

# 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

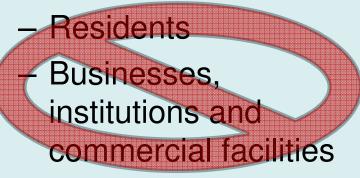
#### **MS4 Permit Outreach Requirement**

- 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:



- 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

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



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 phosphorous found in fertilizers) that run off our properties into local waterbodles 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.

Foradditional resources, please visit: 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.



## Bacteria TMDL Outreach Requirements SELECT MUNICIPALITIES

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



#### **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 &	BMP	Description	<b>Existing Tools</b> /
Measurement	Media/Category		Collaboration
of Program	(Messages &		
	Methods)		