



APPENDIX F
PUBLIC EDUCATION AND OUTREACH MATERIAL (SUASCO CAP)

SuAsCo Storm Water Community Assistance Program

Planning Year Product

January 31, 2003

Information For Completing NOI Form BRP WM 08A

Information For Completing NOI Form BRP WM 08A

The numbering system used below identifies public education and outreach control measure BMPs by the permit year # and #1. The numbering system used below identifies public involvement and participation control measure BMPs by permit year # and #2. If you have adopted a different numbering system you may change this system accordingly.

Please follow the instructions for completion in italics below.

Storm Water Management Program (SWMP) Summary

1) To complete the Public Education and Public Participation sections of the Storm Water Management Program Summary of the NOI Form BRP WM 08A, simply copy the material below from the file "NOI#1,2" and insert it into the appropriate sections of your NOI Form.

*2) Under responsible party for each BMP, you **must** replace the word "municipality" with the name of the person or department in your municipality who will make sure that the control measure is implemented.*

Public Education and Outreach

BMP # (year - control measure): Best Management Practice; Responsible Parties; Measurable Goals

BMP 1-1: Storm Water Flyer to Community Residents; SuAsCo Watershed Community Council and municipality; flyer distributed to a minimum of 75% of residents, and compiled and considered municipal and multi-watershed-wide "survey" results

BMP 2-1: Storm Water Lesson Plan for Fifth Grade Students; SuAsCo Watershed Community Council and municipality; develop and distribute lesson plan to implement at the Grade 5 level, and lesson plan is taught in one or more Grade 5 classrooms in the community

BMP 3-1: Storm Water Flyer to Community Businesses; SuAsCo Watershed Community Council and municipality; flyer distributed to a minimum of 50% of businesses in municipality, and storm water logo displayed by half of the businesses receiving the flyer

BMP 4-1: Storm Water Media Campaign; SuAsCo Watershed Community Council and municipality; media information packet delivered to the local media, and 4 press releases generated and issued to local media and major media outlets

BMP 5-1: Storm Water Video; SuAsCo Watershed Community Council and municipality; show storm water video at a minimum of one public meeting, and air storm water video at least once on local cable station

Public Involvement and Participation

BMP #: Best Management Practice; Responsible Parties; Measurable Goals

BMP 1-2: Storm Water Traveling Display; SuAsCo Watershed Community Council and municipality; storm water display circulates around the community for a minimum of 3 months in permit year #1, and storm water display is posted at a minimum of 3 different public locations in the community in permit year #1, and storm water display is also used in future permit years for posting in public places or at storm water events

BMP 2-2: Storm Water Poster Contest for Fifth Grade Students; SuAsCo Watershed Community Council and municipality; poster contest is held and entries are received, judged and displayed

BMP 3-2: Storm Water Photo Contest for High School Students; SuAsCo Watershed Community Council and municipality; photo contest is held and entries are received, judged and displayed

BMP 4-2: Storm Water Summit Special Event; SuAsCo Watershed Community Council and municipality; hold local or multi-community Storm Water Summit and advertise to encourage community attendance

BMP 5-2: Participate in SuAsCo Storm Water Super Summit and Conduct an Evaluation and Assessment of Public Awareness of Storm Water; SuAsCo Watershed Community Council and municipality; municipal participation in the Storm Water Super Summit, and Storm Water Self Test distributed to a minimum of 75% of residents, and compiled and considered municipal and multi-watershed-wide "self test" results

SWMP Time Frames Chart

Fill in time frame chart as noted below.

