

PUBLIC EDUCATION AND OUTREACH

PUBLIC EDUCATION AND OUTREACH BACKGROUND (40 CFR PART 122.34)

The Phase II Regulations require programs to educate the public about the impact of stormwater discharges on local waterways and the steps that citizens, businesses, and other organizations can take to reduce the contamination of stormwater.

The LOCAL GOVERNMENT must implement a public education program to distribute educational materials to the community or conduct equivalent outreach activities about the impacts of storm water discharges on water bodies and the steps that the public can take to reduce pollutants in storm water runoff.

The LOCAL GOVERNMENT may use storm water educational materials provided by your State, EPA, environmental, public interest or trade organizations, or other MS4s. The public education program should inform individuals and households about the steps they can take to reduce storm water pollution, such as ensuring proper septic system maintenance, ensuring the proper use and disposal of landscape and garden chemicals including fertilizers and pesticides, protecting and restoring riparian vegetation, and properly disposing of used motor oil or household hazardous wastes.

EPA recommends that the program inform individuals and groups how to become involved in local stream and beach restoration activities as well as activities that are coordinated by youth service and conservation corps or other citizen groups.

EPA recommends that the public education program be tailored, using a mix of locally appropriate strategies, to target specific audiences and communities. Examples of strategies include distributing brochures or fact sheets, sponsoring speaking engagements before community groups, providing public service announcements, implementing educational programs targeted at school age children, and conducting community-based projects such as storm drain stenciling, and watershed and beach cleanups.

In addition, EPA recommends that some of the materials or outreach programs be directed toward targeted groups of commercial, industrial, and institutional entities likely to have significant storm water impacts. For example, providing information to restaurants on the impact of grease clogging storm drains and to garages on the impact of oil discharges. You are encouraged to tailor your outreach program to address the viewpoints and concerns of all communities, particularly minority and disadvantaged communities, as well as any special concerns relating to children.

Possible Residential Community Issues may include:

- Residential car washing and auto maintenance control measures
- Off-pavement automobile parking
- Home and garden care activities (pesticides, herbicides, and fertilizers)
- Disposal of household hazardous waste (e.g., paints, cleaning products)
- Snow removal activities
- Rain barrels, rain gardens, porous pavers, permeable concrete, porous asphalt
- Litter prevention
- Importance of native vegetation for preventing soil erosion
- Public reporting of water quality issues

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- Community activities (monitoring programs, environmental protection organization activities)
- Pet and other animal wastes

Possible Industrial/Commercial Community Issues may include:

- Automobile repair and maintenance control measures
- Disposal of vacuum truck and sweeping equipment waste
- Pollution prevention and safe alternatives
- Rain water harvesting
- Stormwater Control measures that reduce stormwater runoff
- Equipment and vehicle maintenance and repair
- Importance of good housekeeping (e.g. sweeping impervious surfaces instead of hosing)
- Illicit discharge detection and elimination observations and follow-up during daily work activities
- Water quality impacts associated with land development

Examples of ways to distribute stormwater educational materials include:

- Utility mailers
- Special events (i.e., Information booth at festivals and fairs)
- Presentations to local community groups
- Stormwater programs/presentations for elementary or middle schools
- Local TV or radio spots
- Print Media - Ads / Articles / Newsletters
- Posters
- Storm drain stenciling
- Workshops
- Stream basin signage

Examples of stormwater educational topics include:

- Household Hazardous Waste
- Pet Waste
- Septic Systems
- Lawn and Gardening
- Vehicle Washing
- Erosion
- Stream Buffers

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- Litter
- Flooding

Outreach programs may include:

- Newspaper articles and/or inserts
- Kiosks and signage
- Targeted direct mail
- Displays at the point-of purchase
- Utility bill inserts
- Public meetings
- Community events
- Contest
- Storm drain marking
- Stream and Litter cleanups
- Group presentation and/or speeches
- Workshops and class room outreach
- Distributing promotional giveaways and specialty items
- Brochures and pamphlets
- Displays
- Signs
- Welcome packets
- Local cable access
- News coverage
- Newsletters
- Neighborhood activity (i.e., building a rain garden, riparian planting, tree planting, etc.)

Note for each question answer Yes or No, and enter a comment and/or a recommendation if appropriate. Comments are normally associated with positive findings where recommendations are normally associated when either responding “no” or where there are specific recommendations to strengthen the program.

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NPDES PERMIT – PART II SECTION B (2)(a)	
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BMP: Goals and Objectives

Measureable Goal: Defined goals and objectives of the Local Public Education and Outreach Program based on at least three community wide issues.

