Standard Operating Procedures for:

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

**Event: Alternatives to Dumping Your Yard Waste**

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

**Topic: Encouraging the Proper Disposal of Leaf Litter**

* Meets requirements for *Resident,* and *Business and Institution* audiences
* For municipalities or areas with nitrogen and phosphorus impairments or TMDLS (1 per year per permit term)



**Specific Audience:**

Residents raking their yards or hiring landscapers to rake.

**Specific Circumstances:**

* Door hangers may be the most effective method to address known dumping sites.

**Description:**

Press release, informational flyer, pledge cards, door hangers, and website content with messaging about impacts from yard waste to waterbodies, alternatives to dumping yard waste and laws against dumping yard waste near or in waterbodies. Materials can be distributed through press, mailings, local events, or at municipal transfer stations.

**Cost:**

Templates are free. Costs may be associated with printing and mailing.

**Timeline:**

EPA requests August/September/October timeframe.

**Steps:**

1. Identify responsible party to set this up.
2. Review and customize templates at: Or contact thomas.d.swenson@des.nh.gov or 271-7889 to customize documents for you.
3. Identify and implement distribution method.
4. Measure results (Measurement below).

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

* Track number where materials are distributed. (MS4)
* If applicable, track any observations of changes in known dumping sites. (MS4)
* If applicable, track number of pledges to not dump yard waste. (MS4)