Public Education and Outreach

BMP 1-1: straight line from Fall 03 through Winter 03-04

BMP 2-1: x for Spring 04 and x for Fall 04

BMP 3-1: straight line from Fall 05 through Winter 05-06

BMP 4-1: straight line from Spring 06 through Winter 06-07

BMP 5-1: straight line from Spring 07 through Winter 07-08

Public Involvement and Participation

BMP 1-2: straight line from Fall 03 through Winter 03-04

BMP 2-2: straight line for Fall 04 through Winter 04-05

BMP 3-2: straight line from Fall 05 through Winter 05-06

BMP 4-2: straight line from Fall 06 through Winter 06-07

BMP 5-2: straight line from Spring 07 through Winter 07-08

SuAsCo Storm Water Community Assistance Program

Planning Year Product

January 31, 2003

5-Year Storm Water Management Program Plan

SuAsCo Storm Water Phase II Community Assistance Program

5-Year Storm Water Management Program Plan

January 31, 2003

SuAsCo Storm Water Phase II Community Assistance Program Description

The SuAsCo Watershed Community Council (WCC) has developed the "SuAsCo Storm Water Phase II Community Assistance Program (SuAsCo Storm Water CAP)" to aid municipalities in their compliance with two of the six storm water control measures, specifically minimum control measure #1: "Public Education & Outreach" and minimum control measure #2: "Public Involvement & Participation". The SuAsCo WCC is providing contracted communities with a 5-year storm water management program plan for the public education & outreach and public involvement & participation control measures, as well as assistance with the Notice of Intent language on this portion of their permit. Municipalities annually contracting with the SuAsCo WCC's storm water service will receive yearly education & outreach and involvement & participation materials to implement in their community.

The SuAsCo Storm Water CAP provides a uniform and consistent approach to storm water education from a watershed perspective. Because municipal boundaries do not align with watershed boundaries, the materials created in this program will recognize that a municipality may be in more than one watershed. The SuAsCo Storm Water CAP materials and activities can be applied in all watersheds.

The SuAsCo Storm Water CAP materials developed under this Program will feature a unique "storm water logo" that will help the public to identify with the concept of storm water. The storm water logo will be simple and uniquely identifiable, instituting an effect of concept recognition similar to the well-known three-arrowed recycle logo.

The five years of education & outreach and involvement & participation materials and activities developed under this Program are intended to build upon themselves, instilling in the community a momentum of increased understanding and recognition of storm water issues. Although created for a particular permit year, these materials and activities may be used over and over again as appropriate.

A team of diverse watershed professionals including consultants, municipal officials, state agency staff, teachers, and interested citizens are creating the SuAsCo Storm Water CAP education & outreach and involvement & participation materials and activities. The watershed citizenry will benefit from the breadth and excellence of the program materials and the uniformity of the storm water education message. In turn, this greater awareness and involvement by the populace will lead to changes in behavior and decision-making that will translate into improved water quality.

Responsible Party: SuAsCo Watershed Community Council Description

The SuAsCo Watershed Community Council (WCC) is a unique non-profit corporation. It brings diverse interest groups together – **businesses, municipal officials, environmental organizations, and state and federal government** - to collaborate on environmental issues in the Sudbury-Assabet-Concord River (SuAsCo) Watershed. The SuAsCo WCC is modeled after the philosophy of the Massachusetts Watershed Initiative. The Council concept is viewed by the Commonwealth and the nation as a model for how to identify, prioritize, and implement solutions to watershed issues through collaboration.

The SuAsCo WCC is organized into a Steering Committee, Executive Committee and Task Forces. The **Steering Committee** provides a policy voice for the watershed. The Steering Committee representatives are nominated to ensure a balanced representation of the four interest groups: business and industry; municipal government; environmental organizations; and state, federal, regional government and the Legislature. A balanced subset of the Steering Committee is elected to serve on the **Executive Committee** (Board of Directors) to manage the administrative affairs of the SuAsCo WCC. The **Task Forces** are composed of Steering Committee members and other volunteers for the purpose of carrying out specific action plans on key issues in the watershed. To date, the SuAsCo WCC has sponsored four Task Forces: Water Quality and Quantity; Biodiversity; Land Use and Open Space; and Outreach and Education. The Water Quality and Quantity Task Force is the team working on the SuAsCo Storm Water CAP.

The Annual SuAsCo River Visions Forum will be used as a venue for furthering storm water education & outreach and involvement & participation. The Forum is typically held between March and May on either a Saturday or a weekday evening at a location within the SuAsCo Watershed. The River Visions Forum attracts a large and diverse audience and receives considerable media attention. The Forum agenda typically includes a keynote speaker, workshops on a variety of topics, a “state-of-the-watershed” panel, an awards presentation, and exhibitor tables.

Mission Statement of the SuAsCo WCC

The mission of the SuAsCo WCC is “to build a community-based alliance that promotes the sustainable economic and environmental well-being of the SuAsCo Watershed. The alliance is working together to:

- protect the natural resources of the SuAsCo Watershed,
- restore water quality and flow,
- coordinate land use and water resource planning across community boundaries,
- encourage stewardship of the recreational and historic character of the watershed,
- foster cooperation among divergent interest groups,
- promote education on watershed challenges, assets, and opportunities, and
- channel financial and technical assistance to creatively solve identified problems.”

