

Measure 1a. Selecting the Action Issues Questionnaire

This questionnaire is intended to guide you as you select the Action Issues for your jurisdiction. It is not intended to be a “magic formula,” but rather a tool that should be applied with common sense. It will help you to consider the pros and cons of each of the Action Issues. It will also help you formulate your reasoning for selecting the Action Issues, which may help you explain the importance of the issues to your citizens.

As you fill out the chart on the next page, refer to the questions and guidance on this page as you make your rankings.

Is this issue relevant to my community?

This topic. may be relevant if:
Household haz. waste	There is no hazardous waste facility nearby or the hazardous waste facility is not widely used. Also more relevant in areas with curb and gutter.
Pet waste	A lot of citizens walk their dogs, particularly along streams or in areas that are drained by curb and gutter.
Septic systems	They are widely used in your jurisdiction.
Lawn and gardening	You have a lot of “weekend warriors” in your jurisdiction. Also relevant in areas with a lot of new development.
Car maintenance	There are a lot of do-it-yourselfers in your jurisdiction.
Car washing	Many citizens wash their cars, particularly in areas drained by curb and gutter.
Stream buffers	There is a lot of new development in your jurisdiction.
Flooding	Problems are observed.
Litter	Problems are observed.

Are there already programs to educate my community about this issue?

If there are already educational programs on an issue, chances are it is an important and relevant issue in your community. Often, it can be more cost-effective to build on existing efforts than to begin education your citizens on a completely new issue. Even if another agency is initiating the educational programs, you can take credit for them toward your Phase II permit requirements.

Will this issue address a water quality problem observed by community staff and/or citizens?

Have your staff and/or citizens brought any of these issues up as potential problems? Have they observed people in the community taking part in behaviors that harm stormwater quality in your jurisdiction? You can use the input generated in the early phases of the Public Involvement part of the stormwater program (Measure 2) to assist you in answering this question.

Will the issue receive a favorable response from the people in my community?

Consider the ways in which each issue will affect your citizens. Are they likely to take this issue seriously and follow advice from you and/or another agency or organization? Will this issue contribute or detract from your credibility?

Evaluation Questions

Score from 1 to 5 as follows:

1- Not at all

2 – Maybe

3 – Somewhat

4 – Probably

5 – Yes, definitely

Stormwater Issues:	Is this issue relevant to my community?	Are there already programs to educate my community about this issue?	Will this issue address a water quality problem observed by staff and/or citizens?	Will the issue receive a favorable response from the people in my community?	Total Score
Household Haz. Waste					
Pet Waste					
Septic Systems					
Lawn and Gardening					
Car Maintenance					
Erosion					
Stream Buffers					
Flooding					
Litter/ Illegal Dumping					