



Tennessee Department of Environment and Conservation  
 Division of Water Resources  
 William R. Snodgrass Tennessee Tower,  
 312 Rosa L. Parks Avenue, 11th Floor, Nashville, Tennessee 37243  
 1-888-891-8332 (TDEC)

Phase II Small Municipal Separate Storm Sewer System (MS4) Annual Report

1. MS4 Information

Name of MS4: City of Bristol, TN		MS4 Permit Number: TNS075183
Contact Person: Jacob Chandler		Email Address: jchandler@bristoltn.org
Telephone: (423) 989.5585		MS4 Program Web Address: https://www.bristoltn.org/134/Stormwater-Information
Mailing Address: 212 Blackley Road		
City: Bristol	State: TN	ZIP code: 37620

What is the current population of your MS4? 26,987

What is the reporting period for this annual report? July1 2020 to June 30 2021

2. Discharges to Waterbodies with Unavailable Parameters or Exceptional Tennessee Waters (Section 3.1)

- A. Does your MS4 discharge into waters with unavailable parameters (previously referred to as impaired) for pathogens, nutrients, siltation or other parameters related to stormwater runoff from urbanized areas as listed on TN's most current 303(d) list and/or according to the on-line state GIS mapping tool ([tdeconline.tn.gov/dwr/](http://tdeconline.tn.gov/dwr/))? If yes, attach a list.  Yes  No
- B. Are there established and approved TMDLs (<http://www.tn.gov/environment/article/wr-ws-tennessees-total-maximum-daily-load-tmdl-program>) with waste load allocations for MS4 discharges in your jurisdiction? If yes, attach a list.  Yes  No
- C. Does your MS4 discharge to any Exceptional Tennessee Waters (ETWs - [http://environment-online.tn.gov:8080/pls/enf\\_reports/f?p=9034:34304:4880790061142](http://environment-online.tn.gov:8080/pls/enf_reports/f?p=9034:34304:4880790061142))? If yes, attach a list.  Yes  No
- D. Are you implementing specific Best Management Practices (BMPs) to control pollutant discharges to waterbodies with unavailable parameters or ETWs? If yes, describe the specific practices: The City manages a Qualifying Local Program (QLP) in accordance with the Tennessee Department of Environment and Conservation (TDEC) Construction General Permit (CGP) and the TDEC Erosion and Sediment Control Handbook that requires a higher degree of protection during construction activities for waterbodies with unavailable parameters or ETWs. The City requires post-construction water quality treatment and stream buffers for projects that disturb more than 1-acre, while this is a City wide requirement, it serves to protect all waterbodies. The City requires channel protection for all projects that disturb more than 1-acre, while this is a City wide requirement, it serves to protect all waterbodies.  Yes  No

3. Public Education/Outreach and Involvement/Participation (Sections 4.2.1 and 4.2.2)

- A. Have you developed a Public Information and Education plan (PIE)?  Yes  No

- B. Is your public education program targeting specific pollutants and sources, such as Hot Spots? If yes, describe the specific pollutants and/or sources targeted by your public education program: When development projects are submitted the City requires a Special Pollution Abatement Plan (SPAP) for developments that are consider Hot Spots. The SPAP specifically targets pollutants that are generated on each Hot Spot development. The City has developed and maintains a map of Hot Spots and has created a program to educate each owner of Hot Spot sources. The City is a participating member in the Tennessee Stormwater Association (TNSA). TNSA maintains and tracks a social media campaign,
- which contains static ads related to the season and the activites per month. The ads contain information on grass clippings, car washes, construction activities, and disposal of old cleaning supplies. Spilt between East and North East region the ads have reached 426,382 people, refer to the attachment. The City airs stormwater educational segments on BTN-TV that target specific audiences and pollutants; 11,616 segments were aired during the year. The segments contain information on pesticides, motor oil, leaves, animal waste, and trash. Distribution for the Bristol Tennessee City School of approximately 1400 copies of adventure coloring books and 2500 stormwater brochures were distrubuted to the school system. The City maintains information on the stormwater website that targets specific pollutants of concern, such as pesticides, fertilizers, and herbicides; the website has 320 views.
- Yes  No
- C. Do you have a webpage dedicated to your stormwater program? If yes, provide a link/URL: http://www.bristoltn.org/134/Stormwater-Information
- Yes  No
- D. Summarize how you advertise and publicize your public education, outreach, involvement and participation opportunities: The City primarily relies on BTN-TV, the City's website, and social media (Facebook, Twitter, Instagram, YouTube, Flickr, and Periscope) to advertise and publicize the public education, outreach, involvement, and participation opportunities. The City is also a member of TNSA, who has implimented public outreach through various ad campaigns, with a link to the City of Bristol stormwater page. The City maintains a Calendar on the City website where the City advertises different events, such as stream cleanup events. The City is in the process of updating the financial system, which will allow the City the ability to advertise and provide information to the public on utility bills. The City partners with various organizations to support various environmental efforts, such as stream cleanups and Tennessee Environmental Council's Annual Tree Day.
- E. Summarize the public education, outreach, involvement and participation activities you completed during this reporting period: The City participated in the TNSA social media ad program, and was a distribution point for the Tennessee Environmental Council's Annual Tree Day. The City advertised the following events on the City website calendar: Boone Lake Cleanup Day on April 21, 2021. The City is a board member of the Boone Watershed Partnership that provides various activities, events, and sponsorships through the year.
- F. Summarize any specific successful outcome(s) (e.g., citizen involvement, pollutant reduction, water quality improvement, etc.) fully or partially attributable to your public education and participation program during this reporting period: Due to the pandemic of Covid-19 Household Hazardous Waste collection was placed on a hold during this reporting period. The City was a distribution point for the Tennessee Enviromental Council Tree Day Event, distributing 440 trees in March 2020.