SuAsCo WCC Contact Information:

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Website: www.suasco.org

Contact person: Nancy A. Bryant, Executive Director

Permit Year # 1: March 2003-March 2004

Control Measure # 1: Public Education and Outreach

Best Management Practice: Send out Storm Water Flyer to Community Residents

BMP Description: A storm water flyer will be sent to residents in the community during year #1. The flyer will cover topics such as pesticide and herbicide use in lawns and gardens, water conservation practices, pet waste management, trash management, car washing, and proper disposal of household hazardous wastes including motor oil. In a user-friendly and appealing manner, the flyer will explain what storm water is and will frame storm water concerns from a watershed perspective. The flyer is meant to be both an educational and motivational tool, increasing public awareness of storm water and empowering citizens regarding their influence on storm water quality and flow.

The flyer will include a storm water awareness survey that citizens can tear-off and submit to the municipality for compilation. The tear-off survey can be returned at the storm water display (see Permit Year #1, Control Measure #2), through the mail to a storm water municipal official, or by some other means. The purpose of the survey is to establish a baseline on general awareness of storm water issues in the municipality.

Primary Audience: homeowners and general public

Measurable Goal:

- ✓ flyer distributed to a minimum of 75% of residents
- ✓ compiled and considered municipal and multi-watershed-wide "survey" results

Responsible Parties: SuAsCo Watershed Community Council (WCC), municipality

Implementation Strategies: The SuAsCo WCC will create the text and layout of the flyer. The SuAsCo WCC will provide a master hard copy and an electronic copy of the flyer to the municipality. The SuAsCo WCC will also post a generic version of the flyer on its website.

The municipality will duplicate the flyer and distribute the flyer to residents. Implementation strategies for distribution of the flyer include sending it as a water or utility bill insert, sending it with property tax bills, sending it home via school children, posting flyers in strategic places around the community, or by some other means.

Timeline: The flyer will be distributed in the Fall of 2003. Survey results will be compiled by February of 2004.

Annual Evaluation: The SuAsCo WCC will provide a master tabulation form to the municipality for compiling the results of returned flyer surveys. The municipality will compile survey results on the tabulation form and provide the completed tabulation form to

the SuAsCo WCC. The SuAsCo WCC will compile the survey results from all of the municipalities into a multi-watershed-wide survey summary that it will provide to the municipality. The municipality may use these survey results as a baseline from which to gauge the effectiveness of its storm water education and participation program.

The SuAsCo WCC will prepare an annual summary on the education and outreach BMP for permit year #1, the storm water flyer for community residents. The municipality will revise this summary to reflect its community-specific experience with the storm water flyer for residents.

Permit Year # 1: March 2003-March 2004

Control Measure # 2: Public Involvement and Participation

Best Management Practice: Circulate Storm Water Traveling Display in Community

BMP Description: The Storm Water Traveling Display is a portable folding display board that can be located at various locations in the community, such as the municipal building, public library, schools, post office, and at community events. The display will have a professional, attractive appearance that is eye-catching and appealing. The display can be conveniently placed on a table in a visible and central location frequented by the general public. Extra storm water flyers will be posted with the display along with a collection box for the citizen storm water survey.

Similar to the flyer, the display will explain what storm water is and will frame storm water concerns from a watershed perspective. The display will present practical ideas for how citizens can manage housekeeping practices so as to have a positive impact on storm water. Such practices may include pesticide and herbicide use on lawns and gardens, water conservation, pet waste management, trash management, car washing, and proper disposal of household hazardous wastes including motor oil. The display is meant to be both an educational and motivational tool, increasing public awareness of storm water and empowering citizens regarding their influence on storm water quality and flow.

Primary Audience: homeowners and general public

Measurable Goals:

- ✓ storm water display circulates around the community for a minimum of 3 months in permit year #1
- ✓ storm water display is posted at a minimum of 3 different public locations in the community in permit year #1
- ✓ storm water display is also used in future permit years for posting in public places or at storm water events

Responsible Parties: SuAsCo Watershed Community Council (WCC), municipality

Implementation Strategies: The SuAsCo WCC will create the text and layout of the storm water traveling display. The SuAsCo WCC will provide one completely prepared folding display board to the municipality in the Fall of 2003.

