Standard Operating Procedures for:

NH MS4 Permit Minimum Control Measure #1: Education and Outreach

**Event: Get Pumped NH!**

**MS4 Requirement (Part I. in NH Matrix):**

**Topic: Septic System Pumpouts**

* Meets requirements for *Resident* audiences
* For municipalities or areas with bacteria TMDLs (yearly messages)



**Specific Audience:**

Residents with septic systems

**Specific Circumstances:**

* Can be done with or without offering coupons to subsidize septic system pumpouts.
* Can distribute US EPA Septic Smart Brochures instead.
* Can be done in collaboration with US EPA Septic Smart Week.

**Description:**

Promotional materials including brochure(s), magnets, Septic Smart life size display, website, and press release template leading to a website to educate New Hampshire homeowners with septic systems on how to identify, locate and maintain those systems. *Get Pumped NH* is a collaborated effort between the New Hampshire Association of Septage Haulers (NHASH) and the New Hampshire Department of Environmental Services (NHDES).

**Cost:**

Free - Unless municipality wants to offer pumpout discount coupons. If not, just refer to NHASH member coupons.

**Timeline:**

Anytime. Or combine with Septic Smart Week September 16 to 20, 2019.

**Steps:**

1. Identify internal person to lead project.
2. Identify brochure, magnets, display or press release distribution method: local existing event, bill or other mailing, Household Hazardous Waste Days, Town Hall, etc.
3. Discuss potential for offering septic system pumpout discount coupons.
4. Contact NHDES: for brochures and magnets: Deb Loiselle Deborah.Loiselle@des.nh.gov, 271-1352 or Barbara McMillan Barbara.McMillan@des.nh.gov , 559-1517: For display: Ray Gordon: 271-3571 or ray.gordon@des.nh.gov or Anthony Drouin 271-2818 or Anthony.Drouin@des.nh.gov . If offering pumpout coupons, provide municipal contact information to Ray for NH Get Pumped website.
5. Link municipal website to NH Get Pumped website at: <https://getpumpednh.com/>
6. Distribute press release. (template provided)
7. Distribute materials selected.
8. Measure Results (measurement below).

**Measurement Suggestions - *(Choose from below or create your own measurement method(s)):***

* Document number and location of materials distributed. (MS4)
* Track website hits. (MS4)
* If offered, track number of coupons requested. (MS4)
* Track number of coupons used (if offered). (MS4)
* If applicable, contact Ray or Anthony (above) to identify additional tonnage from local septage haulers. (NHDES and MS4)