

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.

PUBLIC INVOLVEMENT AND PARTICIPATION PROGRAM

PURPOSE: To fulfill federal and state code requirements (40 CFR 122.34(b) (2) and NR 216.07 (2)). To solicit involvement and participation from the public in a manner that develops a valued relationship.

JUSTIFICATION: This is a WPDES Stormwater Permit requirement. This program incorporates aspects of the Pollution Prevention Program. This program seeks to identify activities that are valued by customers of ESD and to utilize these activities to promote public involvement and participation on both wastewater and stormwater issues.

SUMMARY OF PROGRAM:

- A.** The City has many existing Public Involvement and Participation minimum control measures. Emphasis is on activities that can be applied successfully throughout the City watershed. The activities ideally have broad public appeal and support and have the potential to significantly improve quality of life while meeting environmental needs and requirements. In order to gain public support, activities and programs rely heavily on community-based needs and expectations. Public accountability for cost effective local government requires that programs with multiple benefits be ranked highest. A process of directed consensus helps the City select programs and activities, with a well-defined level of service, which is sustainable with regard to cost and effort over time.

ROLES AND RESPONSIBILITIES:

The City Engineer is the main person responsible for overseeing the Public Involvement and Participation Program.

The City's Engineer Technician may help assist with activities such as ensuring MS4 related items are brought to the City Common Council or updating MS4 resources on the City's website (e.g., MS4 Annual Reports so the public can access them).

PROGRAM COMPONENTS INCLUDE:

- A.** Public Involvement and Participation focuses on promoting citizen involvement in City sponsored programs that the public views as important and which benefit the customer and the City while enhancing environmental services. The intention is to help customers and stakeholders understand how the utility works and how it is of specific benefit and value to them through the programs that are offered. We want to incorporate activities and programs that are seen by the community as having value for the rates that they are paying. This direct interaction with the public creates a relationship of public trust and confidence, which is the foundation of public relations. This also gives the City feedback on how to best improve customer and organizational services.
 - 1.** Events for active mechanisms may include: school and/or community presentations, water quality volunteer programs, educational workshops, focus groups, in-person and virtual tours, public meetings, and attending various public events such as conferences, seminars,

and fairs.

- B.** Public involvement and participation activities include public meetings for annual report and stormwater-related projects and programs; volunteer activities and events; and surveys and focus groups to gauge stormwater awareness. Meetings, activities, and events are advertised in multiple forms including social media,

webpage updates, press releases, posted signage, and paid newspaper advertisements.

- C. The City offers multiple volunteer opportunities annually. Since 2016, the City offers an Adopt-a-Stormdrain program, Citizen Stream Monitoring Program, Annual Cleanup events, and Stormdrain Art Project. The City has also offered stormdrain art events, bmp maintenance events, and other volunteer opportunities as seen appropriate.
- D. Public Relations establish a relationship with our customers built on trust. This is accomplished through a strong customer service program responsive to customer needs and expectations. Public trust is essential to the effectiveness of our public education and involvement initiatives. Public Relations consist of press releases, advertising, news coverage and other media activities. Objectives are to:
 - 1. Better understand and respond to public needs and expectations.
 - 2. Inform citizens of the availability and value of City programs and services.
 - 3. Promote timely and efficient implementation of customer services.
 - 4. Promote participation in public education and involvement activities.

PROGRAM COMPONENTS INCLUDE:

- A. Offer interested citizens and groups opportunities to participate in the City's Stormwater Management Programs as well as provide input to the City's Annual Report, relevant stormwater related ordinance revisions, and on water quality issues annually.
- B. Conduct targeted surveys at local events at least 2-3 times per year to gauge stormwater awareness.
- C. Conduct a focus group every permit cycle to gauge stormwater awareness.
- D. Invite all 5th grade classes in the City to wastewater tours at the Superior Wastewater Treatment Plant to educate them on wastewater and stormwater pollution. Conduct tours to others as requested.

MEASURABLE ACTIONS:

- A. Participate in at least 12 local events in order to distribute and provide informational material. Events may include:
 - 1. Lake Superior Ice Festival
 - 2. Lake Superior Day
 - 3. Cause for the Paws Event
 - 4. Family Literacy Night

- 5.** October Spooktacular Event
 - 6.** Twin Ports & Superior Cleanups
 - 7.** WWTP Virtual Tour
 - 8.** St Louis River Summit.
 - 9.** Douglas County Fish and Game League Expo
 - 10.** Neighborhood events (multiple)
 - 11.** UWS Science Night
 - 12.** Fairlawn Ice Cream Social
- B.** Deliver water education to classrooms in Superior or create learning opportunity for students related to helping keep water clean.
- C.** Attend monthly meetings of the Regional Stormwater Protection Team.
- D.** Wastewater and stormwater tours for the general public at WWTP and stormwater basins.