

## MESSAGING CALENDAR RATIONALE

MESSAGE	TIMING	RATIONALE
Pet Waste	February, June, September	Annual message for any time of year so this message can be moved to any month
Fats, Oils, Grease	March, November, December	Promote prior to traditional holidays where big family dinners are cooked with menu items containing large quantities of fats, oils, and grease are cooked; many in-home plumbing issues occur around these events
No Wipes in the Pipes	March, November	Promote prior to holidays where many guests may visit or stay overnight
OSSF Maintenance	May, October	Reminder to residents that maintenance should be done twice a year; annual message for any time of year so this message can be moved to any month if desired
Illegal Dumping	January, July	Dumping of big items frequently increase after Christmas and right before the start of school due to new gifts and back-to-school items being purchased
Litter	May, June, July, August,	Litter can increase during summer months when more residents engage in outdoor activities; Memorial Day, July Fourth, Labor Day picnics, family reunions, and other parties at parks during summer months
Household Hazardous Waste	May, October	Removing these items from homes prior to the start of hurricane season can protect water quality in the event of flooding and or wind damage to homes and storage sheds; clean out old lawn care items at the end of the summer outdoor season
Lawn Fertilization	February, September	Proper timing and technique for applying fertilizers, herbicides, pesticides keep these chemicals out of waterways; timing is one month prior to common application deadlines
Nonpoint Source Pollution	January	Start the year with messaging about how residents can inadvertently contribute pollutants to waterways during everyday activities at home
Only Rain Down the Storm Drain	April, December	Annual message for any time of year so this message can be moved to any month Reminds residents not to use storm drains or ditches for disposal of any item

