

Department Note: As MS4 Permittees demonstrate compliance differently and MS4 Permittees may have different MS4 permit conditions, the following written program procedure is intended to provide ideas on various formats. Therefore, please note the provided example may not be appropriate, as is, for your community. Additionally, the following is a written program procedure that has been submitted to the Department by a MS4 Permittee. However, the MS4 Permittee name have been removed to keep them anonymous.

PUBLIC EDUCATION AND OUTREACH PROGRAM

PURPOSE: To fulfill federal and state code requirements (40 CFR 122.34(b) (1) and NR 216.07 (1)). To provide education and outreach to the public in a manner that develops a valued relationship.

JUSTIFICATION: This is a WPDES Stormwater Permit requirement. This program incorporates aspects of the Pollution Prevention Program. This program seeks to identify activities that are valued by customers of ESD and to utilize these activities to promote public education and outreach on both wastewater and stormwater issues.

SUMMARY OF PROGRAM:

- A.** The City has many existing public education, involvement and relations activities to fulfill the Public Education and Outreach minimum control measures. These include citizen monitoring of stream water quality, rain garden development workshops, rain barrel workshops, riparian land owner workshops, and funding for homeowner flood protection to name a few.
- B.** The Public Education and Outreach Program emphasize the need to properly manage excessive stormwater run-off and its damaging effect on property and the environment. Equally important are educational activities that describe actions individuals can take that will help control stormwater pollution. Common behaviors that can cause pollution from CSOs include, improper owner disposal of pet waste, over application of lawn chemicals, run-off from detergents used to wash vehicles in driveways, changing motor oil on impervious driveways, sweeping leaves and grass clippings into the street, and dumping of household chemicals into the combined sewer system. Therefore, it is important to make the public aware of how their behavior may contribute to stormwater pollution and what they can do to help.

ROLES AND RESPONSIBILITIES:

- The City's Department of Public Works Director is the main person for overseeing the Public Education and Outreach Program implementation.

PROGRAM COMPONENTS INCLUDE:

- A.** Public Education and Outreach is accomplished through a variety of active/interactive and passive mechanisms. The City attends at least 12 local events each year to provide active education. Messaging is tailored for each event

depending on the target audience of the event. The City also maintains educational material on the City website, post routinely on social media, and distributes materials in quarterly utility billing newsletters for passive education.

1. Events for active mechanisms may include: school and/or community presentations, educational workshops, focus groups, in-person and virtual tours, public meetings, and attending various public events such as conferences, seminars, and fairs.
2. Passive mechanisms throughout the year include: distribution of brochures, quarterly utility billing newsletter, media offerings such as radio interviews, social media posts, signage, and website.

The Public Education and Outreach Program routinely provide informative material on the topics outlined in the MS4 permit throughout the year. ESD has and continue to develop new educational materials on the following topics: Illicit Discharge, Household Hazardous Waste Disposal, Pet Waste Management, Composting and other Yard Waste Management, Rain Gardens and Native Plants to promote Residential Infiltration, Smart Salting and other Pollution Prevention topics, Construction Site Stormwater Management, City Streams and shoreline management, and Green Infrastructure. In addition to topics outlined in the MS4 permit, the public outreach program distributes materials on a range of environmental issues and initiatives that includes wastewater, general environmental awareness, and updates on actions and activities being taken by the Environmental Services Division of Public Works.

- B. The City is also an active member of the Regional Stormwater Protection Team (RSPT). RSPT is a multi-jurisdictional group created to offer consist regional stormwater messaging and provide a forum to ensure members understand and accomplish stormwater permit requirements. RSPT provides additional educational education and outreach through a regional survey every 5 years to gage stormwater awareness, media offerings such as tv ads, and other mechanisms.

MEASURABLE ACTIONS:

- A. Develop tabletop educational displays for above events covering the topics listed in the permit.
- B. Provide information on appropriate behaviors and/or best management practices (BMPs) for detection and elimination of illicit discharges, proper management of materials that may cause stormwater pollution, onsite reuse of leaves and grass clippings, proper use of lawn and garden fertilizers and pesticides, stream bank and shoreline management, infiltration of residential stormwater runoff, construction site erosion control practices, pollution prevention, and for environmentally sensitive land development design several times per year.
- C. Create a quarterly stormwater newsletter with permit required stormwater public education articles and distribute to every property owner in the City of Splashbury, or 17,500 to 18,000 newsletters annually.
- D. Provide information for the stormwater educational webpages to the webpage manager.

- E. Develop in-house brochures or flyers for targeted audiences on topics required in house or purchase readymade ones if available.