**New Hampshire 2017 MS4 Permit Public Education and Outreach Requirements - Summary**



**Minimum Control Measure #1: Permit Section 2.3.2 –** Excerpts from:<https://www3.epa.gov/region1/npdes/stormwater/nh/2017-small-ms4-general-permit-nh.pdf>pages 27to 29.

Objective: The permittee shall implement an education program that includes educational goals based on stormwater issues of significance within the MS4 area. The ultimate objective of a public education program is to increase knowledge and change behavior of the public so that pollutants in stormwater are reduced.

2.3.2.1. – The educational program shall define educational goals, express specific messages, define the targeted audience for each message, and identify responsible parties for program implementation. At a minimum, the program shall provide information concerning the impact of stormwater discharges on water bodies within the community, especially those waters that are impaired or identified as a priority waters. The program shall identify steps and/or activities that the public can take to reduce the pollutants in stormwater runoff and their impacts to the environment.

This minimum control measure requires that the educational program include education and outreach efforts for the following four audiences.

1. residents
2. businesses, institutions (private colleges, private schools, hospitals) and commercial facilities
3. developers (construction), and
4. industrial facilities

Each audience must receive a minimum of two educational messages over the five year permit term. HOWEVER!

**Water Quality Limited Waterbodies Education and Outreach - Appendix H** <https://www3.epa.gov/region1/npdes/stormwater/nh/2017-appendix-h-sms4-nh.pdf>

If the MS4 discharges to impaired waterbodies for nitrogen, phosphorus, or bacteria, or waterbodies with bacteria total maximum daily loads (TMDLs) <https://www3.epa.gov/region1/npdes/stormwater/nh/2017-appendix-f-sms4-nh.pdf> , then the messaging requirements change and get more prescriptive for some of the audiences within the impaired watershed (or town-wide if you wish). The two messages per permit term requirements still apply to the other audiences (baseline audiences). See flow chart for summary of messaging requirements based on impairments. For multiple impairments, any outreach can be combined.  Contact Tom Swenson, NHDES for more information at: [thomas.d.swenson@des.nh.gov](mailto:thomas.d.swenson@des.nh.gov) or 603-271-7889.

Messages

1 or 2 targeted (pet waste & septic systems) message annually to the one audience

***5 to 10 total***

Messages

3 targeted (fertilizer, pet waste & yard waste) messages annually to one audience

***15 total***

Continue w/ baseline Audiences

1. Developers
2. Industrial

Audiences

1. Residents and /or Businesses, Institutions and Commercial

**Nitrogen or Phosphorus Impairment**

**Bacteria Impairment** (or TMDL)

**No Impairment (baseline)**

Messages

2 messages to the three audiences over permit term

***6 total***

*NH-MS4 Permit Education & Outreach Requirements (5 Year Permit Term)*

Messages

2 messages to the two over permit term

***4 total***

Continue w/ baseline Audiences

1. Businesses, Institutions, Commercial
2. Developers
3. Industrial

Audience

1. Residents

Audiences

1. Residents
2. Businesses, Institutions and Commercial
3. Developers
4. Industrial

Messages

2 messages to the four audiences over permit term

***8 total***