The municipality will comply with the state public notice requirements at MGL Chapter 39 Section 23B in implementing this BMP. The municipality will identify and arrange for display locations, such as the municipal building, public library, schools, post office and specific community events. The municipality will rotate the display around the community by transporting it and posting it in these identified public places. Periodically, the municipality will check the display integrity, replenish the flyers, and collect the surveys.

Timeline: The storm water traveling display will be exhibited during the period from the Fall of 2003 through March of 2004.

Annual Evaluation: The SuAsCo WCC will prepare an annual summary on the involvement and participation BMP for permit year #1, the storm water traveling display. The municipality will revise this summary to reflect their community-specific experience with the storm water traveling display.

Permit Year # 2: March 2004-March 2005

Control Measure # 1: Public Education and Outreach

Best Management Practice: Teach Storm Water Lesson Plan to 5th Grade Students

BMP Description: The lesson plan for the fifth grade level will be straightforward, self-explanatory and easy to teach. It will be a stand-alone lesson plan that can be readily fit into the curriculum. The lesson plan will consist of a few simple teaching exercises and worksheets. The lesson plan will cover: what is a watershed (including a map), what is storm water, why storm water is a concern, what students can do to lessen their impacts on storm water, and a reminder of the poster contest (see Permit Year #2, Control Measure #2).

Primary Audience: fifth grade school students and the general public

Measurable Goals:

- ✓ develop and distribute lesson plan to implement at the Grade 5 level
- ✓ lesson plan is taught in one or more Grade 5 classrooms in the community

Responsible Parties: SuAsCo Watershed Community Council (WCC), municipality

Implementation Strategies: The SuAsCo WCC will create the text of the lesson plan and accompanying worksheets. The SuAsCo WCC will provide a master copy of the lesson plan and worksheets in hard copy and electronic copy to the municipality.

At River Visions 2004, the SuAsCo WCC will host a workshop for teachers to familiarize them with the storm water lesson plan. Attendance at the workshop will be optional as it will enhance but not be necessary to the effective instruction of the lesson plan.

The municipality will duplicate and distribute the lesson plan packets to the fifth grade teachers, recommending implementation.

Teachers may elect to combine the lesson plan with similar subject matter, such as activities from Project WET or Project WILD. Teachers may also expand on the lesson plan by combining it with field trips, or by inviting appropriate speakers such as from a state agency, from the municipality or from a local Stream Team. Teachers will encourage students to participate in the storm water poster contest.

Timeline: The lesson plan will be provided to the municipality in the spring of 2004. The lesson plan will be taught in the Fall of 2004.

Annual Evaluation: The SuAsCo WCC will prepare an annual summary on the education and outreach BMP for permit year #2, the storm water lesson plan. The municipality will

● revise this summary to reflect their community-specific experience with the storm water lesson plan.

Permit Year # 2: March 2004-March 2005

Control Measure # 2: Public Involvement and Participation

Best Management Practice: Hold a Storm Water Poster Contest for 5th Grade Students

BMP Description: The Storm Water Poster Contest will engage fifth grade students in understanding storm water and creatively depicting their knowledge through a poster medium. The general public will also be involved in the poster contest through parent interaction with the students, the creation of a panel of judges, and display of the posters in public locations.

Primary Audience: fifth grade school students and the general public

Measurable Goals:

- ✓ poster contest is held and entries are received, judged and displayed

Responsible Parties: SuAsCo Watershed Community Council (WCC), municipality

Implementation Strategies: The SuAsCo WCC will create the poster contest rules and will provide the rules in the fifth grade lesson plans. The contest rules also will be posted on the SuAsCo WCC website.

The municipality will comply with the state public notice requirements at MGL Chapter 39 Section 23B in implementing this BMP.

Municipalities are encouraged to offer prizes as an incentive for students to enter the poster contest.

Poster entries will be submitted to the municipality by the end of January. The municipality will nominate a panel of judges for the poster contest. Poster winners will be declared in February. The municipalities may display all poster entries in a variety of locations such as at the schools, public library, or municipal buildings. The first place winner for a municipality will be submitted to the SuAsCo WCC multi-watershed-wide contest.

