

SWMP Draft Education and Public Involvement Components

Updated Stormwater Management Program (SWMP) Recommendations for the NPDES Phase II Program to meet the DEQ General Permit Conditions (released November 2018)

Introduction

This Stormwater Management Program (SWMP) outlines the education, outreach, public involvement, and public participation strategies that municipal separate storm sewer systems (MS4s) in the Middle Rogue Basin will implement to satisfy the conditions of the [general permit issued by DEQ on November 30, 2018](#). The SWMP is applicable to regulated small (Phase II) MS4s and includes established MS4s (Existing Registrants) and new permittees (New Registrants) as described in the permit. In the Middle Rogue Basin those registrants are: the Cities of Medford and Ashland, Rogue Valley Sewer Services (including Cities of Talent and Phoenix and Jackson County), Cities of Grants Pass, Eagle Point, Central Point, and Rogue River and Josephine County. The MS4 Program for local jurisdictions is often called the NPDES Phase II Permit or Program. Activities will be fully implemented by the dates listed in Table 1.

Table 1. SWMP Control Measures Implementation Schedule

SWMP Control Measures	Implementation Deadline	
	Existing Registrants	New Registrants
Public Education and Outreach	February 28, 2020	September 1, 2023
Public Involvement and Participation	February 28, 2020	September 1, 2023
Illicit Discharge Detection and Elimination	February 28, 2022	September 1, 2023
Construction Site Runoff Control	February 28, 2023	September 1, 2023
Post-Construction Site Runoff for New Development and Redevelopment	February 28, 2023	September 1, 2023
Pollution Prevention and Good Housekeeping for Municipal Operations	February 28, 2022	September 1, 2023

The goal of this document is to provide information and recommendations for implementing the required SWMP. Each MS4 will use the information provided in the SWMP including Tables 2 and 3 to meet permit requirements.

PUBLIC EDUCATION & OUTREACH

Description

Develop, refine, and implement an education and outreach program to inform the public about the impacts of stormwater discharges on waterbodies and the steps that they can take to reduce pollutants in stormwater runoff. The goal of program activities is to educate residents on ways to reduce the behaviors and practices that cause or contribute to adverse stormwater impacts on receiving waters and provide steps that citizens, businesses, and others can take to reduce pollutants in stormwater runoff and prevent illicit discharge from entering the MS4 impacted receiving waters.

SWMP Draft Education and Public Involvement Components

Stormwater Education and Outreach Strategy

The permit registrant will distribute or offer at least two (2) educational messages or activities per year, target specific audiences, and topics as listed in the permit, summarized below from pages 12 and 13 of the General Permit (Schedule A.3.a.iii-vi), and outlined in Tables 2. Table 2 also contains information on activities that are existing or need to be developed and indicates opportunities to collaborate regionally

All stormwater education and outreach in the Rogue basin may utilize the *Stream Smart* communications campaign including logo, brand materials, and communication channels including website and social media when communicating about reducing pollutants in stormwater runoff.

Permit References/Conditions

Target Audience Categories

1. General public, homeowners, homeowners associations, schoolchildren, and businesses (including home-based and mobile businesses) targeted at least once during permit term including:
2. Local elected officials, land use planners and engineers: targeted at least once during permit term
3. Construction site operators: targeted at least twice during permit term

Target topics

1. Impacts of illicit discharges on receiving waters and how to report them.
2. Impacts from impervious surfaces and appropriate techniques to avoid adverse impacts.
3. Best management practices for proper use, application and storage of pesticides and fertilizers.
4. Best management practices for litter and trash control.
5. Best management practices for recycling programs.
6. Best management practices for power washing, carpet cleaning and auto repair and maintenance.
7. Low-impact development/green infrastructure.
8. Septic systems, information pertaining to maintenance of septic systems.
9. Watershed awareness and how storm drains lead to local creeks and rivers, and potential impacts to fish and other wildlife.
10. Stormwater issues of significance identified by permit registrant

Educational messages or activities:

- Electronic materials
- Printed materials
- Mass Media
- Targeted workshops
- Other educational events or formats – trainings, participating in events, organizing community events

MS4s may use existing materials or may utilize materials developed in cooperation with other MS4s or may develop its own educational materials and means of delivering its message(s). When applicable, the permit registrant must consider delivering its selected messages and/or activities in language(s) other than English.

