

# MCM #1- Public Education and Outreach on Stormwater Impacts

## The Municipal Separate Storm Sewer System Program

*This factsheet is part of our Municipal Separate Storm Sewer System (MS4) series.*

*To access this series and many other educational resources, please visit: [spcwater.org](http://spcwater.org).*

Federal EPA Regulations specifically require the following under this MCM: "Implement a public education program to distribute educational materials to the community or conduct equivalent outreach activities about the impacts of stormwater discharges on water bodies and the steps that the public can take to reduce pollutants in stormwater runoff."

There are 4 Best Management Practices (BMPs) required under this MCM. Learn more about their requirements and resources to help meet these requirements below.

### BMP #1

**Develop, implement, and maintain a Public Education and Outreach program.** The plan should include goals, strategies, a timeline, and provisions for reviewing and updating annually. This plan can be relatively simple and is an easy way to ensure that you are meeting all the requirements of the Public Education and Outreach MCM. EPA's "[Getting in Step, A Guide for Conducting Watershed Outreach Campaigns](#)" (EPA 841-B-03-002, December 2003) is an exceptionally helpful resource for meeting this BMP requirement.



One of the goals of the Public Education and Outreach MCM is to protect our waterways by increasing environmental awareness amongst the community.

### BMP #2

**Develop and maintain lists of target audience groups that are present within the areas served by your small MS4.** Target audiences typically include residents, businesses, developers, schools, and municipal employees. This list can be modified based on the characteristics of your municipality. For example, be sure to include agricultural entities if these exist within your municipality. This list should be updated annually.



Developers are often considered a target audience under BMP #2. Educating developers and their contractors on stormwater management regulatory requirements can have a positive impact on water quality.

### Public Education and Outreach

is one of the 6 Minimum Control Measures (MCMs) required of small MS4s under the MS4 program. The goal of the Public Education and Outreach MCM is to build greater support for the stormwater management program (SWMP), increase compliance, and ultimately increase environmental awareness amongst members of the community.

### BMP #3

Annually publish at least one issue of a newsletter, a pamphlet, a flyer, or a website that includes general stormwater educational information, a general description of your SWMP, and/or information about your stormwater management activities. One of the following must be done: 1) Publish and distribute in printed form a newsletter, pamphlet, or flyer containing information consistent with this BMP; or 2) Publish educational and informational items including links to DEP's and EPA's stormwater websites on your municipal website. These publications must address one or more of the 6 MCMs. A list of these publications and the content should be compiled and updated annually.

### BMP #4

Distribute educational materials and/or information to the target audiences (identified in BMP #2) using a variety of distribution methods, including but not limited to: displays, posters, signs, pamphlets, booklets, brochures, radio, local cable TV, newspaper articles, posters, bill stuffers, presentations, conferences, meetings, fact sheets, giveaways, or storm drain stenciling.

At least 2 of these distribution methods must be utilized for target audiences annually, in addition to BMP #3 above.



Many people don't realize that stormwater isn't treated before it ends up in our local waterways. Storm drain stenciling (above) is a great way to raise awareness and meet BMP #4 required under the Public Education and Outreach MCM.

### Below are sites with ideas related to MCM #1:

*NPS Outreach Toolbox (EPA): <https://cfpub.epa.gov/npstbx/>*

*MCM 1: Public Education (DEP): <https://www.dep.pa.gov/Business/Water/CleanWater/StormwaterMgmt/Stormwater/MCM/Pages/MCM-1-Public-Education.aspx>*

*Getting in Step: A Guide for Conducting Watershed Outreach Campaigns (EPA): <https://cfpub.epa.gov/npstbx/files/getnstepguide.pdf>*



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