



## **Storm Water Education and Outreach Program Minimum Requirements for Public Education & Outreach**

The Storm Water Education and Outreach Program developed by RIDEM and RIDOT is designed to assist municipalities and other MS4 coordinators to develop community stormwater management programs, focusing on education of the general public, local officials and other stakeholders. During the development of the General Permit, the RIDEM received public comments from the municipalities that suggested that it would be more efficient to have municipalities coordinate to meet this minimum measure with the assistance of Education and Outreach specialist from State Agencies. Part IV.A. 2. of the MS4 General Permit allows an operator to share the responsibility of implementing the measure with another entity through cooperative agreements. To address this issue RIDOT agreed to fund the URI Cooperative Extension efforts to develop a Statewide Education and Outreach Program that the municipalities could participate in to meet the requirements of the Permit.

Up to this point the measurable goals for Public Education & Outreach (Minimum Measure #1) have been generically defined in the General Permit, and annual reporting requirements have been minimal. In 2004-2005 RIDEM completed the reviews of the SWMPPs but acknowledged that a review of the Public Education and Outreach Minimum Measure was not performed based on the fact that RIDEM was in the process of coordinating with RIDOT, URI and an Advisory Committee to develop an assistance program that the municipalities could identify in their Phase II SWMPPs as a program that they are participating in to meet the permit requirements. With this assistance program in place, we have outlined the measurable goals that describe the minimum level of participation in this program to demonstrate compliance with permit requirements.

The following table lists the measurable goals for complying with the education and outreach requirements through participation in the Stormwater Education and Outreach Program, organized according to the six Minimum Control Measures. For Minimum Measures 1 and 2, existing required measurable goals are also included for comparison. The column to the right outlines project tasks with corresponding training and technical support to be provided to municipalities who participate in the Program.

Municipalities meeting minimum requirements for participation in this program, as outlined in column 1 of this table, will fully satisfy Minimum Measure #1. Since all minimum measures incorporate educational components, participating municipalities will also receive partial credit towards meeting Minimum Measures 2 through 6.

Please note that this is a preliminary list, subject to review by a project steering committee composed of state agency staff, MS4 operators, consulting professionals and non-profit organizations. In addition, we expect to refine the list with input from participating municipalities and MS4s as educational materials and delivery methods are developed.

## Measurable Goals for Education and Outreach

(What Municipalities are required to do under Phase II program)

## Storm Water Education and Outreach Program (Project assistance URI and RIDEM will provide municipalities)

### MINIMUM CONTROL MEASURE #1: PUBLIC EDUCATION AND OUTREACH

### Outline of Project Tasks

#### Existing Required Measurable Goals

Inform the community on how to become involved in the storm water program

Use partnerships with governmental and non-governmental entities

Identify target audiences

Target pollutant sources the public education program is designed to address

Implement an Outreach Strategy to reach the target audiences.

#### PROGRAM MEASURABLE GOALS FOR EDUCATION AND OUTREACH

1. Coordinate with URI and DEM to develop contaminant-specific outreach messages and materials for use in a municipal stormwater education and outreach program through participation in a municipal work group under the Storm Water Phase II Education and Outreach Program. Participating municipalities and MS4s will be expected to:

- Respond to requests for information on Phase II program activities and stormwater issues.
- Review and comment on draft educational materials and outreach methods developed by URI.
- Participate in training programs and/or promote attendance by appropriate municipal staff and local officials.

#### 1. Develop a Model Statewide Stormwater Education and Outreach Program

##### ***A. Develop and deliver a coordinated statewide stormwater message.***

- Prepare a consistent message for state agencies, communities and watershed organizations on why the public should be concerned about impacts of stormwater runoff to waterbodies.
- Identify best available options to deliver message using a variety of media considering cost effectiveness and conduct statewide outreach.

