

Neponset Stormwater Partnership

REGIONAL SWMP

For Public Outreach and Education

Including requirements for MCM1, Appendix F and Appendix H



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Introduction

What is the Neponset Stormwater Partnership?

The Neponset Stormwater Partnership or “NSP” is a project that brings communities together on a regional basis to facilitate compliance with the 2016 Massachusetts EPA MS4 Permit. Participating communities share resources, expertise and best practices, and they implement some components of their MS4 Permit compliance activities jointly on a regional basis.

The NSP’s goals are to reduce water pollution for the benefit of local residents and businesses, as effectively and efficiently as possible through regional collaboration. Current active members of the NSP include: Canton, Dedham, Foxborough, Medfield, Milton, Norwood, Quincy, Sharon Stoughton, and Westwood.

Many of the participating communities are located at least partially in the Neponset River Watershed, but many also span into the Charles River, Taunton River, Ten Mile or Fore River Watersheds, or drain directly to Boston Harbor or other waterways. The NSP works to address water pollution problems and compliance needs of participating communities across all these watershed areas.

The NSP is coordinated by the nonprofit Neponset River Watershed Association, and works in close partnership with the Metropolitan Area Planning Council on many projects.

Why a Regional Outreach and Education SWMP?

A SWMP or “Stormwater Management Program” is a document that describes in detail how a community plans to comply with its MS4 permit requirements and evaluate their program over time. Most SWMPs are unique to an individual town.

However, the NSP communities have come together to implement and evaluate an Outreach and Education Program for the region as a whole instead of implementing ten individual outreach and education programs.

This SWMP describes the NSP Regional Outreach and Education Program and associated evaluation. EPA has explicitly endorsed this regional approach to implementation and evaluation as opposed to a strict town by town approach and we expect it to be significantly more efficient and effective.

Municipalities: How to Use this Regional SWMP

This regional SWMP will be maintained and updated as a public resource on the NSP web site: YourCleanWater.org. We recommend that the public outreach and education SWMP for each participating municipality simply incorporate the NSP Regional Outreach and Education SWMP by reference, with a short statement along the lines of the following:

The [City of Town of XXX] relies on the Neponset Stormwater Partnership to implement and evaluate its public outreach and education requirements under MCM1, Appendix F, and Appendix G of the MS4 Permit. Please refer to the NSP Regional Outreach and Education SWMP for further details at: YourCleanWater.org/about/swmp. The person

responsible for ensuring coordination with the NSP Regional Outreach and Education Program on behalf of the [City of Town of XXXXX] is [Name and Title Here].

If a community adopts the “regional” approach, it does not need to include anything else in its individual SWMP for outreach and education beyond the statement above.

Alternatively, NSP participating municipalities may choose to copy some or all of the BMPs from the NSP Regional Outreach and Education SWMP into their own individual city or town SWMP. However, this approach may lead to inconsistencies between the regional and local SWMPs as each are amended over time.

Regional Annual Reporting

Just as the NSP Regional Outreach and Education SWMP is implemented and evaluated on a regional rather than town by town basis, the NSP prepares a single regional annual report which is shared with all participating communities. The NSP regional annual report will identify actions completed for the region as a whole, and where reasonably feasible, will break down efforts and results on a town by town basis where efforts or participation are not uniform across the region.

Change Log

Each time the SWMP is revised, the document version number is updated, and the date, nature and justification for the change is summarized here in the change log

Version 2.0, 6/24/18: Prior to version 2.0, the NSP Outreach and Education SWMP was a more traditional template for a town by town SWMP that communities would cut and paste into their own individual document. With version 2.0, the document has been significantly revised throughout to reflect the concept of a centralized regional SWMP that will be incorporated into town by town SWMPs by reference and maintained in a shared central location.

Table of Contents

1	MS4 Public Outreach and Education (MCM1, Appendix F and Appendix H)	1
1.1	Background and Goals	1
1.2	Responsible Parties and Regional Implementation Strategy	1
1.3	Targeted Audiences and Key Topics and Messages	2
1.3.1	Residents.....	2
1.3.2	Businesses, Institutions and Commercial Facilities	3
1.3.3	Development and Construction Sectors	4
1.3.4	Industrial Facilities	5
1.4	Message Distribution Requirements.....	6
1.5	Delivery Methods and Schedule	7
1.5.1	Residential Audiences	7
1.5.2	Businesses, Institutions and Commercial Facilities	8
1.5.3	Development and Construction Sectors	8
1.5.4	Industrial Facilities	9
1.6	Evaluation and Adaptive Management.....	12
1.7	Reporting.....	13
1.8	Measurable Goals for Outreach and Education	14

Tables

Table 1: Preliminary Summary of Outreach and Education BMPs by Audience and Year

Table 2: Measurable Goals for Public Outreach and Education

1 MS4 Public Outreach and Education (MCM1, Appendix F and Appendix H)

1.1 Background and Goals

The NSP will implement a regional public outreach and education program that complements and supports other activities planned by NSP member communities in their individual SWMPs.

The goals of the NSP's regional public outreach and education program are to:

- Achieve compliance with public outreach and education requirements contained in the MS4 permit, including TMDL and impaired waters requirements (Appendix F and Appendix H) for bacteria and nutrients.
- Increase awareness of the impact of stormwater pollution on water bodies in the NSP service area including those portions of the service area outside the Neponset River Watershed, especially impaired and priority waters.
- Increase public awareness of the work being done by the NSP member communities to maintain and improve stormwater infrastructure, and the economic, recreational, water supply, and ecological benefits of that work.
- Increase awareness of how the public can support and assist the NSP member communities in implementing an effective stormwater management program.
- Encourage individuals and organizations to adopt habits and engage in voluntary actions that increase groundwater recharge, decrease pollutant loading, and decrease peak discharge rates, thereby reducing the burden placed on public stormwater infrastructure and the environment.
- For sites regulated by NSP member communities under the MA Wetlands Protection Act and/or an individual community's stormwater bylaw, increase the quality of stormwater permit applications and the level of voluntary compliance with permit conditions and ongoing O&M requirements, while reducing the need for municipal regulators to take enforcement action.

1.2 Responsible Parties and Regional Implementation Strategy

The NSP member communities have joined with their neighbors to implement their public education and outreach program on a regional basis through the Neponset Stormwater Partnership (NSP).

One or more designated representatives from each NSP participating community participate in the quarterly meetings of the NSP to supervise the development, implementation, evaluation and revisions to the NSP regional public outreach and education program. The NSP Outreach Sub-committee develops an outreach and education work plan and budget each year, the implementation of which is funded by the NSP member communities in conjunction with other sources of matching funds. The goal of this regional approach is to increase the effectiveness

and reduce the cost of the public outreach and education program, relative to what could be achieved through a program implemented by each city or town working on its own.

The planning, implementation and evaluation of the NSP Regional Outreach and Education Program is a joint effort between staff at the Neponset River Watershed Association and each member community.

Key contacts at the NSP responsible for day to day planning, management, implementation and evaluation of the NSP Regional Outreach and Education Program include:

- Temporarily Vacant, Stormwater Professional, Neponset River Watershed Association provides day today management and support for all aspects of the program and takes the lead on program documentation, evaluation and coordination with participating communities.
- Nancy Fyler, Outreach Director, Neponset River Watershed Association, plays a key role in developing and delivering outreach campaigns, and supervises the school outreach program.
- Ian Cooke, Executive Director, Neponset River Watershed Association, provides oversight and financial management for the program.
- Kerry Snyder, Advocacy Director, Neponset River Watershed Association, provides support and assistance for education and outreach activities as needed.

Each participating community will identify a municipal staff member or volunteer to serve as the lead contact with the NSP for outreach and education issues. The lead contact works to ensure that each community actively participates in helping to develop, disseminate and provide feedback on NSP outreach and education activities.

