

And the winner is...

The City of Dallas and Stormwater Management is focused on water quality and the improvement of our local water bodies. In an effort to recognize those individuals and businesses that not only comply with basic standards but voluntarily exceed regulations, Stormwater Management's Outreach team will again recognize local environmental stewards through the Stormwater Friendly Recognition Program.

The city solicits recommendations of nominees through various methods such as informational press releases, emails generated with a recommendation request, and in the quarterly newsletter. We are pleased to select and honor an organization within the City of Dallas. They will receive Stormwater Management's press kit which includes a static decal to display, a framed certificate, a table tent for the waiting or reception area and featured on our website and of course this announcement in our quarterly newsletter.

The fine organization chosen this year is Marshall Motors, they offer free environmentally informational and friendly, car clinics to the community as one of their outreach tools. The business is co-owned by January and Thom Marshall who both willingly do their part to protect the environment but according to January Marshall, "Not to win awards-which is really nice-but to hand off a better planet for the future generations". Marshall Motors is located at 11450

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A pathway at Kidd Springs Park in Oak Cliff (Photo: Frank Hamilton, SWM)

Oak Cliff Municipal Center is GREEN all year long

City of Dallas Stormwater Management is officed in the Oak Cliff Municipal Center (OCMC), a 172,000 square foot, four story building at 320 E. Jefferson Blvd., in Oak Cliff. OCMC was built in 1950s and was formerly a Southwestern Bell facility. However, in 1984, the City of Dallas purchased OCMC and the building was totally remodeled and refurbished. Some of the offices and services located at OCMC are Public Works and Transportation, Development Services, Code Compliance, Environmental and Health Services, and Dallas Water Utilities Vault.

Equipment and Building Services (EBS) Central oversees building operations, ensuring that OCMC is a pleasant place for employees and citizens by managing maintenance

and conducting repairs. Additionally EBS participates in several programs that make OCMC "green" all year long. These programs include recycling, an energy conservation program, and utilization of an alternative energy source.

Many items are recycled that result from maintenance and repair. Old copper wires and aluminum wall frames are recycled as scrap metal. Hazardous materials, such as fluorescent light bulbs, batteries, electrical ballasts, and oily rags, are disposed of properly by recycling. Additionally, used oil, absorbents, and pads generated as a result of operations are collected and recycled.

The amount of energy used at OCMC is reduced due to participation in an energy conservation program. In the winter months, the heating and cooling system at

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Tips & Drops

Upcoming Events

February

28 Turf Seminar @ Richland College, Dallas
www.savedallaswater.com
www.rlc.dcccd.edu/

March

21 SPCA of Texas' Strut Your Mutt 3K Walk/Fun Run @ Fair Park, Dallas
www.sPCA.org/sym
fairpark.org

WaterWise Landscape Seminar @ Brookhaven College, Dallas
www.savedallaswater.com
www.brookhavencollege.edu

April

11 Household Waste Collection Event @ McCommas Landfill
www.dallascityhall.com

17 EPA EarthFest 2009 @ AT&T and Pegasus Plazas, Downtown Dallas
www.epa.gov/region6/earthday/

For more information email stormwater@dallascityhall.com or call 214-948-4022, and ask to speak with an Environmental Coordinator.

For more information about our industrial and construction workshops and their schedules go to www.wheredoesitgo.com and click on the 'For Business' link.

VOLUNTEER WITH US!

Help us protect local creeks, lakes, and the Trinity River by becoming a Stormwater Management volunteer. Texas Stream Team is a water quality monitoring program, and Storm Drain Marking allows participants to label storm drain inlets with a message aimed at reducing stormwater pollution. Call the Outreach Team at 214-948-4022, or email us at stormwater@dallascityhall.com for more information.

Community Based Social Marketing: What is it?

Community Based Social Marketing (CBSM) is most likely not a household word...yet.

Nancy Lee, considered to be one of the leaders in this exciting marketing movement, defines CBSM as, "The use of marketing principles and techniques to influence a target audience to voluntarily accept, reject, modify or abandon a behavior for the benefit of individuals, groups or society as a whole."

The Stormwater Management Outreach Team is actively employing these techniques to tailor their educational experiences to our audiences. One of the cornerstones of CBSM is the use of surveys. By posing the right questions in a meaningful manner we can use the collected data to then identify barriers to sustainable and stormwater friendly behaviors.

Outreach is currently using several newly drafted surveys both internally with stormwater and City of Dallas colleagues but externally as well. You may have already been asked to participate in one of the survey tools that Outreach is employing.

One of the goals Outreach is to provide cogent and meaningful educational experiences and ultimately continue to and find new ways we all can help improve our water quality.

Doug McKenzie-Mohr, also considered a pioneer in the movement sums up CBSM's primary advantage. He states, "It is that it starts with people's behavior and then works backward to select particular tactics that are suited to that behavior." Stormwater Management is proud to be on the cutting edge of this valuable tool and we plan to offer additional

articles on the progress realized in this arena. Please visit our site located at www.wheredoesitgo.com for future survey updates and be a part of this forward movement!

Resources: Social Marketing: Improving the Quality of Life, Kotler, Phillip, Roberto, Ned and Lee, Nancy.

Fostering Sustainable Behavior: An Introduction to Community Based Social Marketing, McKenzie-Mohr, Doug and Smith, William.