In an open forum, the SuAsCo WCC will judge from among the municipal winners to determine watershed winners. Note that only entries from municipalities that have subscribed to the SuAsCo storm water program will be accepted into the contest. The watershed winners will be posted on the SuAsCo WCC website. The SuAsCo WCC also will display, and possibly award, the first place municipal winners and watershed winners at the River Visions 2005 Forum.

The SuAsCo WCC and the municipality may use the poster entries for future outreach and education materials and events.

Timeline: The SuAsCo WCC will provide poster contest rules to the municipality by the Fall of 2004. The deadline for receipt of poster entries will be by the end of January of 2005. Poster entries will be displayed and judged in February of 2005. The first place winner in each municipality may be displayed and recognized at the River Visions 2005 Forum.

Annual Evaluation: The SuAsCo WCC will prepare an annual summary on the involvement and participation BMP for permit year #2, the storm water poster contest. The municipality will revise this summary to reflect their community-specific experience with the storm water poster contest.

Permit Year # 3: March 2005-March 2006

Control Measure # 1: Public Education and Outreach

Best Management Practice: Send out Storm Water Flyer to Community Businesses

BMP Description: A storm water flyer will be sent to businesses in the community during permit year #3. The flyer will explain what storm water is and will frame storm water concerns from a watershed perspective. The flyer will discuss potential impacts by businesses on storm water quality and flow. The flyer is meant to be both an educational and motivational tool, increasing awareness of storm water in the business community and challenging businesses to take steps towards storm water quality improvements in their own business practices. The storm water flyer will include a self-test for businesses to grade their own storm water “compliance”. Businesses that deem themselves “storm water aware and participatory”, i.e. compliant with good storm water practices according to the self-test, will be given a decal sticker of the storm water logo to display in their establishment for the general public to see. Storm water “participatory measures” may include improved housekeeping in parking areas, litter management in loading docks, restaurant installation and maintenance of grease traps, stores carrying and promoting environmentally friendly products, employee training and other similar activities.

Primary audience: businesses and the general public

Measurable Goals:

- ✓ flyer distributed to a minimum of 50% of businesses in municipality such as auto shops and gas stations, commercial and retail operations with parking lots, lawn care companies, restaurants, construction and development companies
- ✓ storm water logo displayed by half of the businesses receiving the flyer

Responsible Parties: SuAsCo Watershed Community Council (WCC), municipality

Implementation Strategies: The SuAsCo WCC will create the text and layout of the flyer. The SuAsCo WCC will provide a master hard copy and an electronic copy of the flyer to the municipality. The SuAsCo WCC will provide a master hard copy and electronic copy of the storm water decal to the municipality for reproduction, or it may provide a set number of already produced decal stickers to the municipality.

The municipality will duplicate and distribute the flyer to pre-selected or to all businesses in the community, depending on the means of distribution chosen. Implementation strategies for distribution of the flyer include sending it as a water or utility bill insert, sending it with commercial property tax bills, or distributing it through the local Chamber of Commerce.

The municipality will duplicate as necessary and distribute the decal to businesses. The decal may be mailed directly with the flyer or it may be distributed in response to a business' completion and submission of the flyer self test.

The municipality may organize a junior achievement group, student honor society, scouts troop, or senior citizen organization to follow up with businesses to assess their storm water compliance and confirm that they are displaying their storm water decal.

Timeline: The flyer will be distributed in the Fall of 2005. The percentage of businesses displaying decals will be assessed by February of 2006.

Annual Evaluation: The SuAsCo WCC will prepare an annual summary on the education and outreach BMP for permit year #3, the storm water flyer for community businesses. The municipality will revise this summary to reflect their community-specific experience with the storm water flyer for businesses.

Permit Year # 3: March 2005-March 2006

Control Measure # 2: Public Involvement and Participation

Best Management Practice: Hold Storm Water Photo Contest for High School Students

BMP Description: The Storm Water Photo Contest will engage high school students in understanding storm water, its effect on water quality, and good storm water management strategies. The photo contest will challenge high school students to creatively depict their knowledge through a photographic medium. The general public will also be involved in the photo contest through parent interaction with the students, the creation of a panel of judges, and display of the photographs in a public location.

Primary audience: high school students and the general public

Measurable Goals:

- ✓ photo contest is held and entries are received, judged and displayed

Responsible Parties: SuAsCo Watershed Community Council (WCC), municipality

Implementation Strategies: The SuAsCo WCC will create the photography contest rules and will provide the rules to the municipality. The contest rules will also be posted on the SuAsCo WCC Website.