1.3 Targeted Audiences and Key Topics and Messages

The NSP's outreach and education program targets key audiences specified in the MS4 Permit:

- 1) Residents
- 2) Businesses, Institutions and Commercial Facilities
- 3) The Development and Construction Sector
- 4) Industrial Facilities

The NSP has considered the topics listed in Part 2.3.2.d.i-iv of the MS4 Permit for each of the above target audiences. Based on this review, the NSP has identified the following topics and messages as priorities for dissemination to each of the target audiences given local conditions.

1.3.1 Residents

This audience includes the general residential population in the service area including small residential property owners and renters. Because many of the leaders in the business, industrial and construction industries are also local residents, the residential program will help to provide a base of knowledge for these other audiences as well. The

key messages to be conveyed and/or behaviors to be encouraged for this audience include:

- Polluted stormwater is created when rain falls on impervious surfaces or un-stabilized soils, collects pollutants, and makes its way directly or indirectly to streams and wetlands.
- Residential stormwater pollution is the result of a wide variety of common activities including pet waste management, lawn care, automotive maintenance, disposal of swimming pool water, and failing septic systems, among others.
- We are all responsible for stormwater pollution.
- Stormwater runoff is the largest source of pollution to local waterways.
- Stormwater pollution negatively impacts drinking water, recreation, wildlife habitats, and flooding in our community or neighboring communities.
- Most storm drains lead to streams or wetlands with minimal treatment.
- Keeping impervious surfaces clean, in addition to the storm drain itself, is essential to preventing the discharge of pollutants and reducing maintenance costs.
- Bacteria and nutrients are particular pollutants of concern in our area.
- Bacterial pollution can be reduced by properly disposing of pet waste, properly using/maintaining septic systems, and properly managing garbage.
- Nutrient pollution can be reduced by properly managing landscaping activities and landscape waste materials, properly disposing of pet waste, properly using/maintaining septic systems, preventing erosion, and properly managing garbage.
- Other common household pollutants should be stored and used or disposed of properly including but not limited to oil, pharmaceuticals, car washing chemicals, swimming pool chemicals, swimming pool water, and deicing chemicals.
- There are a variety of simple steps homeowners can implement on their own property to help increase groundwater recharge and reduce pollutant loading.
- Naturally vegetated buffers should be maintained along waterways and wetlands.
- Dumping of yard wastes or other debris into waterways and wetlands is illegal and contributes to water pollution.

1.3.2 Businesses, Institutions and Commercial Facilities

This audience includes all non-residential property owners and lessors with the exception of industrial property. In addition, the owners/managers of large residential properties (apartment complexes) are included in this group. This is a very diverse audience category. The key messages to be conveyed and/or behaviors to be encouraged for this audience include:

- Polluted stormwater is created when rain falls on impervious surfaces or un-stabilized soils, collects pollutants, and makes its way directly or indirectly to streams and wetlands.

- Commercial stormwater pollution is the result of a wide variety of common activities including lawn care, construction activities, management of liquid and solid wastes and dumpsters, building maintenance, fleet maintenance, parking lot maintenance, de-icing activities, septic system management, disposal of swimming pool water, and pet waste management, among others.
- We are all responsible for stormwater pollution.
- Stormwater runoff is the largest source of pollution to local waterways.
- Stormwater pollution negatively impacts drinking water, recreation, wildlife habitats, and flooding in our community or neighboring communities.
- Most storm drains (both public and private) lead to streams or wetlands with minimal treatment.
- Keeping impervious surfaces clean, in addition to the storm drain itself, is essential to preventing the discharge of pollutants, and reducing maintenance costs.
- Bacteria and nutrients are particular pollutants of concern in our area.
- Bacterial pollution can be reduced by properly disposing of pet waste, properly using/maintaining septic systems, properly managing garbage, and preventing illicit discharges.
- Nutrient pollution can be reduced by properly managing landscaping activities and landscape waste materials, properly disposing of pet waste, properly using/maintaining septic systems, properly managing garbage, and preventing illicit discharges.
- Other common pollutants should be stored and used or disposed of properly including but not limited to oil, vehicle/building/pavement washing chemicals, pool water, and deicing chemicals.
- Proper training of employees and/or customers is essential to preventing pollution.
- Many private properties have stormwater permit requirements through the wetlands act and/or local wetlands/stormwater bylaws which require ongoing operation and maintenance activities and/or reporting.
- New development and redevelopment may trigger the need for a permit and upgrading of stormwater BMPs.
- There are a variety of simple pollution prevention and green infrastructure measures property owners can implement to help increase groundwater recharge and reduce pollutant loading.
- Naturally vegetated buffers should be maintained along waterways and wetlands.
- Dumping of yard wastes, snow or other debris into waterways and wetlands is illegal and contributes to water pollution.