##### ***B. Develop contaminant-specific outreach messages and materials for use by municipalities, agencies, watershed groups and others, using the consistent state message.***

- Identify desired changes in behavior among residents/ businesses in different types of watersheds/ aquifer recharge areas based on priority pollution sources and impacts to receiving waters.
- Focus the messages on audiences, sources and pollutants that are likely causing the greatest stormwater impacts. Address industrial and residential contributors.
- Develop materials in an easy-to-deliver format for a variety of users, such as watershed groups and municipalities.
- Identify specific opportunities to provide information and/or incentives to change behavior given existing methods whereby residents and landowners receive information from municipalities and keep informed on local issues in general.

## Measurable Goals for Education and Outreach

(What Municipalities are required to do under Phase II program)

## Storm Water Education and Outreach Program (Project assistance URI and RIDEM will provide municipalities)

### MINIMUM CONTROL MEASURE #1: PUBLIC EDUCATION AND OUTREACH

### Outline of Project Tasks

2. Identify the individual representing the municipality /other MS4 on the Storm Water Education and Outreach Project, including individuals responsible for different best management practices (BMPs). MS4s are strongly encouraged to assign different representatives with particular interest and expertise in different project elements, at least for the following three key areas:

- Public education, outreach and participation;
- Development of ordinances and enforceable policies;
- Municipal pollution prevention and good housekeeping and Illicit discharge detection and elimination (IDDE);
- Implementation of local permitting program for erosion and sedimentation controls
- Implementation of local permitting program for post-construction storm water management

3. Implement a public education and outreach program informing various groups about the impacts of storm water discharges to local waterbodies and steps to reduce storm water pollution. Select educational materials and delivery methods developed with input from participating MS4s to address the following topics:

- Pollution sources most likely to have a significant impact on local water bodies,
- Protection or restoration of drinking water supplies, other special resource protection waters, impaired waters, and other locally identified priorities.

- Develop a model public education and outreach plan that can be easily tailored to local needs.
- Coordinate with municipal representatives responsible for implementation of Phase II stormwater programs through a municipal work group to make Phase II requirements and obligations known, obtain local feedback on materials developed, and facilitate transfer and adoption of products developed.
- Evaluate cost effectiveness of outreach for each type of audience and contamination source.

### C. Conduct workshops for municipal officials to support development of community outreach programs

- Address scope of the stormwater problem and impacts of stormwater runoff on local waters in urban, suburban and rural areas.
- Describe options for effective community education and outreach by municipalities using materials developed in this project.
- Develop complete training module with supporting outreach materials and conduct 2 workshops. (Workshops may be conducted with municipal officials in communities sharing a watershed or groundwater resource rather than through statewide programs).

## **Measurable Goals for Education and Outreach**

(What Municipalities are required to do under Phase II program)

## **Storm Water Education and Outreach Program** (Project assistance URI and RIDEM will provide municipalities)

### **MINIMUM CONTROL MEASURE #1: PUBLIC EDUCATION AND OUTREACH**

### **Outline of Project Tasks**

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- Target specific audiences including local officials and staff responsible for land use/ stormwater management decisions, and residential, commercial and institutional uses most likely to be responsible for pollution sources.
- Focus education to gain support for adoption and implementation of local ordinances and enforceable policies for stormwater management.

4. Additional requirements to meet Minimum Measure #1 will be determined in cooperation with the municipal work group as the model educational materials and delivery methods are developed.

## Measurable Goals for Education and Outreach

(What Municipalities are required to do under Phase II program)

## Storm Water Education and Outreach Program

(Project assistance URI and RIDEM will provide municipalities)

### MINIMUM CONTROL MEASURE #2: PUBLIC INVOLVEMENT AND PARTICIPATION

### Outline of Project Tasks

#### Existing Required Measurable Goals

Identify the target audiences of the public involvement program and groups engaged.

Describe types of public involvement activities.

Provide adequate public notice of the draft annual report and provide the opportunity for public comment annually.

(Please be aware that participation in the Program only partially satisfies the MS4's obligations for Minimum Measure #2. In accordance with Part IV.A.2.d, the operator ultimately remains responsible for permit compliance and implementation of the minimum measures.)