Phase II Small Municipal Separate Storm Sewer System (MS4) Annual Report

4. Illicit Discharge Detection and Elimination (Section 4.2.3)

- A. Have you developed and do you continue to update a storm sewer system map that shows the location of system outfalls where the municipal storm sewer system discharges into waters of the state or conveyances owned or operated by another MS4?  Yes  No
- B. If yes, does the map include inputs into the storm sewer collection system, such as the inlets, catch basins, drop structures or other defined contributing points to the sewershed of that outfall, and general direction of stormwater flow?  Yes  No
- C. How many outfalls have you identified in your storm sewer system? 112
- D. Do you have an ordinance, or other regulatory mechanism, that prohibits non-stormwater discharges into your storm sewer system?  Yes  No
- E. Have you implemented a plan to detect, identify and eliminate non-stormwater discharges, including illegal disposal, throughout the storm sewer system? If yes, provide a summary: The City performs outfall assessments using the Maryland Stream Corridor Assessment Survey Protocols to visually determine if there are possible illicit discharges. If an illicit discharge is suspected, the City will use a storm sewer system map to track the discharge further upstream. The City also provides staff training regarding illicit discharges and relies on the field staff to be cognizant of potential illicit discharges or dumping  Yes  No
- F. How many illicit discharge related complaints were received this reporting period? 9
- G. How many illicit discharge investigations were performed this reporting period? 9
- H. Of those investigations performed, how many resulted in valid illicit discharges that were addressed and/or eliminated? 8

5. Construction Site Stormwater Runoff Pollutant Control (Section 4.2.4)

- A. Do you have an ordinance or other regulatory mechanism requiring:  
 Construction site operators to implement appropriate erosion prevention and sediment control BMPs consistent with those described in the TDEC EPSC Handbook?  Yes  No  
 Construction site operators to control wastes such as discarded building materials, concrete truck washout, chemicals, litter, and sanitary waste?  Yes  No  
 Design storm and special conditions for unavailable parameters waters or Exceptional Tennessee Waters consistent with those of the current Tennessee Construction General Permit (TNR100000)?  Yes  No
- B. Do you have specific procedures for construction site plan (including erosion prevention and sediment BMPs) review and approval?  Yes  No
- C. Do you have sanctions to enforce compliance?  Yes  No
- D. Do you hold pre-construction meetings with operators of priority construction activities and inspect priority construction sites at least monthly?  Yes  No
- E. How many construction sites disturbing at least one acre or greater were active in your jurisdiction this reporting period? 17
- F. How many active priority and non-priority construction sites were inspected this reporting period? 17
- G. How many construction related complaints were received this reporting period? 3

6. Permanent Stormwater Management at New Development and Redevelopment Projects (Section 4.2.5)

- A. Do you have a regulatory mechanism (e.g. ordinance) requiring permanent stormwater pollutant removal for development and redevelopment projects? If no, have you submitted an Implementation Plan to the Division?  Yes  No  
 Yes  No
- B. Do you have an ordinance or other regulatory mechanism requiring:  
 Site plan review and approval of new and re-development projects?  Yes  No  
 A process to ensure stormwater control measures (SCMs) are properly installed and maintained?  Yes  No  
 Permanent water quality riparian buffers? If yes, specify requirements: For all sites that disturbed more than 1-acre, a vegetated buffer is required from waterbodies and the width is a minimum of 25-feet from top of bank.  Yes  No
- C. What is the threshold for development and redevelopment project plans plan review (e.g., all projects, projects disturbing greater than one acre, etc.)? All Projects
- D. How many development and redevelopment project plans were reviewed for this reporting period? 30
- E. How many development and redevelopment project plans were approved? 11
- F. How many permanent stormwater related complaints were received this reporting period? 103
- G. How many enforcement actions were taken to address improper installation or maintenance? 0
- H. Do you have a system to inventory and track the status of all public and private SCMs installed on development and redevelopment projects?  Yes  No
- I. Does your program include an off-site stormwater mitigation or payment into public stormwater fund? If yes, specify. N/A  Yes  No

