



**Phase II**  
**Small Municipal**  
**Separate Storm Sewer System Discharges**  
**within the**  
**State Of Oklahoma**



# MINIMUM CONTROL MEASURES

**The six minimum control measures that must be included in your storm water management program are listed below.**

- 1. Public Education and Outreach Program**
- 2. Public Participation and Involvement**
- 3. Illicit Discharge Detection and Elimination**
- 4. Construction Site Storm Water Runoff Control**
- 5. Post-Construction Management in New Development and Redevelopment Permit Requirements**
- 6. Pollution Prevention/Good Housekeeping For MS4 Operations**





# PUBLIC EDUCATION AND OUTREACH PROGRAM



1st Minimum Control Measure

## PUBLIC EDUCATION AND OUTREACH PROGRAM PERMIT REQUIREMENTS

You must develop and implement a public education and outreach program to distribute information and educational materials to the community or conduct equivalent outreach activities about the impacts of storm water discharges on water bodies and the steps that the public can take to reduce pollutants in storm water runoff.

### ENTITIES AFFECTED –

- Traditional municipalities such as cities, counties, etc. Must address the general public being served by the MS4.
- Non-traditional municipalities such as universities, hospital complexes, prisons, special districts, etc. And federal facilities must address the community served by the MS4. For example, at a university it would be the faculty, other staff, students, and visitors, while at a military base, it would include military personnel (and dependents) contractors, employees, tenants, visitors, etc.
- Departments of transportation must address the community working on or served by the transportation network within the MS4 including employees, contractors, and the general public.

## PUBLIC EDUCATION AND OUTREACH PROGRAM PERMIT REQUIREMENTS

You must develop and document a storm water public education and outreach program to address both your overall public education program and the individual BMPs and measurable goals, identifying the responsible people for your program.

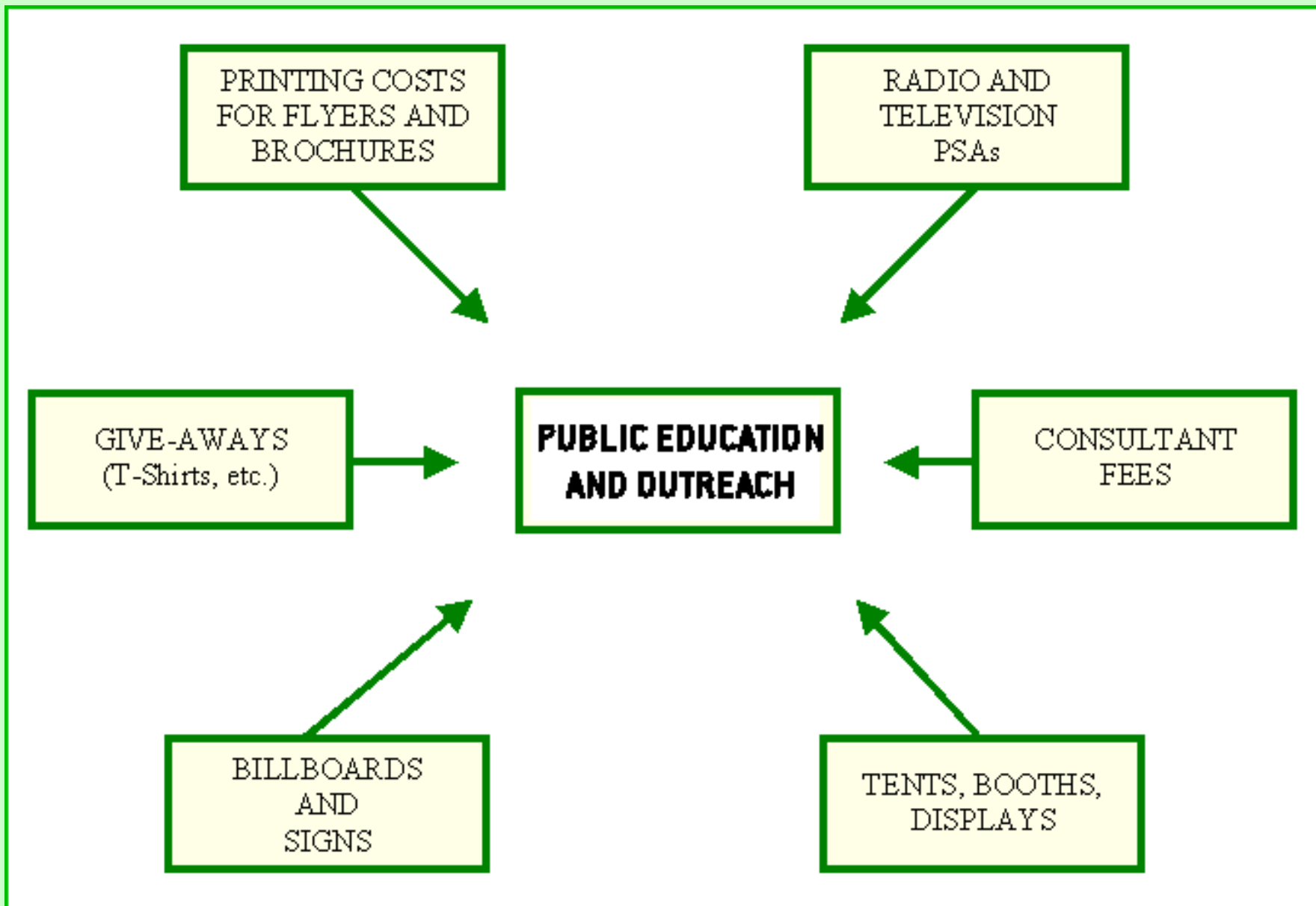
The rationale must include the following information, at a minimum:

- How you plan to inform individuals and households about the steps they can take to reduce storm water pollution;
- How you plan to inform individuals and groups on how to become involved in the storm water program with activities such as local stream and beach restoration activities;
- The target audiences for your education program that are likely to have significant storm water impacts (including commercial, industrial and institutional entities) and why those target audiences were selected;

## PUBLIC EDUCATION AND OUTREACH PROGRAM PERMIT REQUIREMENTS

The rationale must also include the following information, at a minimum:

- The target pollutant sources your public education program is designed to address;
- Your outreach strategy, including the mechanisms (e.g., printed brochures, newspapers, media, workshops, etc.) you will use to reach your target audiences, and how many people you expect to reach by your outreach strategy over the permit term;
- Identify who is responsible for overall management and implementation of your storm water public education and outreach program and, if different, who is responsible for each of the BMPs identified for this program;
- How you will evaluate the success of this minimum measure, including how you selected the measurable goals and target dates for each of the BMPs.



## PUBLIC EDUCATION AND OUTREACH PROGRAM PERMIT REQUIREMENTS

### MUST:

- Distribute educational materials to the community, or
- Conduct equivalent outreach activities about the impacts of storm water discharges on water bodies and the steps that the public can take to reduce pollutants in storm water runoff



# PUBLIC EDUCATION AND OUTREACH PROGRAM PERMIT REQUIREMENTS



<http://cfpub.epa.gov/npdes/stormwatermonth.cfm>

# PUBLIC EDUCATION AND OUTREACH PROGRAM

## PERMIT REQUIREMENTS



# **PUBLIC EDUCATION AND OUTREACH PROGRAM PERMIT REQUIREMENTS**



## **Community Events: Education AND Clean-up**

### **Bi-Annual Household Pollutant Collection Event**



## PUBLIC EDUCATION AND OUTREACH PROGRAM PERMIT REQUIREMENTS

### RECOMMEND:

- May use materials provided by others
- Inform public on how to get involved in storm water program activities
- Tailor program to target specific groups of entities, particularly those likely to have significant storm water impacts
- Address the viewpoints and concerns of minority and disadvantaged communities