1.3.3 Development and Construction Sectors

The development and construction sector includes private developers, construction contractors, and the engineers, attorneys and others who assist them. The key messages to be conveyed and/or behaviors to be encouraged for this audience include:

- Polluted stormwater is created when rain falls on impervious surfaces or un-stabilized soils, collects pollutants, and makes its way directly or indirectly to streams and wetlands.
- Stormwater runoff is the largest source of pollution to local waterways.
- Stormwater pollution negatively impacts drinking water, recreation, wildlife habitats, and flooding in our community or neighboring communities.
- Construction site sedimentation and erosion is a significant water quality problem.
- Construction site sedimentation and erosion controls need to be properly designed, maintained and installed to protect waterways and avoid the cost of enforcement actions by local regulators.
- Local and federal stormwater and/or wetlands permit applications are required for most development and redevelopment projects.
- Construction and post-construction stormwater controls will be required of most permit applicants under the MA Wetlands Protection Act, local bylaws and/or the EPA Construction General Permit.
- TMDLs for bacteria and/or nutrients apply to projects in our area and permit applicants must propose BMPs that are consistent with or optimized for TMDL requirements.
- Permit applicants are encouraged to propose Low Impact Development and/or Green Infrastructure techniques which offer a variety of environmental benefits as well as potential cost savings.
- Sediment management, pollution prevention, and compliance with wetlands act resource area protections is also critical at construction equipment and material storage yards.
- Permitting standards are changing or have changed with the revision of the MS4 permit, MA Stormwater Handbook and the Town's stormwater bylaws, and construction industry representatives need to understand and comply with these changes.

1.3.4 Industrial Facilities

For purposes of the outreach and education SWMP industrial facilities are considered to include all properties which are engaged in the manufacture, processing, and storage of manufactured goods and materials. Some facilities in this category may be regulated by the EPA Multi-Sector General Permit. The key messages to be conveyed and/or behaviors to be encouraged for this audience include:

- Polluted stormwater is created when rain falls on impervious surfaces or un-stabilized soils, collects pollutants, and makes its way directly or indirectly to streams and wetlands.
- Industrial stormwater pollution is the result of a wide variety of common activities including lawn care, construction activities, management of liquid and solid wastes and dumpsters, storage of raw materials, building maintenance, fleet maintenance, parking lot maintenance, and septic system management, among others.

- We are all responsible for stormwater pollution.
- Stormwater runoff is the largest source of pollution to local waterways.
- Stormwater pollution negatively impacts drinking water, recreation, wildlife habitats, and flooding in our community or neighboring communities.
- Most storm drains (both public and private) lead to streams or wetlands with minimal treatment.
- Keeping impervious surfaces clean, in addition to the storm drain itself, is essential to preventing the discharge of pollutants, and reducing maintenance costs.
- Bacteria and nutrients are particular pollutants of concern in our area.
- Bacterial pollution can be reduced by properly disposing of pet waste, properly using/maintaining septic systems, properly managing garbage, and preventing illicit discharges.
- Nutrient pollution can be reduced by properly managing landscaping activities and landscape waste materials, properly disposing of pet waste, properly using/maintaining septic systems, properly managing garbage, and preventing illicit discharges.
- Other common pollutants should be stored and used or disposed of properly including but not limited to oil, material stockpiles, vehicle/building/pavement washing chemicals, and deicing chemicals.
- Proper training of employees and/or customers is essential to preventing pollution.
- Many properties have stormwater permit requirements through the wetlands act, local wetlands/stormwater bylaws or the MSGP which require ongoing operation and maintenance activities and reporting.
- New development and redevelopment may trigger the need for a permit and upgrading of stormwater BMPs.
- There are a variety of simple green infrastructure measures property owners can implement to help increase groundwater recharge and reduce pollutant loading.
- Naturally vegetated buffers should be maintained along waterways and wetlands and dumping of yard wastes, snow or other debris into waterways and wetlands is illegal.
- Many industrial properties have specific permitting and compliance requirements under the EPA Multi-Sector General Permit.