7. Stormwater Management for Municipal Operations (Section 4.2.6)

- A. As applicable, have stormwater related operation and maintenance plans that include information related to maintenance activities, schedules and the proper disposal of waste from structural and non-structural stormwater controls been developed and implemented at the following municipal operations:
- Streets, roads, highways?  Yes  No
- Municipal parking lots?  Yes  No
- Maintenance and storage yards?  Yes  No
- Fleet or maintenance shops with outdoor storage areas?  Yes  No
- Salt and storage locations?  Yes  No
- Snow disposal areas?  Yes  No
- Waste disposal, storage, and transfer stations?  Yes  No
- B. Do you have a training program for employees responsible for municipal operations at facilities within the jurisdiction that handle, generate and/or store materials which constitute a potential pollutant of concern for MS4s?  Yes  No
- If yes, are new applicable employees trained within six months, and existing applicable employees trained and/or retrained within the permit term?  Yes  No

8. Reviewing and Updating Stormwater Management Programs (Section 4.4)

- A. Describe any revisions to your program implemented during this reporting period including but not limited to:  
Modifications or replacement of an ineffective activity/control measure. Additional SOPs and updates to SOPs have been made throughout the year to provide additional guidance to City staff regarding day to day activities and services provided.  
Changes to the program as required by the division to satisfy permit requirements. The City has completed most of the items indicated in the 2016 MS4 Audit Corrective Action Plan. The only item that remains uncompleted is the update to the permanent SCM Maintenance Program. The City's consultant has been working on completing the owners guide and an updated ordinance for the City. The guide and ordinance was originally estimated to be completed by Summer 2017, however the creation of both has taken longer than expected.  
Information (e.g. additional acreage, outfalls, BMPs) on newly annexed areas and any resulting updates to your program. N/A
- B. In preparation for this annual report, have you performed an overall assessment of your stormwater management program effectiveness? If yes, summarize the assessment results, and any modifications and improvements scheduled to be implemented in the next reporting period. As a result of the 2016 Audit, a review of all City's SOP was performed and additional SOPs were created while other SOPs were updated to provide additional guidance to City staff.  Yes  No

9. Enforcement Response Plan (Section 4.5)

- A. Have you implemented an enforcement response plan that includes progressive enforcement actions to address non-compliance, and allows the maximum penalties specified in TCA 68-221-1106? If no, explain. \_\_\_\_\_  Yes  No
- B. As applicable, identify which of the following types of enforcement actions (or their equivalent) were used during this reporting period; indicate the number of actions, the minimum measure (e.g., construction, illicit discharge, permanent stormwater management), and note those for which you do not have authority:

<u>Action</u>	<u>Construction</u>	<u>Permanent Stormwater</u>	<u>Illicit Discharge</u>	<u>In Your ERP?</u>
Verbal warnings	# <u>10</u>	# _____	# _____	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Written notices	# <u>1</u>	# _____	# <u>8</u>	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Citations with administrative penalties	# _____	# _____	# _____	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Stop work orders	# _____	# _____	# _____	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Withholding of plan approvals or other authorizations	# _____	# _____	# _____	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Additional Measures	# _____	# _____	# _____	Describe: <u>The City has a variety of compliance measures in the ERP not listed above.</u>

- C. Do you track instances of non-compliance and related enforcement documentation?  Yes  No
- D. What were the most common types of non-compliance instances documented during this reporting period? Most non-compliance issue are related to maintaining erosion and sediment control practices and enforcing the twice-weekly inspections.

10. Monitoring, Recordkeeping and reporting (Section 5)

- A. Summarize any analytical monitoring activities (e.g., planning, collection, evaluation of results) performed during this reporting period. The City will continue to meet with TDEC to discuss best practices and locations to monitor. The City is working to meet with Sullivan County to work jointly to efficiently analyze the region in the future.
- B. Summarize any non-analytical monitoring activities (e.g., planning, collection, evaluation of results) performed during this reporting period. The City will continue to meet with TDEC to discuss best practices and locations to monitor. The City is working to meet with Sullivan County to work jointly to efficiently analyze the region in the future.
- C. If applicable, are monitoring records for activities performed during this reporting period submitted with this report.  Yes  No

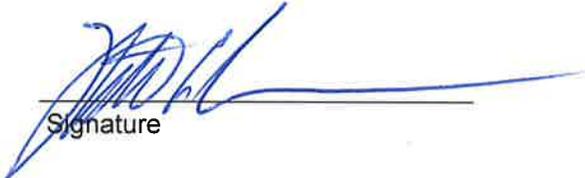
11. Certification

Phase II Small Municipal Separate Storm Sewer System (MS4) Annual Report

This report must be signed by a ranking elected official or by a duly authorized representative of that person. See signatory requirements in sub-part 6.7.2 of the permit.