The municipality will comply with the state public notice requirements at MGL Chapter 39 Section 23B in implementing this BMP. The municipality will pass the photography contest rules along to the high school and when applicable, to the high school cable studio.

Municipalities are encouraged to offer prizes as an incentive for students to enter the photo contest.

Photo contest entries will be submitted to the municipality by the end of January. The municipality will nominate a panel of judges for the photo contest. It is recommended that judges be selected from the businesses displaying their storm water decal. Photo winners will be declared in February. The municipalities may display all photo entries in a variety of locations such as at the high school, public library, or municipal buildings. The first place winner for a municipality will be submitted to the SuAsCo WCC multi-watershed-wide contest.

In an open forum, the SuAsCo WCC will judge from among the municipal winners to determine watershed winners. Note that only entries from municipalities that have subscribed to the SuAsCo storm water program will be accepted into the contest. The watershed winners will be posted on the SuAsCo WCC website. The SuAsCo WCC will display, and possibly award, the first place municipal winners and watershed winners at the River Visions 2006 Forum.

The SuAsCo WCC and the municipality may use the photo entries for future outreach and education materials and events.

Timeline: The SuAsCo WCC will provide photography contest rules to the municipality by the Fall of 2005. The deadline for receipt of photo entries will be by the end of January of 2006. Photo entries will be displayed and judged in February of 2006. The first place winner in each municipality may be displayed and recognized at the River Visions 2006 Forum.

Annual Evaluation: The SuAsCo WCC will prepare an annual summary on the involvement and participation BMP for permit year #3, the storm water photo contest. The municipality will revise this summary to reflect their community-specific experience with the storm water photo contest.

Permit Year # 4: March 2006-March 2007

Control Measure # 1: Public Education and Outreach

Best Management Practice: Hold a Storm Water Media Campaign

BMP Description: The Storm Water Media Campaign will engage local news media (newspapers, radio stations, and cable stations) in raising public awareness about storm water. Media information packets and periodic press releases will be developed for use in the "campaign". The media information packet will explain general storm water issues and impacts, the NPDES Storm Water Phase II program, and the municipality's and the SuAsCo WCC's role in storm water management. The packet will also include examples of storm water program activities. The press releases will cover such topics as what is storm water, the municipality's 5-year storm water management program, the SuAsCo WCC's storm water education and involvement program, how the general public can help improve storm water quality and prevent polluted runoff, ongoing community and collaborative efforts to manage storm water, and the Storm Water Summit (see Permit Year #4, Control Measure #2).

Primary audience: general public

Measurable Goals:

- ✓ media information packet delivered to the local media
- ✓ 4 press releases generated and issued to local media and major media outlets

Responsible Parties: SuAsCo Watershed Community Council (WCC), municipality

Implementation Strategies: The SuAsCo WCC will develop media kits and periodic storm water press releases. The SuAsCo WCC will provide the media kit and press releases to the municipality in hard copy and electronic copy.

The storm water contact in the municipality may edit the media information packet and storm water press releases as appropriate to include community-specific information and to include community contact names and phone numbers. The municipal storm water contact will forward the media information packet and completed press releases to the local press, availing of potential opportunities for more in-depth interviews by reporters. The municipal storm water contact will invite local officials, legislators, local reporters, radio announcers, and community access cable station managers to attend the Storm Water Summit (see Permit Year # 4, Control Measure # 2).

The SuAsCo WCC will also issue the storm water press releases to major newspapers, and will post the storm water press releases on the SuAsCo WCC website. A calendar of events and other information about storm water management will also be posted on the SuAsCo WCC website and will be updated regularly.

Timeline: The media information packet will be provided to the municipality in the spring or summer of 2006. Storm water press releases will be generated and issued to the media on approximately a quarterly basis through March of 2007.

Annual Evaluation: The SuAsCo WCC will prepare an annual summary on the education and outreach BMP for permit year #4, the storm water media campaign. The municipality will revise this summary to reflect their community-specific experience with the storm water media campaign.

