

STORMWATER PUBLIC EDUCATION/ OUTREACH AND PUBLIC INVOLVEMENT/PARTICIPATION



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Stormwater Concerns

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1. Increased amounts of stormwater and pollutants...



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

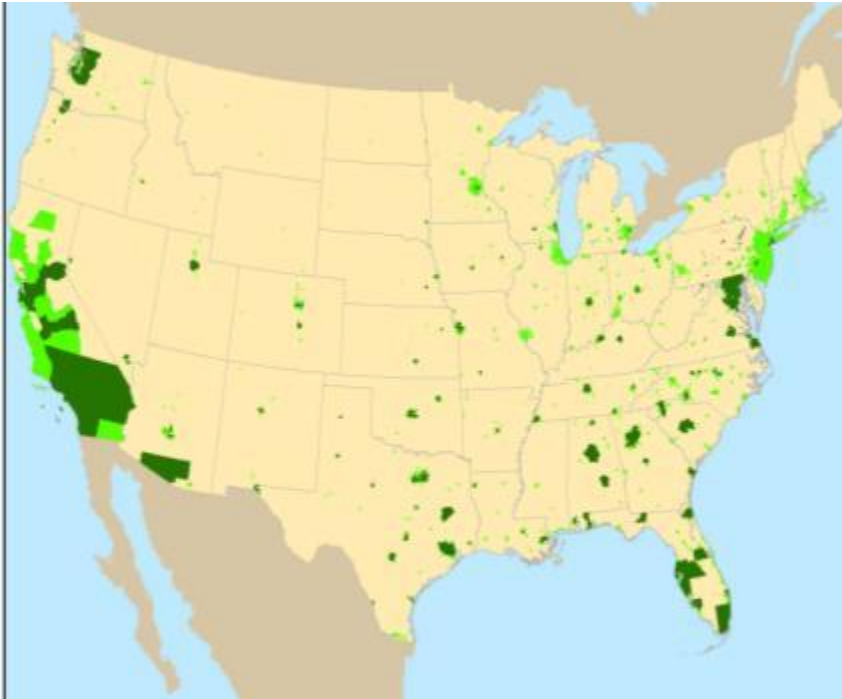


3. Which can lead to stream degradation and increased pollutants entering waterbodies



The Current Stormwater Program

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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

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- 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

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- ❑ Public Education/Outreach
- ❑ Public Involvement/Participation
- ❑ Illicit Discharge Detection & Elimination
- ❑ Post-Construction
- ❑ Construction
- ❑ Good Housekeeping/Municipal Operations

Focus of Today's Webinar

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- ❑ **Public Education/Outreach**
- ❑ **Public Involvement/Participation**

Why Require Public Education/Outreach?

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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?

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- 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?

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- 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?

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- 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

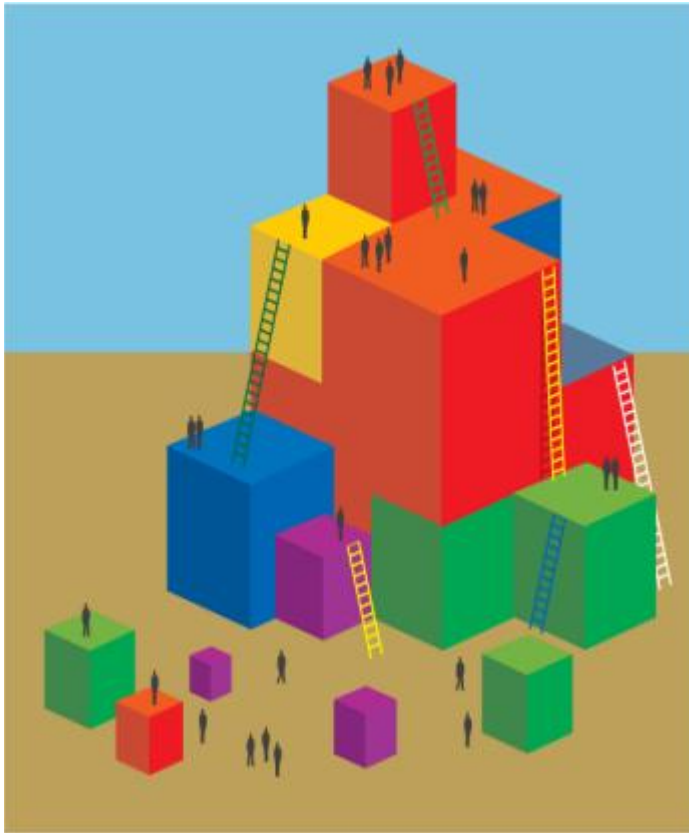
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- Forming partnerships
- Using educational materials and strategies
- Reaching diverse audiences



Why Require Public Involvement/Participation?

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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?

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

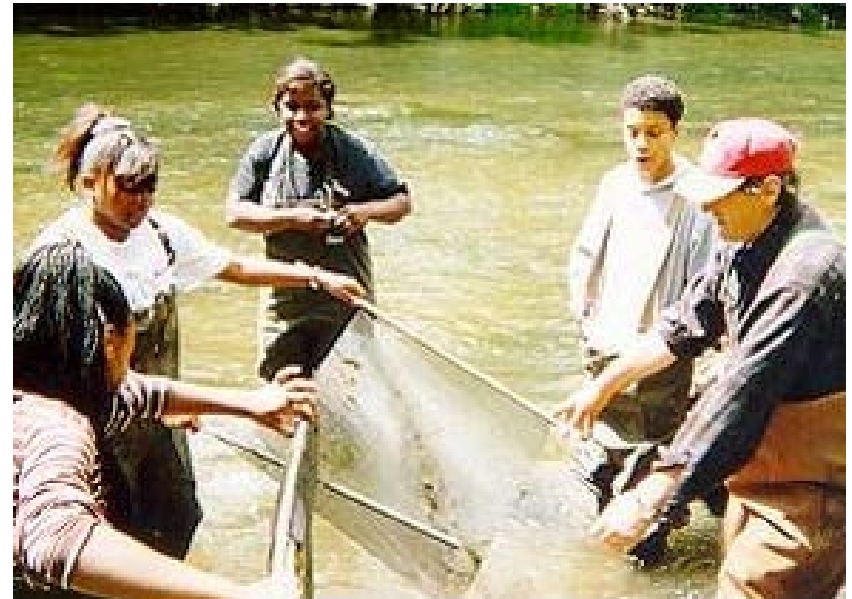
Implementation

- 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?

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- Holding community clean-ups
- Conducting public meetings/citizen panels



How do you become involved?

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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