*"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 the possibility of fine and imprisonment for knowing violations."*

William L. Sorah,  
City Manager  
\_\_\_\_\_  
Printed Name and Title

  
\_\_\_\_\_  
Signature

8-26-21  
\_\_\_\_\_  
Date

Annual reports must be submitted by September 30 of each calendar year (Section 5.4) to the appropriate Environmental Field Office (EFO), identified in the table below:

EFO	Street Address	City	Zip Code	Telephone
Chattanooga	1301 Riverfront Pkwy, Suite 206	Chattanooga	37402	(423) 634-5745
Columbia	1421 Hampshire Pike	Columbia	38401	(931) 380-3371
Cookeville	1221 South Willow Ave.	Cookeville	38506	(931) 520-6688
Jackson	1625 Hollywood Drive	Jackson	38305	(731) 512-1300
Johnson City	2305 Silverdale Road	Johnson City	37601	(423) 854-5400
Knoxville	3711 Middlebrook Pike	Knoxville	37921	(865) 594-6035
Memphis	8383 Wolf Lake Drive	Bartlett	38133	(901) 371-3000
Nashville	711 R S Gass Boulevard	Nashville	37216	(615) 687-7000

**Bristol NPDES MS4 Report  
Waterbodies with Unavailable Parameters (2021)**

Waterbody ID	Impacted Waterbody	County	Miles/Acres Impaired	Cause	Pollutant Source	Comments
TN06010102 042 - 0150	Sinking Creek	Sullivan	3.7	Loss of biological integrity due to siltation	Discharge from MS4 area	Category 5. (One or more uses impaired.) TMDL needed. Downstream Paperville Creek is fully supporting. Upstream Sinking Creek is impaired. Reindexed.
TN06010102 042 - 0200	Back Creek	Sullivan	14.1	Nitrate+Nitrite Loss of biological integrity due to siltation Physical Substrate Habitat Alterations Escherichia coli	Discharges from MS4 area Pasture Grazing Unrestricted Cattle Access Channelization	Category 5. (One or more uses impaired.) TMDL needed. EPA approved siltation/habitat alteration and pathogen TMDLs for some of the known pollutants on 8/16/06 and 9/25/06
TN06010102 042 - 0400	Little Creek	Sullivan	0.3	Total Phosphorus Alteration in stream-side or littoral vegetative cover Loss of biological integrity due to siltation Physical Substrate Habitat Alterations Escherichia coli	Discharges from MS4 area Channelization Sources Outside State Borders	Category 5. (One or more uses impaired.) TMDLs needed. EPA approved a siltation/habitat alteration TMDL for some of the known pollutants on 9/25/06.
TN06010102 042 - 0500	Cedar Creek	Sullivan	11.8	Escherichia coli	Discharges from MS4 area Land Development	Category 4a. EPA approved pathogen TMDL for some of the known pollutants on 9/25/06
TN06010102 042 - 1000	Beaver Creek	Sullivan	11.1	Nitrate+Nitrite Escherichia coli	Discharges from MS4 area Pasture Grazing	Water contact advisory. Category 5. (One or more uses impaired.) TMDL needed. EPA approved a pathogen TMDL for some of the known pollutants
TN06010102 042 - 2000	Beaver Creek	Sullivan	10.5	Alteration in stream-side or littoral vegetative cover Nitrate+Nitrite Loss of biological integrity due to siltation Escherichia coli	Channelization Pasture Grazing Discharges from MS4 area Sources Outside State Borders	Water contact advisory. Category 5. (One or more uses impaired.) TMDL needed. EPA approved siltation/habitat alteration and pathogen TMDLs for some of the known pollutants on 8/16/06 and 9/25/06.

**Bristol NPDES MS4 Report  
ETWs/ONRWs (2021)**

<b>HUC</b>	<b>Waterbody</b>	<b>County</b>	<b>Description</b>	<b>Basis for Inclusion</b>	<b>From Lat</b>	<b>To Lat</b>	<b>From Long</b>	<b>To Long</b>
06010102	Paperville Creek	Sullivan	From Beidleman Creek to origin including tributaries	Naturally reproducing trout stream	36.5505	36.5782	-82.1276	-82.1368
06010102	Sinking Creek	Sullivan	From Paperville Creek to Virginia State Line including tributaries	Naturally reproducing trout stream	36.5779	36.5948	-82.1420	-82.1277
06010102	Nicely Branch	Sullivan	From Paperville Creek to Virginia State Line including tributaries	Naturally reproducing trout stream	36.5609	36.5947	-82.1304	-82.1023



