

VA Phase II General MS4 Permit – Public Education Requirements

1. Public education and outreach on stormwater impacts.

a. The operator shall continue to implement the public education and outreach program as included in the registration statement until the program is updated to meet the conditions of this state permit. Operators who have not previously held MS4 permit coverage shall implement this program in accordance with the schedule provided with the completed registration statement.

b. The public education and outreach program should be designed with consideration of the following goals:

(1) Increasing target audience knowledge about the steps that can be taken to reduce stormwater pollution, placing priority on reducing impacts to impaired waters and other local water pollution concerns;

(2) Increasing target audience knowledge of hazards associated with illegal discharges and improper disposal of waste, including pertinent legal implications; and

(3) Implementing a diverse program with strategies that are targeted towards audiences most likely to have significant stormwater impacts.

c. The updated program shall be designed to:

(1) Identify, at a minimum, three high-priority water quality issues, that contribute to the discharge of stormwater (e.g., Chesapeake Bay nutrients, pet wastes and local bacteria TMDLs, high-quality receiving waters, and illicit discharges from commercial sites) and a rationale for the selection of the three high-priority water quality issues;

(2) Identify and estimate the population size of the target audience or audiences who is most likely to have significant impacts for each high-priority water quality issue;

(3) Develop relevant message or messages and associated educational and outreach materials (e.g., various media such as printed materials, billboard and mass transit advertisements, signage at select locations, radio advertisements, television advertisements, websites, and social media) for message distribution to the selected target audiences while considering the viewpoints and concerns of the target audiences including minorities, disadvantaged audiences, and minors;

(4) Provide for public participation during public education and outreach program development;

(5) Annually conduct sufficient education and outreach activities designed to reach an equivalent 20% of each high-priority issue target audience. It shall not be considered noncompliance for failure to reach 20% of the target audience. However, it shall be a compliance issue if insufficient effort is made to annually reach a minimum of 20% of the target audience; and

(6) Provide for the adjustment of target audiences and messages including educational materials and delivery mechanisms to reach target audiences in order to address any observed weaknesses or shortcomings.

d. The operator may coordinate their public education and outreach efforts with other MS4 operators; however, each operator shall be individually responsible for meeting all of its state permit requirements.

e. Prior to application for continued state permit coverage required in Section III M, the operator shall evaluate the education and outreach program for:

(1) Appropriateness of the high-priority stormwater issues;

(2) Appropriateness of the selected target audiences for each high-priority stormwater issue;

(3) Effectiveness of the message or messages being delivered; and

(4) Effectiveness of the mechanism or mechanisms of delivery employed in reaching the target audiences.

f. The MS4 Program Plan shall describe how the conditions of this permit shall be updated in accordance with Table 1.

g. The operator shall include the following information in each annual report submitted to the department during this permit term:

(1) A list of the education and outreach activities conducted during the reporting period for each high-priority water quality issue, the estimated number of people reached, and an estimated percentage of the target audience or audiences that will be reached; and

(2) A list of the education and outreach activities that will be conducted during the next reporting period for each high-priority water quality issue, the estimated number of people that will be reached, and an estimated percentage of the target audience or audiences that will be reached.

Regional Stormwater Education and Outreach Plan – Approved by Phase II Localities in 2013

High Priority Water Quality Issues to Address

1. Contribution of pet waste to bacteria impairments.
2. Nutrient runoff due to poor lawncare practices.
3. Reduction of FOG/Garbage Disposal Use to reduce dry weather sanitary sewer overflows.

Target Audience for High Priority Issues

1. Pet Waste Reduction
 - a. single women, 18-49, under \$75K household income
2. Lawncare Best Practices: fertilizer, soil testing, mowing practices, leaf/yard debris disposal
 - a. Married men, 35+, any college, \$75,000+ household income
3. FOG/Garbage Disposal Use
 - a. Married men, 35+, any college, \$75,000+ household income

HR Phase I Individual MS4 Permits (Almost Final) – Public Education Requirements

- f) **Public Education/Participation** The permittee shall implement a public education program with the goal of increasing the stormwater knowledge of target audiences and changing behavior to result in pollutant reductions. The permittee may fulfill all or part of the requirements of this state permit through regional outreach programs involving two or more MS4 localities.
- 1) The permittee shall identify, schedule, implement, evaluate and modify, as necessary, public outreach activities designed to meet the following public education and outreach goals:
- (a) Promote, publicize, and facilitate public reporting of the presence of illicit discharges or improper disposal of materials into the MS4;
 - (b) Continue to promote individual and group involvement in local water quality improvement initiatives including the promotion of local restoration and clean-up projects, programs, groups, meetings and other opportunities for public involvement;
 - (c) Develop an outreach program for public and private golf courses located within the City which discharge to the permittee's MS4 that encourages implementation of integrated management practice (IMP) plans and techniques to reduce runoff of fertilizer and pesticides;
 - (d) Promote, publicize, and facilitate the proper management and disposal of used oil and household hazardous wastes;
 - (e) Promote and publicize the proper disposal of pet waste and household yard waste;
 - (f) Promote and publicize the use of the City's litter prevention program;
 - (g) Promote and publicize methods for residential car washing that minimize water quality impacts;
 - (h) Promote and publicize the proper use, application, and disposal of pesticides, herbicides, and fertilizers by public, commercial, and private applicators and distributors;
 - (i) Encourage private property owners to implement voluntary stormwater management techniques and/or retrofits; and
 - (j) Target strategies towards local groups of commercial, industrial, and institutional entities likely to have significant stormwater impacts.

- 2) The permittee shall post a copy of this state permit on its web page no later than 30-days after the effective date of this state permit and continue to retain a copy of the permit online for the duration of this state permit.
- 3) The permittee shall post copies of each annual report on its website no later than 30 days after the report submittal to the Department and continue to retain copies of the annual reports online for the duration of this state permit.
- 4) The permittee shall post the most current MS4 Program Plan on its website no later than 30 days after approval of the MS4 Program Plan and maintain a current copy on the website. If the MS4 Program Plan is modified or revised, the updated plan shall be posted within 30 days of the revision(s). Copies of the most current MS4 Program Plan shall be made available for public review upon request of interested parties in compliance with all applicable open records requirements.

SPECIFIC REPORTING REQUIREMENTS:

- **Each annual report shall include a list of permittee public outreach and education activities and the estimated number of individuals reached through the activities. An evaluation of program effectiveness, as outlined in the MS4 Program Plan with recommendations for future changes shall also be included.**
- **Each annual report shall provide a summary of voluntary retrofits completed on private property used to demonstrate pollutant reduction requirements. Note that any voluntary project for which the permittee seeks to use for pollutant reduction requirements must be tracked and reported.**
- **Each annual report shall provide a summary of voluntary stormwater management techniques encouraged on private property.**