Outreach to the general public, homeowners, homeowners associations, schoolchildren, and businesses (including home-based and mobile businesses)- MS4s will educate residents on ways to reduce the behaviors and practices that cause or contribute to adverse stormwater impacts on receiving waters and

SWMP Draft Education and Public Involvement Components

provide steps that citizens, businesses, and others can take to reduce pollutants in stormwater runoff and prevent illicit discharge from entering the MS4 impacted receiving waters.

Outreach to local elected officials, land use planners and engineers - MS4s will communicate about the MS4 Phase II Program within their own organizations to establish and build relationships with staff and elected officials so those individuals can relay information to land use planners and engineers that they may come in contact with. By having a shared understanding within their own organizations and sharing that with professionals in the development profession, they will demonstrate that they are active implementers of the permit and stand behind its objectives.

Outreach to Construction Site Operators – At least twice during permit term, permit registrant will conduct educational outreach to target construction site operators about construction site control measures. Topics should include BMPs, appropriate selection, design, installation, use and maintenance of construction site control measures.

Tracking and Assessment – The permit registrant must track implementation of the Public Education and Outreach requirements. In an Annual Report, the permit registrant must assess their progress toward implementation of the program, including the evaluation of at least one education and outreach activity taking place during the reporting timeframe for the Annual Report.

PUBLIC INVOLVEMENT & PARTICIPATION

Description

Implement a public involvement and participation program that provides opportunities for the public to participate in the development of the SWMP control measures. MS4s must comply with their own public notice requirements when implementing a public involvement participation process.

As a part of Public Involvement and Participation, the Stormwater Advisory Team (SWAT) will continue to meet quarterly and each permit registrant will actively invite participation from entities and individuals who may have interest in stormwater pollution prevention in the region. The goal of inviting non-permitted entities to the SWAT meetings is to increase public involvement in developing, reviewing, and implementing the SWMP.

Publically Accessible Website

The MS4s will maintain and promote at least one publicly accessible website with information on the permit registrant's SWMP implementation, including the SWMP Document, contact information, and educational materials. This website may be that of the individual permit registrant or this information may be posted jointly on the *Stream Smart* website. Any website will be maintained with current information and be updated at least annually. The website will incorporate the following:

- (A) Illicit Discharge Complaint or Report requirements (see Schedule A.3.c.v of permit).
- (B) Draft documents issued for public comment, and final reports, plans and other official SWMP policy documents.
- (C) Links to all ordinances, policies and/or guidance documents related to the construction and post-construction stormwater management control programs, including education, training, licensing, and permitting.
- (D) The permit registrant's contact information for relevant staff, including phone numbers, mailing addresses, and email addresses.

SWMP Draft Education and Public Involvement Components

Stewardship Opportunity

Each MS4 will, at a minimum, create or partner in the development of one stewardship opportunity during the permit term. Possible stewardship opportunities include the following:

- (A) Stream team activities,
- (B) Storm drain marking,
- (C) Volunteer monitoring,
- (D) Riparian plantings/facility enhancement,
- (E) Neighborhood low-impact development activities,
- (F) Adopt-A-Road,
- (G) Citizen advisory committee.

Other locally relevant opportunities could also be appropriate.

Tracking and Assessment – The permit registrants will track implementation of the public involvement and participation requirements. The permit registrants will assess their progress towards implementation of the program in an Annual Report. The tracking, assessment, and reporting may be performed and published jointly or independently.

SWMP Draft Education and Public Involvement Components

Table 2: Public Education & Outreach Activities

Activity/Description	Regional Activity?	Current Activity	New Activity/ Materials	Audience(s)			Permit Year				
				Public, Homeowners, HOA's, Schools, Businesses (Target Audience #1)	Local Elected Officials, Land Use Planners, Engineers (Target Audience #2)	Construction Site Operators (Target Audience #3)	1	2	3	4	5
Electronic Communication Channels (Topics: 1-10)											
Stream Smart	X	X		X	X						
RVCOG Website	X	X		X	X						
MS4s Individual Websites		X		X							
Messaging/Campaigns											
Meet annually to decide on a message or a campaign to focus on/highlight for the implementation year in addition to the activities that cover multiple topics.	X	X	X	X	X	X					
Events (Topics: 1, 2, 7, 9) – Minimum of 4 events per year											
Spring events (April/May) - 2	X	X		X	X						
Fall Events (September/October) - 2	X	X		X	X						
Event Examples											
Rogue Valley Earth Day(s) Arbor Day Events Land Steward Workshop Salmon Festival World Fish Migration Day Bear Creek Fall Festival Other											
Media (Topics: 1-10)											
Press Releases	X	X		X	X	X					
Social Media	X	X		X							
Print Media	X	X		X	X	X					
Targeted Workshops/Trainings (Topics: 1-10) – 1-2 per year											