# Tennessee Stormwater Association

## **June 2021 Report**

From Ripley PR



# TN Stormwater Association June 2021 Facebook Ads Report

		Impressions	Post Interactions*	Link Clicks	Total Clicks**		
July	Use less fertilizer on your lawn! It will grow just as green, but you'll reduce toxic runoff that pollutes waterways.	217,088	4	183	312		
July Instagram	Use less fertilizer on your lawn! It will grow just as green, but you'll reduce toxic runoff that pollutes waterways.	170,321	24	228	254		
July	Are you composting yard waste and vegetable scraps? You should be. Grow a great garden while protecting aquatic life.	189,531	2	124	221		
July Instagram	Are you composting yard waste and vegetable scraps? You should be. Grow a great garden while protecting aquatic life.	212,601	8	262	304		
August	Dealing with old cleaning supplies, paint and used oil can be a hassle. They cannot be thrown in the trash or washed down the drain. Check out where hazardous waste is collected in your area. The wildlife in our lakes and rivers will thank you!	92,644	6	52	153		

August Instagram	Dealing with old cleaning supplies, paint and used oil can be a hassle. They cannot be thrown in the trash or washed down the drain. Check out where hazardous waste is collected in your area. The wildlife in our lakes and rivers will thank you!	86,165	12	133	119		
August	Did you know each day, more than 500 million plastic straws are used and discarded in the U.S. alone. Straws are the #5 item found during litter clean ups. Do you really need that straw? Think before you use!	78,588	3	39	111		
August Instagram	Did you know each day, more than 500 million plastic straws are used and discarded in the U.S. alone. Straws are the #5 item found during litter clean ups. Do you really need that straw? Think before you use!	21,006	6	25	32		
September FB	Still using Styrofoam? Wind or rain transports foam to storm drains and water bodies, where it breaks into small pieces that are nearly impossible to remove. What steps are you taking in order to reduce foam use?	63,913	0	33	88		

September Instagram	Still using Styrofoam? Wind or rain transports foam to storm drains and water bodies, where it breaks into small pieces that are nearly impossible to remove. What steps are you taking in order to reduce foam use?	52,585	1	96	116		
September FB	YOUR RIVER. YOUR IMPACT. One person CAN make a difference. Take one step today to reduce your household use of plastics. Then another next month. And then another. What are you doing to reduce plastics in your home?	130,839	5	79	143		
September Instagram	YOUR RIVER. YOUR IMPACT. One person CAN make a difference. Take one step today to reduce your household use of plastics. Then another next month. And then another. What are you doing to reduce plastics in your home?	53,638	1	75	85		
October FB	Fertilize much? Fertilize too much? Over-applied lawn care products can wash into our storm drains and pollute our waterways. Apply fertilizers sparingly this spring.	55,156	1	27	59		

October Instagram	Fertilize much? Fertilize too much? Over-applied lawn care products can wash into our storm drains and pollute our waterways. Apply fertilizers sparingly this spring.	44,656	8	47	55		
October FB	Do you have an area in your yard that receives a lot of rain or has standing water? How about planting a native plant rain garden? Rain gardens attract birds and butterflies plus remove pollutants from the water.	52,757	2	35	80		
October Instagram	Do you have an area in your yard that receives a lot of rain or has standing water? How about planting a native plant rain garden? Rain gardens attract birds and butterflies plus remove pollutants from the water.	50,228	8	59	68		
November FB	How do you feel when you see someone toss litter from their car? Did you know Tennessee has strict litter laws? Report litter from vehicles to 1-877-8-LITTER (877-854-8837).	63,235	2	22	37		
November Instagram	How do you feel when you see someone toss litter from their car? Did you know Tennessee has strict litter laws? Report litter from vehicles to 1-877-8-LITTER (877-854-8837).	49,179	7	10	26		

December FB	Everyone knows dogs are a man's best friend, but did you know that 40% of people do not pick up their "best friend's" poop? Dog poop is 57 percent more toxic than human waste, and can harbor bacteria and parasites that cause illness in humans when it seeps into waterways? Do your part and pick it up.	62,176	11	0	62		
December Instagram	Everyone knows dogs are a man's best friend, but did you know that 40% of people do not pick up their "best friend's" poop? Dog poop is 57 percent more toxic than human waste, and can harbor bacteria and parasites that cause illness in humans when it seeps into waterways? Do your part and pick it up.	59,258	4	0	24		
December FB	Does your auto repair shop dispose of their oil and other contaminants properly or does it run down the storm drain? Know before you go. Only you can help prevent stormwater pollution!	40,093	2	1	33		
December Instagram	Does your auto repair shop dispose of their oil and other contaminants properly or does it run down the storm drain? Know before you go. Only you can help prevent stormwater pollution!	37,026	3	0	16		

