

MCM #1: Public Education and Outreach on Stormwater Impacts

The following are the requirements for MCM #1 that are included in the Federal Regulations:

- *Implement a public education program to distribute educational materials to the community or conduct equivalent outreach activities about the impacts of stormwater discharges on water bodies and the steps that the public can take to reduce pollutants in stormwater runoff (40 CFR Part 122.34(b)(1)(i)).*

The following requirements, Best Management Practices (BMPs) and Measurable Goals are to be implemented and achieved:

BMP #1: Develop, implement and maintain a written Public Education and Outreach Program (PEOP).

Measurable Goal: For new permittees, a PEOP shall be developed and implemented during the first year of coverage under this permit and shall be re-evaluated each permit year thereafter and revised as needed. For renewal permittees, the existing PEOP shall be reviewed and revised as necessary. The permittee's PEOP shall be designed to achieve measurable improvements in the target audience's understanding of the causes and impacts of stormwater pollution and the steps they can take to prevent it.

Recommendation: Refer to the Environmental Protection Agency (EPA) document, "Getting In Step, A Guide for Conducting Watershed Outreach Campaigns" (EPA 841-B-03-002, December, 2003), for guidance on developing and implementing the PEOP.

BMP #2: Develop and maintain lists of target audience groups that are present within the areas served by your regulated small MS4s. In most communities, the target audiences shall include residents, businesses (including commercial, industrial and retailers), developers, schools, and municipal employees.

Measurable Goal: For new permittees, the lists shall be developed within the first year of coverage under the permit and reviewed and updated as necessary every year thereafter. For renewal permittees, the lists shall continue to be reviewed and updated annually.

Recommendation: Utilize databases or spreadsheets to record and track this information and to allow for easy identification and creation of mailing lists easily retrievable.

BMP #3: You must annually publish at least one (1) issue of a newsletter, a pamphlet, a flyer, or a website that includes general stormwater educational information, a general description of your Stormwater Management Program, and/or information about your stormwater management activities. The list of publications, including websites, and the content of the publications must be reviewed and updated at least once during each year of permit coverage. Publications should include a list of references (or links) to refer the reader to additional information (e.g., PADEP and US EPA stormwater websites, and any other sources that will be helpful to readers). You must implement at least one of the following alternatives:

- a. Publish and distribute in printed form a newsletter, a pamphlet or a flyer containing information consistent with this BMP.
- b. Publish educational and informational items including links to DEP's and EPA's stormwater websites on your municipal website.

Measurable Goals: For new permittees, stormwater educational and informational items shall be produced and published in print and/or on the Internet within the first year of permit coverage. In subsequent years (and for renewal permittees), the list of items published and the content in these items shall be reviewed, updated, and maintained annually. Your publications shall contain stormwater educational information that addresses one (1) or more of the six (6) MCMs.

Recommendation: There are numerous example educational resources available from the sources listed at: www.depweb.state.pa.us, keyword: Stormwater. Periodically you should review and consider distributing or

republishing stormwater information available from DEP, EPA, and other sources. Your stormwater materials can be published either in print format or electronically on the internet. Permittees can partner with other MS4 permittees to meet this BMP.

BMP #4: Distribute stormwater educational materials and/or information to the target audiences using a variety of distribution methods, including, but not limited to: displays, posters, signs, pamphlets, booklets, brochures, radio, local cable TV, newspaper articles, other advertisements (e.g., at bus and train stops/stations), bill stuffers, posters, presentations, conferences, meetings, fact sheets, giveaways, or storm drain stenciling.

Measurable Goal: All permittees shall select and utilize at least two (2) distribution methods in each permit year. These are in addition to the newsletter and website provisions of BMPs #3 and #4.

Recommendations: Abundant educational resources and examples are available from numerous sources (see www.depweb.state.pa.us, keyword: Stormwater) that can be adapted for use, including the DEP brochure titled "When It Rains, It Drains." Since school districts frequently cross MS4 boundaries, seek out watershed groups or other qualified service providers to help assist and/or implement school education on behalf of the group of permittees. Permittees also can partner with other permittees to jointly arrange for school education.