



WATER RESOURCE CENTER

FACT SHEET 2 of 7

Southwestern Pennsylvania Commission

WATER RESOURCE CENTER

Mission

To promote regional collaboration on water topics; be a leader in facilitating coordination and education; and provide technical assistance to its member governments.

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PUBLIC EDUCATION & OUTREACH

Small MS4 Program: Minimum Control Measure #1

Public Education and Outreach is one of the six (6) Minimum Control Measures (MCMs) required of small MS4s under the MS4 program*. The goal of the Public Education and Outreach MCM is to build greater support for the stormwater management program (SWMP), increase compliance, and ultimately increase environmental awareness amongst members of the community.

Federal EPA Regulations specifically require the following under this MCM: "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."

There are four (4) Best Management Practices (BMPs) required under this MCM. Keep reading to learn more about their requirements, resources to help meet these requirements, and more.

BMP #1 - Develop, implement, and maintain a Public Education and Outreach program. The plan should include goals, strategies, a timeline, and provisions for reviewing and updating annually. This plan can be relatively simple and is an easy way to ensure that you are meeting all the requirements of the Public Education and Outreach MCM. EPA's "Getting in Step, A Guide for Conducting Watershed Outreach Campaigns" (EPA 841-B-03-002, December 2003) is an exceptionally helpful resource for meeting this BMP requirement.



One of the goals of the Public Education and Outreach MCM is to protect our waterways by increasing environmental awareness amongst the community. Photo: planning.co.wayne.pa.us



Many sources, such as the EPA and PA DEP have a variety of materials and templates available on their websites for use in MCM #1. This pamphlet is available under "MS4 Resources" at www.portal.state.pa.us.



(OVER)

BMP #2 – Develop and maintain lists of target audience groups that are present within the areas served by your small Ms4. Target audiences typically include residents, businesses, developers, schools, and municipal employees. Remember to modify this list based on the characteristics of your municipality. For example, be sure to include agricultural entities if these exist within your municipality.

BMP #3 – Annually publish at least one issue of a newsletter, a pamphlet, a flyer, or a website that includes general stormwater educational information, a general description of your SWMP, and/or information about your stormwater management activities. One of the following must be done: 1) Publish and distribute in printed form a newsletter, pamphlet, or flyer containing information consistent with this BMP; or 2) Publish educational and informational items including links to DEP’s and EPA’s stormwater websites on your municipal website.

BMP #4 – Distribute educational materials and/or information to the target audiences (identified in BMP #2) using a variety of distribution methods, including but not limited to: displays, posters, signs, pamphlets, booklets, brochures, radio, local cable TV, newspaper articles, posters, bill stuffers, presentations, conferences, meetings, fact sheets, giveaways, or storm drain stenciling. All permittees shall utilize at least two (2) of these methods to conduct outreach a year.



Many people don't realize that stormwater isn't treated before it ends up in our local waterways. Storm drain stenciling (above) is a great way to raise awareness that storm drains are connected to waterways. It is also one of the ways to meet BMP #4 required under the Public Education and Outreach MCM. *Photo: gannett-cdn.com*



Outreach efforts, such as the poster to the right, can help your target audiences understand their role in stormwater management, pollution prevention, and keeping our waterways clean. These efforts can help you meet requirements under BMP #4. *Photo: upperdublin.net*



Developers are often on the list of target audience groups that is required under BMP #2. Educating developers and their contractors on the importance of and regulatory requirements associated with stormwater management can have a big impact. *Photo: bluewaterbaltimore.org*

For more information, please visit:

- ◆ www.spcwater.org
- ◆ http://www.portal.state.pa.us/portal/server.pt/community/municipal_stormwater/21380/ms4_resources/1489647
- ◆ <http://cfpub.epa.gov/npstbx/index.html>
- ◆ <http://water.epa.gov/polwaste/npdes/stormwater/Municipal-Separate-Storm-Sewer-System-MS4-Main-Page.cfmPAG>

*Please note that this information is not intended to replace regulatory requirements. Actual individual and/or general permits issued by PADEP should be followed to ensure that MS4 regulatory requirements are met. This information was adapted from Appendix A of PADEP’s Stormwater Management Program & EPA’s Stormwater Fact Sheet Series).