

	Residential Behavior	Business Type	Reasoning for Selection	Associated Pollutants	Date Annual Review and Pollutant Update Conducted	Passive Outreach Strategy	Active Outreach Strategy	Planned Timeframe	Date Implemented	Performance Tracking Method	Comments
Key Target Audience #1	Pet Waste		Common source of pollutants	Pet feces	6/10/2022	Informative Articles or Stories	Pet Waste Stations	Continuous	1/1/2022- 12/31/2022 3/23/2022 - 12/31/2022	Total Distribution Website Analytics	Pet Waste Stations, Total Distribution is measure by number of bags utilized per year. City of Helena created a Pet Waste Pick-Up outreach video.
Key Target Audience #2	General Common Education		Dumping within the permitted MS4 Dumping within the permitted MS4 Dumping within the permitted MS4 Common source of pollutants	Latex Paint Latex Paint Non-point Source Pollutants Non-point Source Pollutants	6/10/2022	Social Media	Cleanup Event Cleanup Event Part in Comm Event Rain Garden Adptn/6	4/21/2022 9/24/2022 8/27/2022 04/01/2022-04/30/2022 6/11/2022	4/21/2022 4/21/2022	Total Weight Collected Total Weight Collected Total Event Participants Total Event Participants Total Event Participants	Annual Spring Latex Paint Exchange Annual Fall Latex Paint Exchange Annual Lake Helena Watershed Festival with water conservation methods, activities and demonstrations Mayor's Water Challenge Rain barrel creation seminar including distribution of the City of Helena's Water Wise booklet
Key Target Audience #3		Post Construction Facility Owners	Dumping within the permitted MS4	Latex Paint	6/10/2022		Cleanup Event Cleanup Event	4/21/2022 9/24/2022	4/21/2022	Total Weight Collected Total Weight Collected	Annual Spring Latex Paint Exchange Annual Fall Latex Paint Exchange
Key Target Audience #4	Hazardous Waste Disposal		Common source of pollutants	Household Hazardous Wastes	6/10/2022		Cleanup Event	10/2/2022		Total Event Participants	Annual Household Hazardous Waste Collection and Disposal Day
Key Target Audience #5		Restaurant or Food Trucks	Dumping within the permitted MS4	Fats, Oils, and Grease	6/10/2022	Brochures/Fliers		Continuous	1/1/2022- 12/31/2022	Total Distribution	Distribute the City of Helena's FOG brochure to individuals when service issues are noted during inspections.