SWMP Draft Education and Public Involvement Components

Erosion Prevention & Sediment Control BMPs - Goal: target construction site operators		X	X		X	X		X		X	
Riparian/Restoration/Invasive Spp. Management			X	X	X		X				X
Low Impact Development/Green Infrastructure			X	X	X			X			
Homeowners/residential			X						X		
Landscape contractors/commercial & public maintenance operators			X			X				X	
Pesticide & Herbicide BMPs/Reduction			X	X				X			
Other topics			X	X	X	X					
Printed Materials (Brochures, post cards). (Topics: 1-10)											
Continue printing & distribution of existing brochures, postcards, etc.	X	X		X	X						
New/revised printed material for distribution	X		X	X	X	X					
Presentations (Topics: 1-10) - Updates to City Councils/Commissions (Target audience #2) minimum of once per year. Updates of what's coming/changes in 2019 (New Phase II Regulations).			X		X	X					
Program Support/Implementation (Topics: 2, 3, 4, 6, 7, 9)											
Salmon Watch	X	X		X							
Adopt-A-River	X	X		X	X						
Stream Smart (website, program admin)	X	X		X	X						
General funding for programs, events, brochures (e.g., Bear Creek Fall Festival, brochure printing, Clean Rivers Coalition)	X	X	X	X	X	X					

Shading indicates when activity taking place.

Target Topics:

- 1 Impacts of illicit discharges on receiving waters and how to report them.
- 2 Impacts from impervious surfaces and appropriate techniques to avoid adverse impacts.
- 3 Best management practices for proper use, application and storage of pesticides and fertilizers.

SWMP Draft Education and Public Involvement Components

- 4 Best management practices for litter and trash control.
- 5 Best management practices for recycling programs.
- 6 Best management practices for power washing, carpet cleaning and auto repair and maintenance.
- 7 Low-impact development/green infrastructure.
- 8 Septic systems, information pertaining to maintenance of septic systems.
- 9 Watershed awareness and how storm drains lead to local creeks and rivers, and potential impacts to fish and other wildlife.
- 10 Stormwater issues of significance identified by permit registrant.

DRAFT

SWMP Draft Education and Public Involvement Components

Table 3: Public Involvement & Participation Activities											
Activity	Regional Activity	Current Activity	New Activity/ Materials	Audience(s)			Permit Year				
				Public, Homeowners, HOA's, Schools, Businesses (Target Audience #1)	Local Elected Officials, Land Use Planners, Engineers (Target Audience #2)	Construction Site Operators (Target Audience #3)	1	2	3	4	5
Public involvement & participation in development of SWMP											
Public will be invited to meetings (as appropriate) including quarterly SWAT meetings	X	X		X	X	X					
Hold workshops, Council work sessions, open houses, and/or other meetings to provide an opportunity for the public input, comment, and participation in the SWMP Development.	X		X	X	X						
Website											
Stream Smart	X	X		X	X	X					
RVCOG	X	X		X	X						
MS4s - SWMP, permit holders SWMP implementation, contact information, illicit discharge complaints and reports		X		X							
Stewardship Opportunities (Outreach Goal – 1,000+ participants per year)											
Adopt A River/Creek Clean-ups	X	X		X	X						
Salmon Watch	X	X		X	X						
Volunteer Planting Events/Riparian restoration	X	X		X							

SWMP Draft Education and Public Involvement Components

Add new and/or replace worn/missing storm drain markers with volunteers	X		X	X							
LID/GI facility maintenance and training on proper maintenance/enhancement with volunteers	X	X		X				X		X	
Other volunteer activity	X	X	X	X	X						

Shading indicates when activity taking place.

DRAFT

SWMP Draft Education and Public Involvement Components

Possible trainings:

- For construction site operators: installation and maintenance of vegetated LID and other green infrastructure features (purpose, special considerations, regulations re. establishment/passing inspection)
- For engineers: on using LID design manual, why it helps jurisdictions meet MS4 permit
- For those who maintain LID features: how to, certification program for GI facility maintenance

DRAFT