

**Department Note:** As MS4 Permittees demonstrate compliance differently and MS4 Permittees may have different MS4 permit conditions, the following written program procedure is intended to provide ideas on various formats. Therefore, please note the provided example may not be appropriate, as is, for your community. Additionally, the following is a written program procedure that has been submitted to the Department by a MS4 Permittee. However, the MS4 Permittee name have been removed to keep them anonymous.

## **2.1 Public Outreach and Education Program Brief Description:**

The Village of Waterville is responsible to reach out to the public to inform them on the importance of storm water pollution and measures they can take to help reduce their impact on the surrounding environment. The Village releases a newsletter in the local newspaper every spring and summer to remind property owners to inspect storm water ponds on their property and the importance behind it. The Village also provides posters at Village Hall and posts informative links on its website related to storm water and storm water pollution and quality.

### **2.1.1 Topics**

- Illicit Discharge Detection and Elimination
  - The Village of Waterville encourages the general public and their employees to report, detect, and eliminate any known illicit discharges to the municipal storm sewer system. This is achieved through the Village posting awareness and informative links to their website.
- Household Hazardous Waste Disposal/Pet Waste Management/Vehicle Washing
  - The Village of Waterville encourages the general public to aid in reducing household hazardous waste from entering the municipal storm sewer system. This is achieved through the Village posting awareness and informative links to their website and also providing proper waste receptacles such as pet waste bags and trash cans in public areas.
- Yard Waste Management/Pesticide and Fertilizer Application
  - The Village of Waterville encourages the general public to compost leaves and grass clippings and use proper caution with garden fertilizers and pesticides. This is achieved through the Village posting awareness and informative links to their website.
- Stream and Shoreline Management
  - The Village of Waterville encourages riparian landowners to minimize erosion of streambanks and take action in streambank management in order to enhance and restore the ecological value of the local waterways. This is achieved through the Village posting awareness and informative links to their website.
- Residential Infiltration
  - The Village of Waterville encourages its residents to install infiltration BMPs in order to reduce the amount of runoff from downspouts, driveways, etc. This is achieved through the Village posting awareness and informative links to their website.
- Construction Sites and Post-Construction Storm Water Management
  - The Village of Waterville informs the responsible parties of those who wish to design, install, and maintain erosion control practices and storm water management facilities for construction projects in Village limits.

- Pollution Prevention
  - The Village of Waterville investigates local businesses and activities that have reason to pose a storm water contamination concern yearly. This is achieved through Village Staff investigating routine, potential, and reported illicit discharges. The Village also works to educate businesses, staff, and general public about storm water pollution prevention methods through their website and posters at Village Hall.

- Green Infrastructure/Low Impact Development
  - The Village of Waterville encourages the introduction of green infrastructure to all developers and designers in order to achieve low impact development. This is achieved through the Village posting awareness and informative links to their website.

### **2.1.2 Delivery Mechanism**

- Other – one on one communication
- Passive Print Media – posters
- Distribution of Print Media – newspaper
- Signage – signs
- Website – Village website

### 2.1.3 Target Audience

- See the provided Table 2.1 – Public Education and Outreach Table

**Table 2.1 - Village of Waterville 2021 Public Education and Outreach Plan**

Topic	Targe Audience	Activity	Delivery Mechanism	Frequency	Responsible Party
Promote detection and elimination of illicit discharges and water quality impacts associated with such discharges from municipal separate storm sewer systems.	General Public	Posting to Website	Passive	Monthly	Village of Waterville & County
	Village Employees				
	Local Businesses				
	Local Industries				
	General Public	One-on-one communication	Active	Once per Year	Village of Waterville
	Village Employees				
Inform and educate the public about the proper management of materails that cause storm water pollution from sources including automobiles, pet waste, household hazardous waste and household practices.	General Public	Posting to Village Website	Passive	Monthly	Village of Waterville
	Village Employees				
	General Public	Village Newsletter	Passive	As Needed	Village of Waterville
	Village Employees				
	Local Businesses				
	Local Industries				
Promote beneficial onsite reuse of leaves and grass clippings and proper use of lawn and garden fertilizers and pesticides.	General Public	Posting to Village Website	Passive	Twice per Year	Village of Waterville
	Village Employees				
Promote the management of streambanks and shorelines by riparian landowners to minimize erosion and restore and enhance the ecological value of waterways.	General Public	Posting to Village Website	Passive	Twice per Year	Village of Waterville
	Village Employees				
Promote infiltration of residential storm water runoff from rooftop downspouts, driveways and sidewalks.	General Public	Posting to Village Website	Passive	Monthly	Village of Waterville
	Village Employees				
Inform and educate those responsible for the design, installation, and maintenance of construction site erosion control practices and storm water management facilities on how to design, install and maintain the practices.	General Public	Posting to Village Website	Passive	(See Village Ordinance)	Village of Waterville
	Village Employees				
	Contractors				
	Developers				
Identify businesses and activities that may pose a storm water contamination concern, and educate those specific audiences on methods of storm water pollution prevention.	Local Businesses	Posting to Village Website	Passive	Once per Year	Village of Waterville
Promote environmentally sensitive land development designs by developers and designers, including green infrastructure and low impact development.	Local Businesses	Posting to Village Website	Passive	Once per Year	Village of Waterville
	Local Industries				

Village Contact:  
 phone:  
 email: