

# Adoption of Discharge Ordinance 2011

- Developed the ordinance based on the COG model.
- During that process in another city the charity car wash for the band was shut down. The mayor's daughter was in the band.
- To avoid I developed prescriptive provisions to allow for charity car washes.
- All good. Right?
- When the ordinance went to council the charities were in opposition.
- Political Wisdom: No good deed goes unpunished.
- Do not put your council in position of choosing between you and the Girl Scouts.
- I requested to table the agenda item, revise the ordinance and bring it back.
- Other issues discussed:
  - The compost dilemma.
  - They did not want to create a Frisco penalty.

A. No person shall dump, spill, leak, pump, pour, emit, empty, discharge, leach, dispose, or otherwise introduce or cause, allow, or permit to be introduced any of the following substances into the MS4:

1. Any used motor oil, antifreeze, or any other motor vehicle fluid;
  2. Any industrial waste;
  3. Any hazardous waste, including hazardous household waste;
  4. Any domestic sewage or septic tank waste, grease trap waste, or grit trap waste;
  5. Any garbage, rubbish, or **yard waste**;
- .... 21

## Compost Dilemma

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# Development Friendly Council?

- Label?
- Labels work well in science such as entomology.
- Councils are people.
- Learn what they are passionate about.
- Present your case.

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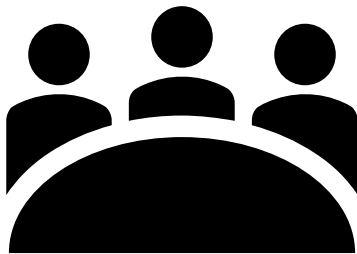
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# Ordinance Revisions

- Revised the charity car wash language to our neighbor Lewisville's.
- Compost dilemma solution. Break into 2 list:
  - Zero tolerance.
    - Industrial
    - Hazardous waste
    - Used oil...
  - Implement best management practices to reduce the discharge.
    - Yard waste,
    - Vehicle fluids.

# 2<sup>nd</sup> Trip to Council

- Passed unanimously.
- Thanked for working with the community and making the changes.
- Listen to your council.
- Avoid
  - “We have to ....”
- Dangerous, you can lose all creditability if wrong.
- Better
  - “... is our approach to address the requirements.”



# Lessons Learned from this

- Not divisive.
- Build a coalition of allies.
- Its not about you, don't take it personal and try to justify self.
- Listen to council and use their expertise.

## Lesson learned on the charity car wash

- Avoid prescriptive language.
- Much to do about nothing.
- There are getting to be less and less every year.
- Nearly every location where a business allowed, they had a detention pond where the water was filtered through grass.
- Post event sampling could find no impact.
- Military principle
  - Fight only battles you can win and are worth fighting.