Methods for Public Involvement and Participation incorporated in Minimum Measure #1.

### PROGRAM MEASURABLE GOALS FOR EDUCATION AND OUTREACH

1. Municipalities are strongly encouraged to organize, reconvene and/or expand the local stormwater advisory committee to form a diverse group, including citizen members, to oversee implementation of the stormwater program and to assist in coordinating with URI and other municipalities on this project.

2. Provide a list of local stormwater committee members to URI with contact information, including email if possible. This information will be used to send occasional project updates and draft materials for review directly to committee members, thereby minimizing coordination responsibilities of the primary MS4 contact.

3. Identify local groups such as watershed organizations, River Councils, schools, youth groups and other nonprofit organizations that the MS4 has joined with or could form partnerships with to carry out watershed stewardship /education activities.

4. Identify local groups who may assist in delivering information to target audiences most likely to be responsible for pollution sources, including for example, commercial and industrial business groups, professional organizations, trade associations, economic development commissions, and village/downtown improvement groups.

## **Measurable Goals for Education and Outreach**

(What Municipalities are required to do under Phase II program)

## **Storm Water Education and Outreach Program**

(Project assistance URI and RIDEM will provide municipalities)

### **#3: ILLICIT DISCHARGE DETECTION AND ELIMINATION**

### **Outline of Project Tasks**

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#### **PROGRAM MEASURABLE GOALS FOR EDUCATION AND OUTREACH**

1. Participate in training on Illicit discharge detection and elimination (IDDE) and/or promote attendance by appropriate municipal staff and local officials.
2. Identify priorities for control of illicit discharges in urban, suburban and rural areas (where applicable) and waterbody(s) potentially affected
3. In cooperation with URI, develop and deliver educational materials to support adoption and implementation of local IDDE ordinances.
4. Identify local groups who may assist in delivering information to target audiences on illicit discharges, including for example, commercial and industrial business groups, professional organizations, trade associations, economic development commissions, and village/downtown improvement groups.

#### **1. Provide training for municipal officials in procedures for illicit discharge detection and elimination, and develop a model IDDE ordinance (RIDEM)**

Provide assistance in workshop coordination and review of model ordinance (URI and SRICD);

#### **2. Statewide Education and outreach program (URI)**

Develop educational materials and methods related to prioritization and control of illicit discharges to target audiences.

## Measurable Goals for Education and Outreach

(What Municipalities are required to do under Phase II program)

## Storm Water Education and Outreach Program

(Project assistance URI and RIDEM will provide municipalities)

### #4: CONSTRUCTION SITE STORMWATER RUNOFF CONTROL

### Outline of Project Tasks

#### PROGRAM MEASURABLE GOALS FOR EDUCATION AND OUTREACH

1. In cooperation with URI and the Southern RI Conservation District, develop and deliver educational materials to support adoption and implementation of a local erosion and sediment control ordinance in accordance with Phase II permit requirements.
2. Participate in training on model erosion and sediment control provisions and/or promote attendance by appropriate municipal staff and local officials.
3. Coordinate with URI to identify priorities for educating the regulated community, including site designers, developers, construction site supervisors, and incorporate appropriate educational materials and methods in local outreach programs as needed.
4. Establish plan review and site inspection procedures to ensure review and inspection of erosion and sediment controls by properly trained staff, with provision for the town to hire consulting professionals to assist in review and/or inspections at applicant's expense.
5. For non-regulated municipalities, demonstrate that local erosion and sediment control measures are sufficient to protect Special Resource Protection Waters.

#### 1. Develop a model erosion and sediment control ordinance (SRICD)

Compile best available examples and develop annotated model with procedures for review (by qualified staff) and inspections.

#### 2. Conduct municipal training on model ordinance/ enforceable provisions (URI/SRICD).

3. Provide additional training to DOT staff as needed (SRICD) using a train the trainer approach, in coordination with DOT and T2 center.