1.4 Message Distribution Requirements

Section 2.3 of the MS4 Permit requires the distribution of two messages to each of the four target audiences over the five year permit period, with each message to the same audience spaced at least one year apart.

In addition these basic requirements, all NSP Participating communities are subject to additional requirements as a result of one or more bacteria TMDLs as described in Appendix F of the permit. These additional requirements include:

- An annual message to residents on proper pet waste management and any local pet waste bylaws.

- Inclusion of pet waste management information with new or renewed dog licenses.
- A message to septic system owners on proper system maintenance.

Furthermore, under the provisions of Section 2.2.2 and Appendix H of the MS4 Permit, all NSP participating communities are subject to additional requirements because they discharge to one or more water bodies that is water quality limited for phosphorous and/or nitrogen. These education requirements are in addition to the basic requirements of Section 2.3 of the MS4 Permit, but as the NSP interprets the Permit, may be implemented concurrently with the special requirements for the bacteria TMDL(s) described above. These messages are required unless the a NSP member community documents that one or more of the following sources is an **insignificant** contributor of nitrogen or phosphorous to the MS4. These requirements include:

- An annual spring (March or April) message to resident and business audiences regarding proper use and disposal of grass clippings and slow-release and phosphorous-free fertilizers.
- An annual summer (June or July) message to residents and business audiences regarding proper management of pet waste, including any local pet waste ordinances.
- An annual fall (August, September or October) message to residents and business audiences regarding proper disposal of leaf litter.

1.5 Delivery Methods and Schedule

A variety of delivery methods will be used to reach each audience over the course of the permit period. Each year, working through the NSP Outreach Committee, the NSP will develop an annual work plan that specifies the final mix of activities that will be implemented that year. Each year's work plan will be revised or adjusted in response to the ongoing evaluation activities. The sections below outline the delivery methods that will be utilized, at a minimum, to reach each of the target audiences and the expected timing of each method.

1.5.1 Residential Audiences

- Develop and maintain a comprehensive regional stormwater website that covers key messages for the residential audience and maintain a prominent link to the site on each member community's homepage and or DPW homepage.
- Establish a regional stormwater telephone hotline and web form through which members of the public can report stormwater problems or ask questions.
- Include pet waste management information annually when completed dog licenses or renewal confirmations are mailed out by city or town clerks, except in communities in which online-only registration or mail piece design precludes addition of an insert, in which case materials will be distributed at the town or city hall.
- Three annual messages (spring, summer and fall) covering grass clippings/fertilizer, pet waste, and leaf disposal distributed via a mixture of direct mailings, social media posts, town newsletters, bill stuffers, press releases, email marketing or signage campaigns.

- Distribution of at least two additional messages over the permit term via direct mail, social media, town newsletters, bill stuffers, press releases, email marketing or signage campaigns.
- One targeted mailing to septic system owners during the permit term.
- For participating communities that elect to participate in the optional NSP School Education program, deliver one to two, hour-long 5th Grade interactive stormwater education classroom programs to all classes annually including take-home information.
- The Town may use an alternate delivery method for one or more of the messages outlined above where such alternate format is deemed more effective.

