

B. Estimate pollutant loading expected load reductions

“An estimate of the load reductions expected for the management measures described under paragraph (c) below (recognizing the natural variability and the difficulty in precisely predicting the performance of management measures over time). Estimates should be provided at the same level as in item (a) above (e.g., the total load reduction expected for dairy cattle feedlots; row crops; or eroded streambanks).”

Table 3 below shows implementation and education strategies for types of target audiences.

Source assessment is the key to effective management measures, because different sources need different measures.

Education is intertwined with BMP implementation, so farmers, homeowners, landowners, municipalities, counties, and other governmental entities can make decisions to enhance the health of the waterways.

Table 3: Implementation and Education Strategy

Source	Target Audience	Message	Delivery Mechanism
Streambank erosion, land clearing and construction practices	Riparian landowners, builders, contractors	Encourage landowners to leave a conservation buffer, provide attractive landscaping for natural vegetation.	Information material disseminated and implement BMPs.
Cattle and livestock access	Agriculture managers, landowners	Control livestock access, establish fencing, create proper stream crossings, provide alternate funding sources	With NRCS and Conservation Districts, and other partners provide information at fairs, field days, and events, implement BMPs.
Failing septic systems	Homeowners	Properly maintain your septic system to prevent water quality degradation.	Information material, repair failing systems. disseminated to local Health Departments and landowners.
Agriculture practices	Agriculture managers, landowners	By reducing livestock access to surface water you are protecting a resource that is very valuable to everyone.	Implement BMPs and hold field days or workshops.
Cropland	Agriculture managers, landowners	By reducing erosion access to surface water you are protecting a resource that is very valuable to everyone.	Implement BMPs and hold field days or workshops.
Stormwater runoff	Local officials, residents	Protect the waterways by reducing the amount of pollutants entering the river, make public aware of where stormwater goes.	Drain markers, informative seminars for local officials, brochures for the public, tours of model stormwater site, implement appropriate BMPs.