MEP

1. Has the LOCAL GOVERNMENT defined the goals and objectives of the public education program?

Sustainability

SUSTAINABILITY

2. Is the LOCAL GOVERNMENT committed to the Public Education and Outreach Program, i.e., provided adequate resources and support to meet the requirements of the IDDE and Good Housekeeping for Municipal Operations programs?
3. Has the LOCAL GOVERNMENT engaged & collaborated with stake holders?
 - a. Does the LOCAL GOVERNMENT coordinate with other local governments departments and staff, State, or County organizations to identify and eliminating illicit discharges, including cross training, meetings, memos, etc.?
 - b. Does the LOCAL GOVERNMENT collaborate with organizations such as APWA, SWANC, etc. as well as other LOCAL GOVERNMENTS, and other stake holders to strengthen their Education and Outreach Program?
4. Has the LOCAL GOVERNMENT developed and implemented an action plan with deadlines to address the areas that need to be strengthened with the Public Education and Outreach program?
 - a. Has the LOCAL GOVERNMENT provided targeted education programs/community events for all stakeholder groups (i.e. clean ups, community planting, water monitoring, storm drain stenciling)?
 - b. Does the LOCAL GOVERNMENT track education methods and effectiveness?
 - c. Has the LOCAL GOVERNMENT developed and implement a plan and schedule to address the identified modifications and improvements?
 - d. Does the LOCAL GOVERNMENT have a plan for documenting changes to programs or practices to community needs on a regular basis?
 - e. Has the LOCAL GOVERNMENT identified deadlines to implement changes to the programs or practices?
 - f. Has the LOCAL GOVERNMENT trained Staff on the changes and/or revised SOPs?

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NPDES PERMIT – PART II SECTION B (2)(b)

BMP: Describe target pollutants and/or stressors

Measureable Goal: Maintain a description of the target pollutants and/or stressors and likely sources (target pollutants include fecal, floatables, grass clippings, sediment, pet waste, other).

MEP

1. Does the LOCAL GOVERNMENT's public education program include a description of target pollutants?

SUSTAINABILITY

2. Does the LOCAL GOVERNMENT have a method to determine target pollutants (i.e., IDDE complaints, service requests, staff response efforts, etc.)?
3. Does the LOCAL GOVERNMENT stay up-to-date on the most effective methods/tools to mediate target pollutants?
4. Does the LOCAL GOVERNMENT keep track of pollutant locations and target education to those areas vs. the entire community (i.e. increase and document efforts in "hotspot" locations for effectiveness)?
5. Does the LOCAL GOVERNMENT implement a diverse methodology to educate the public?

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NPDES PERMIT – PART II SECTION B (2)(c)

BMP: Describe target audiences

Measureable Goal: The permittee shall describe, evaluate annually and update the description of the target audiences likely to have significant storm water impacts and why they were selected

MEP

1. Does the LOCAL GOVERNMENT maintain a description of the target audiences and why they were selected, including a description of the types of ethnic and economic groups engaged?

SUSTAINABILITY

2. Does the LOCAL GOVERNMENT use targeted stormwater messages depending on the audience?
3. Does the LOCAL GOVERNMENT provide education to a diverse audience (i.e. ages, backgrounds)?
4. Does the LOCAL GOVERNMENT prioritize watersheds or neighborhoods for outreach?
5. Does the LOCAL GOVERNMENT evaluate languages spoken throughout communities?
6. Does the LOCAL GOVERNMENT evaluate most effective way to communicate to audiences throughout the community (mass media vs print)?

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NPDES PERMIT – PART II SECTION B (2)(d)

BMP: Describe residential and industrial/commercial issues

Measureable Goal: The permittee shall describe issues, such as specific pollutants, likely sources of those pollutants, impacts, and the physical attributes of stormwater runoff, in their education/outreach program.

MEP

1. Does the LOCAL GOVERNMENT's public education program include a description of the likely residential and/or industrial and commercial sources of these pollutants?

SUSTAINABILITY

2. Does the LOCAL GOVERNMENT provide targeted Public Education and Outreach efforts to industrial and commercial sources (i.e. is educational information that is tailored to the pollutant sources, types of pollutants, impacts and the physical attributes of the stormwater runoff that would result from this type of pollution)?

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NPDES PERMIT – PART II SECTION B (2)(e)

BMP: Informational Web Site

Measureable Goal: The permittee shall promote and maintain an internet web site designed to convey the program's message.

MEP

1. Does the LOCAL GOVERNMENT maintain a web site?
2. Does the web site include information on ordinances, stormwater projects and activities, and ways to contact stormwater management program staff?

SUSTAINABILITY

3. Has the LOCAL GOVERNMENT developed and implemented a schedule to update the website regularly or as changes occur?

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NPDES PERMIT – PART II SECTION B (2)(f)

BMP: Distribute public education materials to identified target audiences and user groups, for example, schools, homeowners, and/or businesses.