1.5.2 Businesses, Institutions and Commercial Facilities

- Develop and maintain a comprehensive regional stormwater website that covers key messages for the residential audience and maintain a prominent link to the site on the participating community's homepage and or DPW homepage.
- Establish a regional stormwater telephone hotline and web form through which members of the public or employees can report stormwater problems or ask questions.
- Two annual messages (spring and fall) covering grass clippings/fertilizer and leaf disposal distributed via a mixture of direct mailings, social media posts, town newsletters, bill stuffers, press releases, email marketing or signage campaigns.
- Distribution of at least two additional messages over the permit term via direct mail, social media, town newsletters, bill stuffers, press releases, email marketing, presentations to industry groups or signage campaigns.
- One targeted mailing to septic system owners (if any) during the permit term.
- A pilot project targeting the ten largest private impervious cover owners with a program of direct outreach via phone, personal mail and/or face to face to and based on the status of compliance with O&M requirements in local permits.
- Free technical assistance and property evaluation for green infrastructure retrofits.
- Distribute educational materials and/or signage that businesses can use to educate their employees and/or customers.
- The NSP or individual participating communities may use an alternate delivery method for one or more of the messages outlined above where such alternate format is deemed more effective.

1.5.3 Development and Construction Sectors

- Develop and maintain a comprehensive regional stormwater website that covers key messages for the Development/Construction audience and a prominent link to the Development/Construction section of the educational website will be placed on the on each participating community's website where stormwater and/or wetland permit application forms can be downloaded.

- Establish a regional stormwater telephone hotline and web form through which members of the public can report stormwater problems or ask questions.
- Two messages distributed to a targeted list of local developers / and construction industry representatives via printed materials, mailings, presentations to industry groups, or personal communication that emphasize sediment and erosion control, changes to the Town's stormwater bylaw, anticipated changes to the MA Stormwater Handbook and/or the EPA Construction General Permit.
- The NSP of individual participating communities may use an alternate delivery method for one or more of the messages outlined above where such alternate format is deemed more effective.

1.5.4 Industrial Facilities

- Develop and maintain a comprehensive regional stormwater website that covers key messages for the Industrial audience.
- Establish a regional stormwater telephone hotline and web form through which members of the public can report stormwater problems or ask questions.
- Distribution of at least two additional messages over the permit term via direct mail, social media, town newsletters, bill stuffers, press releases, email marketing, presentations to industry groups, or signage campaigns.
- One targeted mailing to septic system owners (if any) during the permit term.
- A pilot project targeting the key large private impervious cover owners with a program of direct outreach via phone, personal mail and/or face to face to and/or based on status of compliance with O&M requirements in local permits or EPA MSGP.
- Free technical assistance and property evaluation for green infrastructure retrofits.
- Distribute educational materials and/or signage that industrial firms can use to educate their employees and/or customers.
- The Town may use an alternate delivery method for one or more of the messages outlined above where such alternate format is deemed more effective.

Table 1: Preliminary Summary of Outreach and Education BMPs by Audience and Year

Audience	YR 1 (2018-2019)	YR 2 (2019-2020)	YR 3 (2020-2021)	YR 4 (2021-2022)	YR 5 (2022-2023)
Residential	<ul style="list-style-type: none"> • Implement school outreach program (for opt-in communities) • Fall leaf litter outreach • Dog license renewal outreach • Spring fertilizer outreach • Summer dog waste outreach • Educational website • Stormwater hotline 	<ul style="list-style-type: none"> • MCM message to residential audience • Assemble contact info for septic system owners • Implement school outreach program (for opt-in communities) • Fall leaf litter outreach • Dog license renewal outreach • Spring fertilizer outreach • Summer dog waste outreach • Educational website • Stormwater hotline 	<ul style="list-style-type: none"> • Targeted message to septic system owners • Implement school outreach program (for opt-in communities) • Fall leaf litter outreach • Dog license renewal outreach • Spring fertilizer outreach • Summer dog waste outreach • Educational website • Stormwater hotline 	<ul style="list-style-type: none"> • MCM message to residential audience • Implement school outreach program (for opt-in communities) • Fall leaf litter outreach • Dog license renewal outreach • Spring fertilizer outreach • Summer dog waste outreach • Educational website • Stormwater hotline 	<ul style="list-style-type: none"> • Implement school outreach program (for opt-in communities) • Fall leaf litter outreach • Dog license renewal outreach • Spring fertilizer outreach • Summer dog waste outreach • Educational website • Stormwater hotline
Business/ Industry/ Commercial Facilities	<ul style="list-style-type: none"> • Begin identifying 10 key private impervious owners per town and O&M plan status • Fall leaf litter outreach • Spring fertilizer outreach • Educational website • Stormwater hotline • Green infrastructure tech. assist. on request 	<ul style="list-style-type: none"> • Pilot project to contact largest private impervious owners • Assemble contact info for septic system owners • Fall leaf litter outreach • Spring fertilizer outreach • Educational website • Stormwater hotline • Green infrastructure tech. assist. on request 	<ul style="list-style-type: none"> • Targeted message to septic system owners • Fall leaf litter outreach • Spring fertilizer outreach • Educational website • Stormwater hotline • Green infrastructure tech. assist. on request 	<ul style="list-style-type: none"> • MCM message to business audience • Fall leaf litter outreach • Spring fertilizer outreach • Educational website • Stormwater hotline • Green infrastructure tech. assist. on request 	<ul style="list-style-type: none"> • Fall leaf litter outreach • Spring fertilizer outreach • Educational website • Stormwater hotline • Green infrastructure tech. assist. on request
Developer/ Construction	<ul style="list-style-type: none"> • Begin identifying key members of developer / construction industry in each community 	<ul style="list-style-type: none"> • Prepare and distribute information on new bylaws / stormwater standards, and low impact development 	-	-	<ul style="list-style-type: none"> • Distribute information on erosion and sediment control and EPA construction general permit
Industrial facilities	<ul style="list-style-type: none"> • Educational website • Stormwater hotline • Green infrastructure tech. assist. on request 	<ul style="list-style-type: none"> • Begin developing list of key industrial property owners • Assemble contact info for septic system owners • Educational website • Stormwater hotline • Green infrastructure tech. assist. on request 	<ul style="list-style-type: none"> • Contact key industrial property owners regarding outdoor maintenance practices • Targeted message to septic system owners • Educational website • Stormwater hotline • Green infrastructure tech. assist. on request 	<ul style="list-style-type: none"> • Educational website • Stormwater hotline • Green infrastructure tech. assist. on request 	<ul style="list-style-type: none"> • Contact key industrial property owners regarding outdoor maintenance practices • Educational website • Stormwater hotline • Green infrastructure tech. assist. on request

The scope of services for the NSP Regional Outreach and Education SWMP is structured with a “Basic” program, and several additional tasks into which participating communities may opt. These additional tasks include:

- The School Outreach Program which brings an NSP teacher into each 4th or 5th grade classroom in a community to deliver one or two hands-on interactive lessons covering stormwater, wastewater and drinking water.
- The Materials Distribution Task, which provides a more robust budget for printing, mailing, advertising or other outreach material distribution efforts than is available in the “basic” program alone, and
- The Water Quality Monitoring Task, wherein volunteers collect water quality monitoring data from local streams as a means of public participation, providing useful data on stream health, and providing a foundation of site-specific information to provide context for a regional public presentation about water quality and stormwater progress and challenges, and a short, town specific annual water quality report with associated town by town press release.

As a result, the specific scope of work associated with the NSP Regional Outreach and Education SWMP will vary somewhat depending on which of the optional components each participating community elects to participate in. These regional variations are outlined in each Annual Report.

1.6 Evaluation and Adaptive Management

The MS4 Permit requires that the participating communities conduct an ongoing process of evaluation on their outreach and education program to demonstrate:

- evidence of focused messages for specific audiences
- evidence that progress toward the educational goals has been achieved

The NSP will use the following methods to evaluate the effectiveness of its educational messages and its program overall on a regional basis:

- Track the number of messages delivered: pieces of material mailed, pieces of material handed out, press releases published and circulation, phone contacts where target is reached, classroom programs delivered (where applicable), etc.
- Track the number of hits on the stormwater web site over time and in the period following distribution of each message.
- Track number of inquiries to the stormwater hotline via phone call or web submission.
- Track number of “shares” or “likes” on social media such as Facebook or Twitter.
- Track anecdotal feedback from classroom teachers whose students receive the school outreach program (where participating in school program).
- Note any anecdotal feedback or observations of behavior change.
- If resources allow, the NSP may also conduct targeted public surveys using an online survey panel or other means.