January FB	Ice melting chemicals commonly contain toxic chemicals that contribute to our waterway pollution. Consider using plain rock salt this winter to keep those nasty chemicals out of our drinking water.	91,191	39	32	80		
January Instagram	Ice melting chemicals commonly contain toxic chemicals that contribute to our waterway pollution. Consider using plain rock salt this winter to keep those nasty chemicals out of our drinking water.	79,086	25	18	48		
February Instagram	YOUR RIVER. YOUR IMPACT. One person CAN make a difference. Take one step today to reduce your household use of plastics. Then another next month. And then another. What are you doing to reduce plastics in your home?	91,928	11	28	57		
February FB	Litter, litter everywhere, looks like people just don't care. Do your part and pick it up before it ends up in our rivers, streams and lakes. What are you doing to help prevent litter?	69,007	7	33	95		
February Instagram	Litter, litter everywhere, looks like people just don't care. Do your part and pick it up before it ends up in our rivers, streams and lakes. What are you doing to help prevent litter?	34,470	7	7	24		

March FB	Does your auto repair shop dispose of their oil and other contaminants properly or does it run down the storm drain? Know before you go. Only you can help prevent stormwater pollution!	64,679	4	40	57		
March Instagram	Does your auto repair shop dispose of their oil and other contaminants properly or does it run down the storm drain? Know before you go. Only you can help prevent stormwater pollution!	47,070	0	40	64		
March FB	Did you know that the Tennessee River is polluted with microplastics and plastic bags are the main culprit? What about taking your reusable bags to the store each and every time? Forget your bags? Don't worry, practice makes perfect!	50,371	4	35	114		
March Instagram	Did you know that the Tennessee River is polluted with microplastics and plastic bags are the main culprit? What about taking your reusable bags to the store each and every time? Forget your bags? Don't worry, practice makes perfect!	42,298	2	72	87		
April Facebook	Does your auto repair shop dispose of their oil and other contaminants properly or does it run down the storm drain? Know before you go. Only you can help prevent stormwater pollution!	54,990	0	36	65		

April Instagram	Does your auto repair shop dispose of their oil and other contaminants properly or does it run down the storm drain? Know before you go. Only you can help prevent stormwater pollution!	43,340	2	84	65		
April Facebook	Did you know that the Tennessee River is polluted with microplastics and plastic bags are the main culprit? What about taking your reusable bags to the store each and every time? Forget your bags? Don't worry, practice makes perfect!	44,818	3	31	146		
April Instagram	Did you know that the Tennessee River is polluted with microplastics and plastic bags are the main culprit? What about taking your reusable bags to the store each and every time? Forget your bags? Don't worry, practice makes perfect!	44,610	3	28	135		
May Facebook	Love your beautiful garden, flowers and house plants? Treat them with love and water them with captured water from a rain barrel. It's easy to install and provides free, unchlorinated water.	47,823	3	28	46		
May Instagram	Love your beautiful garden, flowers and house plants? Treat them with love and water them with captured water from a rain barrel. It's easy to install and provides free, unchlorinated water.	35,303	3	0	8		

May Facebook	The Tennessee Stormwater Association Non-Profit Professional Organization Seeking to Improve Water Quality & Create Value for Its Members.	43,103	0	0	25		
May Instagram	The Tennessee Stormwater Association Non-Profit Professional Organization Seeking to Improve Water Quality & Create Value for Its Members.	34,913	2	0	12		
June FB	A clean car is a happy car, but do you know if your car wash disposes of contaminated water properly? Know before you go!	39,447	2	36	72		
June Instagram	A clean car is a happy car, but do you know if your car wash disposes of contaminated water properly? Know before you go!	37,757	0	67	72		
June FB	Everyone knows dogs are man's best friends, but did you know that 40% of people do not pick up their best friend's poop? Doggie doo is 57% more toxic than human waste and can harbor bacteria and parasites that cause illness when it seeps into waterways. Do your part and pick it up.	30,651	7	19	53		

June Instagram	Everyone knows dogs are man's best friends, but did you know that 40% of people do not pick up their best friend's poop? Doggie doo is 57% more toxic than human waste and can harbor bacteria and parasites that cause illness when it seeps into waterways. Do your part and pick it up.	27,308	5	27	53		
		<b>2,801,683</b>	<b>237</b>	<b>2,078</b>	<b>3,598</b>		
<b>Reach in Top DMAs</b>		<b>Middle</b>	<b>West &amp; North West</b>	<b>East &amp; North East</b>	<b>South East</b>	<b>Total Reach Among Top DMAs</b>	<b>Percentage of Reach in Top DMAs</b>
July	Use less fertilizer on your lawn! It will grow just as green, but you'll reduce toxic runoff that pollutes waterways.	58,110	56,161	37,336	15,993	167,600	77%
July Instagram	Use less fertilizer on your lawn! It will grow just as green, but you'll reduce toxic runoff that pollutes waterways.	53,109	32,413	20,721	10,953	117,196	69%
July	Are you composting yard waste and vegetable scraps? You should be. Grow a great garden while protecting aquatic life.	40,288	52,847	36,281	16,685	146,101	77%
July Instagram	Are you composting yard waste and vegetable scraps? You should be. Grow a great garden while protecting aquatic life.	60,663	31,526	25,127	13,269	130,585	61%

