~380 brochures (listed below) distributed.</p>	<p>BMP successfully implemented.</p> <p>Overall effectiveness will be determined by survey results at end of permit term.</p>
<p>Cuyahoga SWCD and City of Cleveland</p>						