Earth Day

Earth Day was founded by Wisconsin Senator Gaylord Nelson to show political leaders that U.S. citizens cared about the environment. Promotion of the first Earth Day was spread by word of mouth, and on April 22, 1970, over 20 million people celebrated our environment by taking part in different Earth Day events.



Twenty nine years later Earth Day is still significant, because it is a chance for organizations, businesses, municipalities, and everyday people to teach and learn how we can all become better stewards of our shared environment.

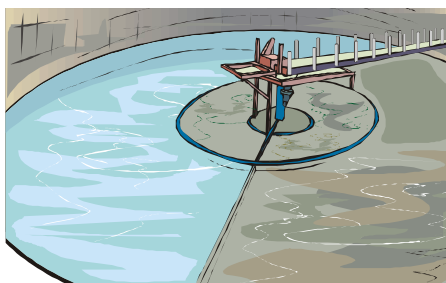
While the City of Dallas believes in "Earth Day, Everyday" we encourage all Dallas residents to attend the many fun filled, educational, and creative events celebrating the official Earth Day. Visit www.greendallas.net for information.



Q: Why is stormwater not sent to the wastewater treatment plant?

A: The City of Dallas has two separate systems: the storm drain system and the sanitary sewer system. The storm drain system is installed to carry excess stormwater runoff from the areas where we live in order to prevent flooding.

Stormwater flows through underground pipes and then flows into creeks, lakes, and rivers and is not normally treated. The sanitary sewer system carries wastewater from our homes and businesses through another set of underground pipes to a wastewater treatment plant.



Stormwater is not sent to the wastewater treatment plant to be treated because during heavy rains the wastewater treatment plant cannot handle the large amounts of stormwater and sewage. Thus, the City of Dallas has separate storm drain and sanitary sewer systems to prevent the overflow of sewage into local water bodies during rains, and to allow effective treatment of wastewater.

Questions for Trinity Trudy? Email her at stormwater@dallascityhall.com, then look for her responses in future issues.

Winners...

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Sprowles in Dallas. You can (and should) visit their website at www.marshallmotors.com and perhaps take in one of their art exhibitions as well!

Look for announcements regarding the program in the future. Visit us at www.wheredoesitgo.com and who knows, it may be your organization or nominee chosen next time!

Always Green

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OCMC turns on at 5am and then is shut off at 5pm. In the summer, the system begins cooling the building at 1 am and then shuts down at 7 pm. Thus energy is not wasted heating and cooling an unoccupied building.



OCMC solar array (Photo: Frances McGee, SWM)

Additionally, OCMC has an alternative source of energy, which is provided by a solar array on the roof. The array has six solar panels that are each 4 feet x 8 feet. The energy from the solar array assists in heating the potable hot water in the building. The energy produced by the arrays cuts down on the amount of electricity used to heat the water, especially during summer months.

As you can see, EBS Central not only provides City of Dallas employees at OCMC a pleasant place to work, but also is reducing OCMC's impact on the environment. Take a look at your work place and see what "green" measures are being taken!

**J U S T
F O R
K I D S**

**F u n
w i t h
M a t h**

The men and women who work in the Stormwater Management Section have to use math to perform their job duties. To help all future environmental professionals sharpen their math skills we created the following number block puzzle.

					25
	5	7	6	4	29
	5		6		24
1	0		8	0	15
6		7	6	4	31
1	7	6	1	1	16
20	25	32	27	11	25

Directions:

Fill in the missing numbers. The missing numbers are integers between 0 and 9. The numbers in each row add up to totals to the right. The numbers in each column add up to the totals along the bottom. The diagonal lines also add up the totals to the right. Answer appears below.

25	11	27	32	25	20	25
16	1	1	9	7	1	16
31	4	9	7	8	6	31
15	0	8	9	0	1	15
24	2	6	6	5	5	24
29	4	6	7	5	7	29
25						25

**TO REPORT
POLLUTERS CALL
3-1-1!**

*FYI for our readers:
If you wish to be added or deleted from
distribution, contact us at [stormwater@
dallascityhall.com](mailto:stormwater@dallascityhall.com)*



Affix Address Label Here

Public Works and Transportation
Stormwater Management
320 E. Jefferson Blvd., Room 108
Dallas, Texas 75203

Meet a Member of Stormwater Management

Nate Kirksey is an Environmental Specialist for the Stormwater Management Enforcement Team. Nate has been a valued SWM employee for over 20 years. Nate works with construction and industrial sites that are not complying with



stormwater permits. Nate utilizes progressive enforcement by issuing Notices of Violation, Citations and Outside Complaints, which are charges filed against a corporation or a company. He is motivated by a strong desire to educate City of Dallas citizens about stormwater pollution with the ultimate goal of keeping the water in our local creeks, lakes, and the Trinity River clean. Outside of work, Nate enjoys spending time with his family and working with the youth at his church. He participates in charity programs that feed the homeless, and assists families in need and the elderly with yard and house work.

Rick Galceran, P.E.
Director
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Erick Thompson, P.E.
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Jeff Murriel
Compliance Assurance Manager

Elizabeth Turner
Water Quality/Enforcement Manager

LaVerna Mitchell
Program Support Manager

If you would like us to make a presentation to your organization about stormwater pollution prevention or permitting requirements, contact our Outreach Team at (214) 948-4022, or e-mail us at stormwater@dallascityhall.com