



MS4 Permit

Minimum Control #1

Outreach and Education

MS4 Outreach Program Must Haves:

- Focus on specific stormwater issues in the community
- Focus on pollutants of concern for impaired waters and priority waters in the community
- Defined targeted audience for each message
- Specific Messages
- Measureable results
- Identify who will do what parts of the project

MS4 Permit Outreach Requirement

- **Distribute at least two messages to each of the following audiences:**
 - Residents
 - Businesses, institutions and commercial facilities
 - Developers
 - Industrial facilities



MS4 Permit Outreach Requirement for Nitrogen & Phosphorus Impaired Waters

- Distribute at least two messages to each of the following audiences:

- Residents
- Businesses, institutions and commercial facilities
- Developers
- Industrial facilities



Instead - for Nitrogen and Phosphorus Impairments

- Audiences:

Residents, Business/Commercial, Institution



3 Messages per year

The 3 Messages

- 1) Proper use and disposal of grass clippings and encourages the proper use of slow-release fertilizers.
- 2) Encouraging the proper management of pet waste.
- 3) Encouraging the proper disposal of leaf litter.

Stormwater Outreach Resources

Outreach messaging can be accomplished with:

- Printed materials, websites and videos
- Demonstrations
- Presentations, Workshops and Trainings
- Outreach Campaigns

Messages

- 1) Proper use and disposal of grass clippings and encourages the proper use of slow-release fertilizers.



**Green Grass
& Clear Water**

 Water quality friendly lawn care and fertilizer recommendations for northern New England

According to a recent survey, it's likely that you and your neighbors believe having a lawn that is safe for the environment is very important.* However, some lawn care practices can create water quality problems. Excess nutrients (including nitrogen and phosphorus found in fertilizers) that run off our properties into local waterbodies can trigger algal blooms that cloud water and rob it of oxygen.

Many of us enjoy the time we spend working on our lawns and are willing to try new practices as long as our lawns continue to look good.* Here are some easy practices for creating and maintaining a truly healthy lawn – attractive and safer for the environment.

For additional resources, please visit:
[www.extension.unh.edu/
Sustainable-Landscapes-and-Turf](http://www.extension.unh.edu/Sustainable-Landscapes-and-Turf)



Messages

2) Encouraging the proper management of pet waste.



Beach Karma, Presented by Blue Ocean Society's SCOOP Program



Messages

3) Encouraging the proper disposal of leaf litter.



Alternatives to Dumping your Yard Waste:



- ◆ Drop off your leaf and yard waste at **the Portsmouth Public Works** for composting. Call **427-1530** for more information
- ◆ Start backyard composting. Call 271-1098 for a free "how-to" brochure.
- ◆ Use a mulch mowing lawnmower, so that you will not have dispose of the grass clippings.

Bacteria TMDL Outreach Requirements SELECT MUNICIPALITIES

- **Audience – Residents**
- **Messages –**
 - Encouraging the proper management of pet waste.
 - Septic System maintenance in catchment discharging to Impairment.

Annual

Everyone

- **Audience** - Developers:
- **Message:** Proper erosion & control, LID, and EPA CGP



Twice during permit

Everyone WITH INDUSTRIAL FACILITIES

- **Audience - Industrial Facilities:**
Message: Proper erosion & control, LID,
and EPA Construction General Permit

Twice during permit

Brainstorming

Goals & Measurement of Program	BMP Media/Category (Messages & Methods)	Description	Existing Tools/ Collaboration
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