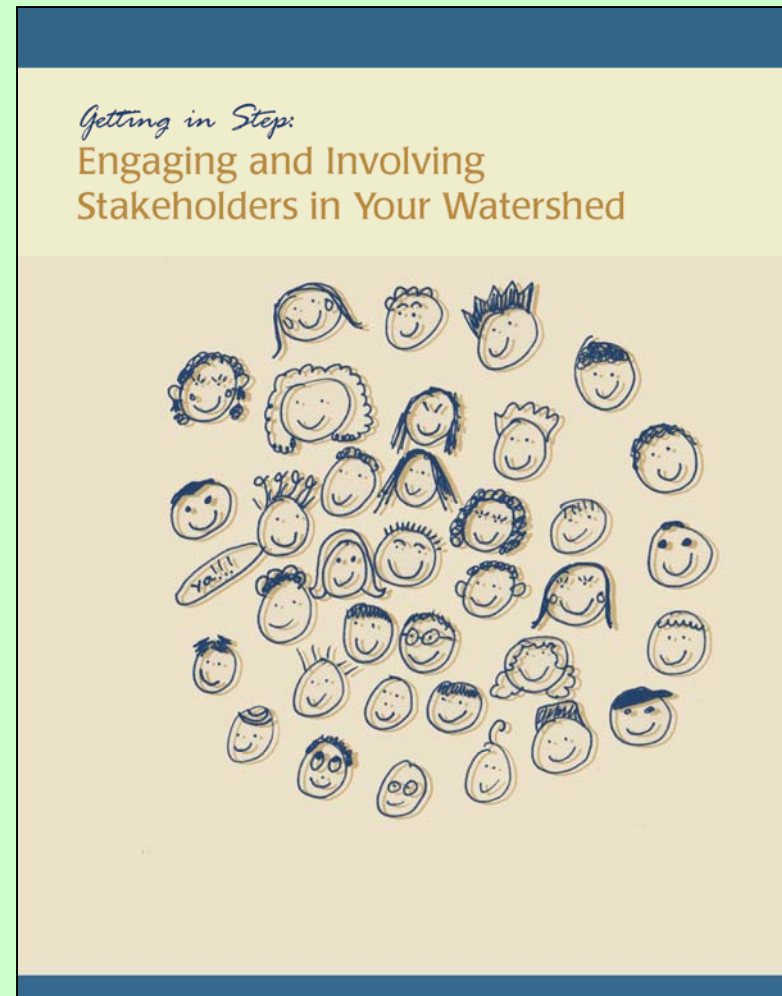
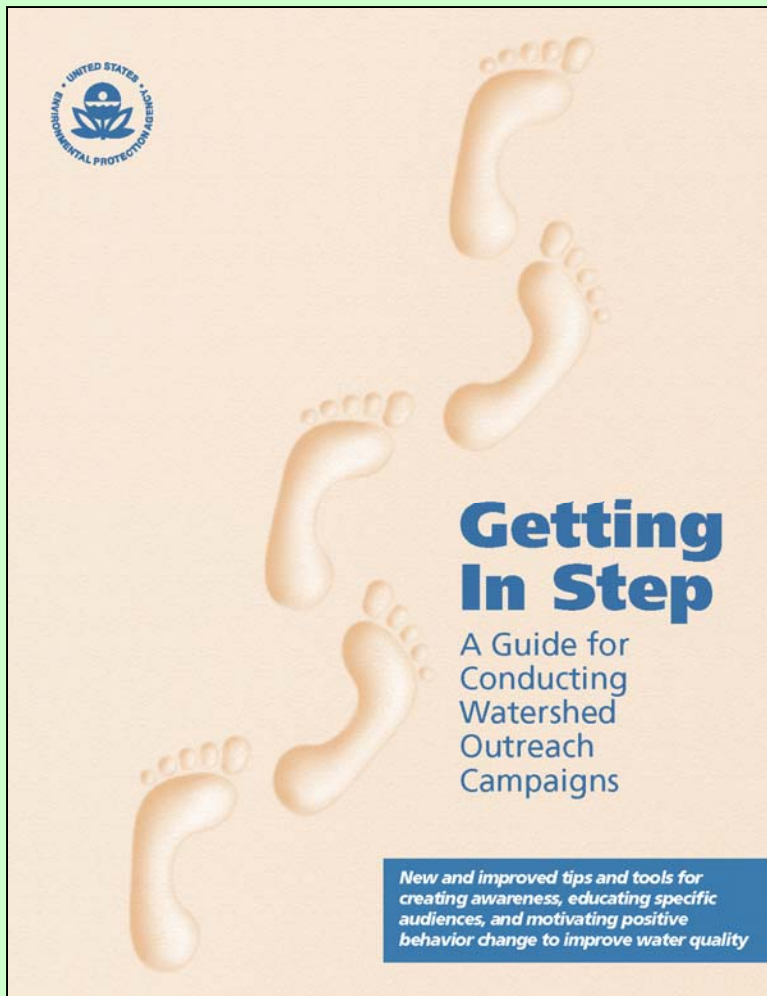
# PUBLIC EDUCATION AND OUTREACH PROGRAM

## PERMIT REQUIREMENTS

- Develop and distribute brochures on proper septic system maintenance.
- Target specific groups - outreach to restaurants on impact of grease clogging storm drains
- Develop alternative information sources, such as web sites, bumper stickers, refrigerator magnets, posters for bus and subway stops, and restaurant placemats
- Storm Drain Stenciling
- Brochures on proper use and disposal of landscape and garden chemicals/fertilizers
- Develop educational programs for school-age children
- Include information on the water quality of nearby rivers/lakes in community mailings
- **Survey the public's knowledge on water quality**

# PUBLIC EDUCATION AND OUTREACH PROGRAM

## PERMIT REQUIREMENTS



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<http://www.epa.gov/owow/watershed/outreach/documents/>

# End of Presentation 1



QUESTIONS???