Measureable Goal: The LOCAL GOVERNMENT must develop appropriate educational materials (e.g. the materials can utilize various media such as printed materials, billboard and mass transit advertisements, signage at select locations, radio advertisements, television advertisements, and websites). The LOCAL GOVERNMENT shall distribute stormwater educational material to appropriate target groups.

MEP

1. Does the LOCAL GOVERNMENT incorporate outreach elements for significant minority and disadvantaged communities?
2. Does the LOCAL GOVERNMENT distribute stormwater educational materials and information to appropriate target groups?
3. Does the LOCAL GOVERNMENT program promote, publicize and facilitate proper management and disposal of litter, illegal sit-outs, household waste, yard waste, used oil and toxic materials.

SUSTAINABILITY

4. Does the LOCAL GOVERNMENT have methods or tools to evaluate effectiveness of outreach materials?
5. Does the LOCAL GOVERNMENT work with other communities to create effective education methods (i.e. benchmarking or regional partnerships)?
6. Does the LOCAL GOVERNMENT alter education methods based on findings and/or lessons learned of other municipalities/peers?
7. Does the LOCAL GOVERNMENT update existing education materials with the latest research-based information?

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NPDES PERMIT – PART II SECTION B (2)(g)

BMP: Maintain Hotline/Help Line

Measureable Goal: The LOCAL GOVERNMENT shall promote and maintain a stormwater hotline/helpline for the purpose of public education and outreach.

MEP

1. Does the local government provide a hotline/helpline to report and/or ask questions related to stormwater?

SUSTAINABILITY

2. Does the LOCAL GOVERNMENT have a list of procedures for who responds, timeframe for responses and keeping logs of calls/concerns?
3. Does the LOCAL GOVERNMENT review the responses to determine the locations of stormwater “hotspots”?
4. Does the LOCAL GOVERNMENT advertise the hotline/helpline in media advertisements and educational information?

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NPDES PERMIT – PART II SECTION B (h)

BMP: Implement a Public Education and Outreach Program.

Measureable Goal: The permittee's outreach program, including those elements implemented locally or through a cooperative agreement, shall include a combination of approaches designed to reaching the identified target audiences based on data and information collected by the permittee. For each media, event or activity, including those elements implemented locally or through a cooperative agreement the permittee shall estimate and record the extent of exposure.

MEP

1. Does the LOCAL GOVERNMENT assess its stormwater education/outreach program and adjust its educational materials and delivery if opportunities for improvements are identified?
2. Does the LOCAL GOVERNMENT implement and revise if necessary a stormwater education/outreach program?
3. Does the LOCAL GOVERNMENT have an outreach program, including those elements implemented locally or through a cooperative agreement?
4. Are public outreach activities documented (i.e., photos, flyers, news articles)?
5. Does the LOCAL GOVERNMENT distribute materials in different languages?
6. For each media, event or activity, including those elements implemented locally or through a cooperative agreement, does the LOCAL GOVERNMENT measure and record the extent of exposure?
7. Does the LOCAL GOVERNMENT program promote, publicize and facilitate proper management and disposal of litter, illegal sit-outs, household waste, yard waste, used oil and toxic materials.
8. Does the LOCAL GOVERNMENT describe procedures for the proper disposal of waste removed from the management and disposal of litter, illegal sit-outs, household waste, yard waste, used oil and toxic materials?
9. Does the local government describe green infrastructure solutions for water quantity/quality management (education materials and local resources like Soil And Water Conservation Districts/Cooperative Extension)?
10. Does the LOCAL GOVERNMENT assess changes in public awareness and behavior resulting from the implementation of the program and modify the education/outreach program accordingly?
11. Does the LOCAL GOVERNMENT identify and track social indicators, programmatic indicators, and site indicators?

SUSTAINABILITY

12. Has the LOCAL GOVERNMENT developed and implemented an action plan with deadlines to address the areas that need to be strengthened with the Public Education and Outreach program?
 - a. Has the LOCAL GOVERNMENT provided targeted education programs/community events for all stakeholder groups (i.e. clean ups, community planting, water monitoring, storm drain stenciling)?
 - b. Does the LOCAL GOVERNMENT track education methods and effectiveness?
 - c. Has the LOCAL GOVERNMENT developed and implement a plan and schedule to address the identified modifications and improvements?

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- d. Does the LOCAL GOVERNMENT have a plan for documenting changes to programs or practices to community needs on a regular basis?
- e. Has the LOCAL GOVERNMENT identified deadlines to implement changes to the programs or practices?
- f. Has the LOCAL GOVERNMENT trained Staff on the changes and/or revised SOPs?

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