August	Dealing with old cleaning supplies, paint and used oil can be a hassle. They cannot be thrown in the trash or washed down the drain. Check out where hazardous waste is collected in your area. The wildlife in our lakes and rivers will thank you!	21,310	24,705	17,561	7,229	70,805	76%
August Instagram	Dealing with old cleaning supplies, paint and used oil can be a hassle. They cannot be thrown in the trash or washed down the drain. Check out where hazardous waste is collected in your area. The wildlife in our lakes and rivers will thank you!	25,461	13,749	9,889	5,133	54,232	63%
August	Did you know each day, more than 500 million plastic straws are used and discarded in the U.S. alone. Straws are the #5 item found during litter clean ups. Do you really need that straw? Think before you use!	16,551	24,843	14,684	6,079	62,157	79%
August Instagram	Did you know each day, more than 500 million plastic straws are used and discarded in the U.S. alone. Straws are the #5 item found during litter clean ups. Do you really need that straw? Think before you use!	14,754	9,119	5,291	2,786	31,950	152%

September FB	Still using Styrofoam? Wind or rain transports foam to storm drains and water bodies, where it breaks into small pieces that are nearly impossible to remove. What steps are you taking in order to reduce foam use?	14,728	18,325	12,222	4,971	45,275	71%
September Instagram	Still using Styrofoam? Wind or rain transports foam to storm drains and water bodies, where it breaks into small pieces that are nearly impossible to remove. What steps are you taking in order to reduce foam use?	12,011	6,796	4,177	2,264	13,237	25%
September FB	YOUR RIVER. YOUR IMPACT. One person CAN make a difference. Take one step today to reduce your household use of plastics. Then another next month. And then another. What are you doing to reduce plastics in your home?	28,978	34,089	22,649	9,479	95,195	73%
September Instagram	YOUR RIVER. YOUR IMPACT. One person CAN make a difference. Take one step today to reduce your household use of plastics. Then another next month. And then another. What are you doing to reduce plastics in your home?	44,656	5,701	4,750	2,648	57,755	108%

October FB	Fertilize much? Fertilize too much? Over-applied lawn care products can wash into our storm drains and pollute our waterways. Apply fertilizers sparingly this spring.	10,741	14,956	7,945	3,686	37,328	68%
October Instagram	Fertilize much? Fertilize too much? Over-applied lawn care products can wash into our storm drains and pollute our waterways. Apply fertilizers sparingly this spring.	9,731	4,753	3,776	1,828	20,088	45%
October FB	Do you have an area in your yard that receives a lot of rain or has standing water? How about planting a native plant rain garden? Rain gardens attract birds and butterflies plus remove pollutants from the water.	11,749	12,469	8,527	3,879	36,624	69%
October Instagram	Do you have an area in your yard that receives a lot of rain or has standing water? How about planting a native plant rain garden? Rain gardens attract birds and butterflies plus remove pollutants from the water.	12,638	5,317	5,267	2,887	26,109	52%
November FB	How do you feel when you see someone toss litter from their car? Did you know Tennessee has strict litter laws? Report litter from vehicles to 1-877-8-LITTER (877-854-8837).	17,701	8,960	13,067	6,037	45,765	72%

November Instagram	How do you feel when you see someone toss litter from their car? Did you know Tennessee has strict litter laws? Report litter from vehicles to 1-877-8-LITTER (877-854-8837).	10,732	5,124	4,500	2,194	22,550	46%
December FB	Everyone knows dogs are a man's best friend, but did you know that 40% of people do not pick up their "best friend's" poop? Dog poop is 57 percent more toxic than human waste, and can harbor bacteria and parasites that cause illness in humans when it seeps into waterways? Do your part and pick it up.	15,535	9,948	8,805	4,428	38,716	62%
December Instagram	Everyone knows dogs are a man's best friend, but did you know that 40% of people do not pick up their "best friend's" poop? Dog poop is 57 percent more toxic than human waste, and can harbor bacteria and parasites that cause illness in humans when it seeps into waterways? Do your part and pick it up.	28,015	5,476	6,177	3,140	42,808	72%
December FB	Does your auto repair shop dispose of their oil and other contaminants properly or does it run down the storm drain? Know before you go. Only you can help prevent stormwater pollution!	10,331	7,675	6,244	3,129	27,379	68%

