STORMWATER PUBLIC EDUCATION/
OUTREACH AND PUBLIC INVOLVEMENT/PARTICIPATION

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Stormwater Concerns

1. Increased amounts of stormwater and pollutants...

2. Enter the municipal separate storm sewer system (MS4) or is directly discharged to a nearby waterbody...

3. Which can lead to stream degradation and increased pollutants entering waterbodies...
The Current Stormwater Program

Regulated Municipal Separate Storm Sewer Systems (MS4s)
- Medium and large MS4s serving with a population of 100,000 or more
- Small MS4s in urbanized areas

Current Coverage
- Primarily in urbanized area
- Accounts for much of the population
- Only about 2% of the land area
Examples of Owners/Operators of MS4s

- Cities
- Towns
- Counties
- Townships
- Boroughs
- Road Commissions
- Drain Commission
- Drainage Districts
- Departments of Transportation

- Public School Systems
- Public Colleges and Universities
- State or Federal Prisons
- State or Federal Hospitals
- Military Installations
- State or National Parks
Program Elements

- Public Education/Outreach
- Public Involvement/Participation
- Illicit Discharge Detection & Elimination
- Post-Construction
- Construction
- Good Housekeeping/Municipal Operations
Focus of Today’s Webinar

- Public Education/Outreach
- Public Involvement/Participation
Why Require Public Education/Outreach?

An informed and knowledgeable community is crucial to the success of a stormwater management program

- Greater support for the program
- Greater compliance with the program
What’s Required for Public Education/Outreach?

- Distribute educational materials to the community, or conduct equivalent outreach activities related to:
  - impacts of stormwater discharges on local waterbodies
  - steps that can be taken to reduce stormwater pollution
- Determine the appropriate best management practices (BMPs) and measurable goals
What’s the Typical Outreach Process?

- Define goals and objectives
- Identify and analyze target audience
- Create message
- Package message
- Distribute message
- Evaluate the educational effort

There are plenty of opportunities throughout the process for you to become involved and share your knowledge.
What are MS4s typically doing?

- Creating brochures, fact sheets, guides, or similar documents
- Conducting staff training
- Participating in events such as conferences, earth day events, fairs, etc.
- Conveying information via their website
- Developing educational programs for the general public, school children, teachers, etc.
- Labeling storm drains
Implementation

- Forming partnerships
- Using educational materials and strategies
- Reaching diverse audiences
Why Require Public Involvement/Participation?

The public can provide valuable input and assistance to stormwater management programs

- Broader public support
- Shorter implementation schedules
- A broader base of expertise and economic benefits
- A conduit to other programs
What’s required for Public Involvement/Participation?

- Comply with applicable State, Tribal, and local public notice requirements
- Determine the appropriate best management practices (BMPs) and measurable goals
Implementation

- Public meetings/citizen panels
- Volunteer water quality monitoring
- Volunteer educators/speakers
- Storm drain stenciling
- Community clean-ups
- Citizen watch groups
- “Adopt a Storm Drain” programs
What are MS4s typically doing?

- Holding community clean-ups
- Conducting public meetings/citizen panels
How do you become involved?

Form Partnerships

Topics like:
- Stormwater specific issues
- Water quality
- Watershed concerns
- Soil conservation
- Water quantity

Efforts like:
- Local events such as fairs
- Brochures/handouts
- Informing site plan reviews for construction/post-construction