- Assemble infrastructure related data, such as records of how many catch basins are found to contain pet waste bags, or other dumped material during cleaning.
- Poll participating municipalities to assess changes in anecdotal or qualitative changes in indicators such as extent of pet waste problems in parks.

If the evaluation program determines that any messages or distribution methods are ineffective, those messages and/or distribution methods shall be modified when the annual Outreach and Education work plan is finalized for the subsequent year.

1.7 Reporting

Just as the NSP Regional Outreach and Education SWMP is implemented and evaluated on a regional rather than town by town basis, the NSP prepares a single regional annual report which is shared with all participating communities. The NSP will provide each participating community with a copy of the report and it will also be posted for public review at YourCleanWater.org/about/swmp. The report will include:

- Copies of the messages (if any) distributed to each audience during the reporting period.
- The method of distribution for each message.
- The measures and/or methods used to assess the effectiveness of the messages.
- The measures and/or methods used to assess the overall effectiveness of the education program.
- Recommendations for the coming year based on results from the prior year.

Participating communities may include the NSP Annual Outreach and Education Program Progress Report, or applicable excerpts from it, in their own annual report to EPA, or may simply incorporate a reference to the location where the NSP Annual Report can be found publicly online.

The NSP regional annual report will identify actions completed for the region as a whole, and where reasonably feasible, will break down efforts and results on a town by town basis where efforts or participation are not uniform across the region.

1.8 Measurable Goals for Outreach and Education

Table 2: Measurable Goals for Public Outreach and Education

BMP Number	BMP Description		Measurable Goals
1	MCM1 Outreach	Residential Audience Outreach	Number of classrooms visited, number of “shares” or “likes” on social media such as Facebook or Twitter, number of hits on the stormwater web page after message distribution, visible reduction of pet waste at local parks, number of local soil tests performed and/or number of pet waste bags found while cleaning catch basins
2		Business, Institution, and Commercial Facilities Audience Outreach	Number of “shares” or “likes” on social media such as Facebook or Twitter, number of hits on the stormwater web page after message distribution and/or number of facilities implementing requested measures following direct contact
3		Developer and Construction Audience Outreach	Number of “shares” or “likes” on social media such as Facebook or Twitter, number of hits on the stormwater web page after message distribution, and/or qualitative data from municipal staff on the number of available enforcement actions and the quality of stormwater proposals submitted by applicants
4		Industrial Facilities Audience Outreach	Number of “shares” or “likes” on social media such as Facebook or Twitter, number of hits on the stormwater webpage after message distribution and/or number of facilities implementing requested measures following direct contact
5	Additional Appendix F and H Requirements	Annual Summer Pet Waste Message	Number of “shares” or “likes” on social media such as Facebook or Twitter, number of hits on the stormwater web page after message distribution, qualitative assessment of pet waste problems by municipal staff, and/or number of pet waste bags found while cleaning catch basins
6		Annual Pet Waste Outreach Messaging with Dog Licenses	Total number of outreach materials included with dog license renewals, qualitative assessment of pet waste problems by municipal staff, and/or number of pet waste bags found while cleaning catch basins
7		One Septic Management Message Distributed Over Permit Term	Number of “shares” or “likes” on social media such as Facebook or Twitter, number of hits on the stormwater web page after message distribution, number of septic system pump outs following message distribution and/or qualitative assessment of pump out frequency by BOH staff
8		Spring Fertilizer Outreach Messaging	Number of “shares” or “likes” on social media such as Facebook or Twitter, number of hits on the stormwater web page after message distribution and/or number of local soil tests performed after material distribution
9		Fall Leaf Litter Outreach Message	Number of “shares” or “likes” on social media such as Facebook or Twitter, number of hits on the stormwater web page after message distribution and/or qualitative assessment of frequency of yard waste dumping by municipal staff