December Instagram	Does your auto repair shop dispose of their oil and other contaminants properly or does it run down the storm drain? Know before you go. Only you can help prevent stormwater pollution!	8,660	3,836	4,156	2,116	18,768	51%
January FB	Ice melting chemicals commonly contain toxic chemicals that contribute to our waterway pollution. Consider using plain rock salt this winter to keep those nasty chemicals out of our drinking water.	23,383	14,863	14,735	7,214	60,195	66%
January Instagram	Ice melting chemicals commonly contain toxic chemicals that contribute to our waterway pollution. Consider using plain rock salt this winter to keep those nasty chemicals out of our drinking water.	18,406	9,104	8,609	4,357	40,476	51%
February Instagram	YOUR RIVER. YOUR IMPACT. One person CAN make a difference. Take one step today to reduce your household use of plastics. Then another next month. And then another. What are you doing to reduce plastics in your home?	29,073	15,619	15,939	8,269	68,900	75%
February FB	Litter, litter everywhere, looks like people just don't care. Do your part and pick it up before it ends up in our rivers, streams and lakes. What are you doing to help prevent litter?	17,540	11,426	9,537	5,034	43,537	63%

February Instagram	Litter, litter everywhere, looks like people just don't care. Do your part and pick it up before it ends up in our rivers, streams and lakes. What are you doing to help prevent litter?	8,908	3,981	3,510	1,846	18,245	53%
March FB	Does your auto repair shop dispose of their oil and other contaminants properly or does it run down the storm drain? Know before you go. Only you can help prevent stormwater pollution!	15,619	13,954	11,628	5,672	46,873	72%
March Instagram	Does your auto repair shop dispose of their oil and other contaminants properly or does it run down the storm drain? Know before you go. Only you can help prevent stormwater pollution!	10,250	4,785	4,808	2,589	22,432	48%
March FB	Did you know that the Tennessee River is polluted with microplastics and plastic bags are the main culprit? What about taking your reusable bags to the store each and every time? Forget your bags? Don't worry, practice makes perfect!	11,174	13,953	8,470	4,635	38,232	76%
March Instagram	Did you know that the Tennessee River is polluted with microplastics and plastic bags are the main culprit? What about taking your reusable bags to the store each and every time? Forget your bags? Don't worry, practice makes perfect!	7,619	3,771	3,090	1,756	16,236	38%

April Facebook	Does your auto repair shop dispose of their oil and other contaminants properly or does it run down the storm drain? Know before you go. Only you can help prevent stormwater pollution!	13,153	15,252	10,094	4,434	42,933	78%
April Instagram	Does your auto repair shop dispose of their oil and other contaminants properly or does it run down the storm drain? Know before you go. Only you can help prevent stormwater pollution!	10,397	5,275	3,660	2,125	21,457	50%
April Facebook	Did you know that the Tennessee River is polluted with microplastics and plastic bags are the main culprit? What about taking your reusable bags to the store each and every time? Forget your bags? Don't worry, practice makes perfect!	9,489	12,454	7,321	3,571	32,835	73%
April Instagram	Did you know that the Tennessee River is polluted with microplastics and plastic bags are the main culprit? What about taking your reusable bags to the store each and every time? Forget your bags? Don't worry, practice makes perfect!	10,049	12,385	7,953	3,732	34,119	76%
May Facebook	Love your beautiful garden, flowers and house plants? Treat them with love and water them with captured water from a rain barrel. It's easy to install and provides free, unchlorinated water.	10,624	10,733	7,656	3,503	32,516	68%

May Instagram	Love your beautiful garden, flowers and house plants? Treat them with love and water them with captured water from a rain barrel. It's easy to install and provides free, unchlorinated water.	5,301	3,249	2,607	1,263	12,420	35%
May Facebook	The Tennessee Stormwater Association Non-Profit Professional Organization Seeking to Improve Water Quality & Create Value for Its Members.	9,665	13,145	7,562	3,395	33,767	78%
May Instagram	The Tennessee Stormwater Association Non-Profit Professional Organization Seeking to Improve Water Quality & Create Value for Its Members.	5,327	3,224	2,151	1,130	11,832	34%
June Facebook	A clean car is a happy car, but do you know if your car wash disposes of contaminated water properly? Know before you go!	6,763	9,629	7,091	2,553	26,036	66%
June Instagram	A clean car is a happy car, but do you know if your car wash disposes of contaminated water properly? Know before you go!	4,922	3,959	2,673	1,225	12,779	34%

June Facebook	Everyone knows dogs are man's best friends, but did you know that 40% of people do not pick up their best friend's poop? Doggie doo is 57% more toxic than human waste and can harbor bacteria and parasites that cause illness when it seeps into waterways. Do your part and pick it up.	7,000	5,832	6,808	2,304	21,944	72%
June Instagram	Everyone knows dogs are man's best friends, but did you know that 40% of people do not pick up their best friend's poop? Doggie doo is 57% more toxic than human waste and can harbor bacteria and parasites that cause illness when it seeps into waterways. Do your part and pick it up.	2,488	1,346	1,328	656	5,818	21%
	<b>Total</b>	<b>751,591</b>	<b>576,727</b>	<b>426,382</b>	<b>197,105</b>	<b>1,951,805</b>	

\* Post Interactions include: Reactions (likes, loves, laughs, etc.), comments, shares and page likes

\*\* Total clicks include clicks on any part of the ad

