

## **MUNICIPAL SEPARATE STORM SEWER SYSTEM (MS4) PERMIT PUBLIC OUTREACH MISSION**

### **OBJECTIVE**

- A. REACH THE GENERAL POPULATION AND INVOLVE THE RANGE OF SOCIOECONOMIC GROUPS AND ETHNIC COMMUNITIES THAT MAKE UP THE RESIDENTS IN THE REGION.
  - i. Increased understanding about the importance of stormwater management to public health/community health, environmental quality and local water resiliency; and
  - ii. Increased public support of stormwater management programs and stormwater projects.
- B. FACILITATE POLLUTION PREVENTION THROUGH PROPER MANAGEMENT AND DISPOSAL OF USED OIL, TOXIC MATERIALS, AND TARGETED POLLUTANTS AS POTENTIAL SOURCES OF WATER QUALITY IMPACTS ASSOCIATED WITH DISCHARGES TO THE MS4.
- C. USE EFFECTIVE STRATEGIES TO EDUCATE AND INVOLVE RESIDENTS AND POPULATION SUBGROUPS THROUGH CULTURALLY EFFECTIVE METHODS.

### **PROGRAM REQUIREMENTS**

- A. PUBLIC WORKS SHALL CREATE OPPORTUNITIES FOR PUBLIC ENGAGEMENT IN STORMWATER PLANNING AND PROGRAM IMPLEMENTATION AND SHALL RAISE PUBLIC AWARENESS OF STORMWATER PROGRAM BENEFITS AND NEEDS.
- B. PUBLIC WORKS SHALL CONDUCT EDUCATIONAL ACTIVITIES AND PUBLIC INFORMATION ACTIVITIES TO FACILITATE STORMWATER AND NON-STORMWATER POLLUTION PREVENTION AND MITIGATION.
  - i. Public information/educational materials shall be distributed using the method(s) that Public Works chooses to most effectively reach the public and promote behavioral change. Such methods may include but not limited to the following:
    - a. Internet-based platforms (e.g., stormwater websites, social media websites and applications);
    - b. Commercial points-of-purchase (e.g., automotive parts stores, home improvement centers/hardware stores/paint stores, landscape/gardening centers, pet shops);
    - c. Schools;
    - d. Radio/television; and/or
    - e. Community events
  - ii. Increased understanding about the importance of stormwater management to public health/community health, environmental quality, and local water resiliency; and
  - iii. Increased public support of stormwater management programs and stormwater projects.