

	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	2/10/2023 2/10/2023	Informative Articles or Stories	Pet Waste Stations	Continuous Continuous	1/01/2023- 12/31/2023 1/01/2023 - 12/31/2023	Total Distribution Website Analytics	Pet Waste Stations, Total Distribution is measured by the number of bags utilized per year. The City of Helena created a Pet Waste Pick-Up video.
Key Target Audience #2	General Common Education		Dumping within the permitted MS4 Dumping within the permitted MS4 Dumping within the permitted MS4 Dumping within the permitted MS4	Latex Paint Latex Paint Non-point Source Pollutants Non-point Source Pollutants	2/10/2023 2/10/2023 2/10/2023 2/10/2023	Social Media	Cleanup Event Cleanup Event	April or May 2023 September or October 2023 August 2023 April 2023	4/14/2023- 4/30/2023 4/14/2023- 4/30/2023	Total Weight Collected Total Weight Collected 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
Key Target Audience #3		Post Construction Facility Owners	Dumping within the permitted MS4 Dumping within the permitted MS4	Latex Paint Latex Paint	2/10/2023 2/10/2023		Cleanup Event Cleanup Event	April or May 2023 September or October 2023	4/14/2023- 4/30/2023	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	2/10/2023		Cleanup Event	September or October 2023		Total Event Participants	Annual Household Hazardous Waste Collection and Disposal Day
Key Target Audience #5		Restaurants or Food Trucks	Dumping within the permitted MS4	Fats, Oils, and Grease	2/10/2023	Brochures/Fliers		Continuous	1/01/2023- 12/31/2023	Total Distribution	Distribute the City of Helena's FOG brochure to individuals when service line issues are noted during inspections