#### 4. Statewide education and outreach program

Develop educational materials and methods related to construction site runoff control to target audiences.

## Measurable Goals for Education and Outreach

(What Municipalities are required to do under Phase II program)

## Storm Water Education and Outreach Program

(Project assistance URI and RIDEM will provide municipalities)

### # 5: POST CONSTRUCTION STORM WATER MANAGEMENT FOR NEW CONSTRUCTION AND REDEVELOPMENT

#### Outline of Project Tasks

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#### PROGRAM MEASURABLE GOALS FOR EDUCATION AND OUTREACH

1. Participate in training on stormwater design and installation methods and/or promote attendance by appropriate municipal staff and local officials, to include:
  - Technical training in stormwater design standards and related topics for local staff responsible for project review.
  - Non-technical training in updated stormwater control standards and low impact development methods for local officials involved in project review and land use decisions.
  - Training for staff and local officials on model ordinances and enforceable policies for post construction stormwater control.
2. In cooperation with URI, develop and deliver educational materials to support adoption and implementation of post-construction stormwater controls incorporating nonstructural and small-scale structural controls appropriate for the community and sufficient to protect special resource protection waters.
3. Establish plan review and inspection procedures to ensure review and inspection of stormwater management plans by properly trained staff, with provision for the town to hire consulting professionals to assist in review and/or inspections at applicant's expense.
4. Coordinate with URI to identify priorities for educating specific local audiences responsible for design, construction and long term maintenance of stormwater runoff prevention and control measures, including for example: developers and designers, construction site supervisors, landscape architects and landowners. Work with URI to develop appropriate educational materials and delivery methods as needed.
5. For non-regulated municipalities demonstrate that planning, site design and development standards are sufficient to protect Special Resource Protection Waters from stormwater runoff impacts.

#### 1. Provide training for municipal, state agency and private sector groups on stormwater design and installation standards:

- Overview of the updated DEM stormwater design and installation standards manual.
- Proper use of management practices focusing on planning, selection and design of low impact development (LID) practices.
- TR55 hydrologic analysis for LID applications

#### 2. Develop model ordinance / enforceable policies for post-construction stormwater control.

Compile best available examples and develop annotated model ordinances and/or policies on: post construction stormwater control for new development, redevelopment standards, and pet waste (URI); and stormwater maintenance and stormwater utility districts (SRICD).

#### 3. Conduct training for municipalities on model ordinances/ enforceable provisions (URI/SRICD).

#### 4. Statewide education and outreach program

Develop educational materials and methods related to post-construction stormwater runoff control to target audiences.

## **Measurable Goals for Education and Outreach**

(What Municipalities are required to do under Phase II program)

## **Storm Water Education and Outreach Program**

(Project assistance URI and RIDEM will provide municipalities)

### **# 6: MUNICIPAL POLLUTION PREVENTION AND GOOD HOUSEKEEPING IN MUNICIPAL OPERATIONS**

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### **Outline of Project Tasks**

#### **PROGRAM MEASURABLE GOALS FOR EDUCATION AND OUTREACH**

1. Participate in training on municipal good housekeeping practices and pollution prevention practices and/or promote attendance by appropriate municipal staff and local officials.
2. Coordinate with URI and the SRICD to identify priorities for educating municipal /MS4 staff and contractors about good housekeeping practices; and incorporate appropriate educational materials and methods using a “train-the-trainer” approach where possible to continue local education efforts.

#### **1. Develop and conduct training for municipalities and state agencies on good housekeeping practices to include: control topics:**

- Public works facilities site design, operation, and maintenance.
- Roadway stormwater system design, operation and maintenance, using a train-the-trainer approach to educate field staff responsible for routine maintenance of roadways and public facilities.
- Grounds management focusing on roadways and municipal property.
- Proper use of LID practices

#### **2. Statewide education and outreach program**

Develop educational materials and methods related to municipal good housekeeping practices to target audiences.