MCM #1 Public Education and Outreach on Stormwater Impacts

MCM Requirement - 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. This requirement shall be met through the implementation of the following Best Management Practices (BMPs).

BMP #1: Public Education & Outreach Plan (PEOP)

1. Develop a PEOP 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.
2. PEOP Development Timeframe
   a. New permittees - a written PEOP must be developed and implemented within one year following approval of permit coverage, re-evaluated each year thereafter and revised as needed.
   b. Existing permittees - the existing PEOP should be reviewed annually and revised as necessary.

BMP #2: Target Audience Identification

1. Develop and maintain lists of target audience groups that are present within the areas served by the permittee's MS4. In most communities, the target audiences may include: residents, businesses (including commercial, industrial and retailers), developers, schools, and municipal employees.
2. Target Audience List Creation Timeframe
   a. New permittees - target audience lists must be developed within one year following approval of permit coverage and reviewed and updated as necessary every year thereafter.
   b. Existing permittees - target audience lists should be reviewed and updated annually.

BMP #3: Distribution of Stormwater Educational Materials

1. Annually publish at least one issue of a newsletter, a pamphlet, a flyer, or a website that includes general stormwater educational information, a description of the Stormwater Management Program (SWMP), and/or information about the local stormwater management activities.
2. Publications should include a list of references (or links) that refer to additional information (e.g., DEP and EPA stormwater websites, and any other sources that will be helpful to readers).
3. Publications should contain stormwater educational information that addresses one or more MCMs.
4. Publications must be reviewed/updated at least once during each year of permit coverage.
5. Educational Material Distribution Timeframe
   a. New permittees - stormwater educational and informational items must be produced and published in print and/or on the internet within the first year of permit coverage.
   b. Existing permittees - the list of educational items published and their contents should be reviewed and updated annually.

BMP #4: Distribution of Additional stormwater educational materials to Target Audiences

1. In addition to the educational materials described above, permittees must use at least two additional methods to distribute stormwater educational information to target audiences.
2. Additional distribution methods may include, but are 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, presentations, conferences, meetings, fact sheets, giveaways, and/or storm drain stenciling.