Permit Year # 4: March 2006-March 2007

Control Measure # 2: Public Involvement and Participation

Best Management Practice: Hold a Local Storm Water Summit

BMP Description: A “Storm Water Summit” will be held as a special event for the general public (residents and community businesses) to learn about and discuss storm water concerns. The Storm Water Summit will show case the municipality’s storm water program and progress. The agenda will include guest speakers on topics such as the municipality’s storm water program and good housekeeping practices that citizens and businesses can employ to reduce the pollutants in and volume of storm water. The summit may also be used as a forum to seek input on new or proposed bylaws that address pre- and post-construction site runoff. The summit will also provide citizens with an opportunity to raise concerns about storm water situations in their own neighborhoods.

The Storm Water Summit will run from two to three hours in duration as an early evening program, and may include refreshments, displays, videos, speakers, and demonstrations for the general public. The summit will actively involve residents and businesses in their municipal storm water program, giving them ideas that they can implement and soliciting their feedback on the municipal program. The poster contest and photo contest entries, as well as the traveling display, may be exhibited at the summit to help foster a sense of citizen ownership and community pride in the storm water program.

Primary Audience: general public

Measurable Goals:

- ✓ hold local or multi-community Storm Water Summit
- ✓ advertise to encourage Storm Water Summit community attendance

Responsible Parties: SuAsCo Watershed Community Council (WCC), municipality

Implementation Strategies: The SuAsCo WCC will provide guidelines to the municipality for organizing the Storm Water Summit. The guidelines will address a recommended agenda, venue and guest speakers for the summit. The SuAsCo WCC will provide a speaker for the event. The SuAsCo WCC will assist with advertising the event by posting the summit in the SuAsCo e-mail calendar and on the SuAsCo WCC website.

The municipality will comply with the state public notice requirements at MGL Chapter 39 Section 23B in implementing this BMP. The municipality will plan and coordinate the summit logistics, establishing a date and location for the event, and lining up guest speakers and facilitators. The municipality will advertise the summit by issuing a public announcement and a press release. The municipality will invite the media to attend the event in order to generate follow-up coverage for a broader audience. Municipal officials in charge of the storm water program will attend and facilitate the event.

Municipalities are encouraged to collaborate with one another on hosting a multi-community storm water summit where feasible. Neighboring communities that share the same tributary or river segment within the watershed may find it practical to pool their resources in hosting one event together. A multi-community summit also has the advantage of creating a forum where communities can learn from one another.

Timeline: The local or multi-community Storm Water Summit will be held between September of 2006 and February of 2007.

Annual Evaluation: The SuAsCo WCC will prepare an annual summary on the involvement and participation BMP for permit year #4, the local or multi-community storm water summit. The municipality will revise this summary to reflect their community-specific experience with the storm water summit.

Permit Year # 5: March 2007-March 2008

Control Measure # 1: Public Education and Outreach

Best Management Practice: Show a Storm Water Video on Local Cable Stations and at Local Meetings

BMP Description: A high-quality video about storm water will be shown to the general public at local meetings and through local cable stations. In a user-friendly and engaging manner, the video will explain what storm water is and will address how citizens can help improve storm water quality and flow.

Primary audience: general public

Measurable Goals:

- ✓ show storm water video at a minimum of one public meeting
- ✓ air storm water video at least once on local cable station

Responsible Parties: SuAsCo Watershed Community Council (WCC), municipality

Implementation Strategies: The SuAsCo WCC will either create a storm water video, perhaps in collaboration with other entities such as high schools or other organizations, or the SuAsCo WCC will obtain a video from another source that it may distribute freely. The SuAsCo WCC will provide one master copy of the video to the municipality and one master copy to the local cable stations.

The municipality will feature the storm water video at selected events and meetings as appropriate. The municipality may also elect to share the video with local civic groups such as Rotary Clubs, potentially sending a municipal staff person to accompany the video as a guest speaker. The municipality will contact the local cable station to offer interview opportunities and local information that the cable station may use to enhance their airing of the video as a public education piece.

Timeline: The SuAsCo WCC will provide the storm water video to the municipality and the local cable station in the Spring of 2007. The video will be aired as feasible throughout the permit year both at municipal public meetings and on the local cable station.

Annual Evaluation: The SuAsCo WCC will prepare an annual summary on the education and outreach BMP for permit year #5, the storm water video. The municipality will revise this summary to reflect their community-specific experience with the storm water video.

Permit Year # 5: March 2007-March 2008

Control Measure # 2: Public Involvement and Participation

Best Management Practice: Participate in the SuAsCo Storm Water Super Summit and Conduct an Evaluation and Assessment of Public Awareness of Storm Water

BMP Description: The SuAsCo “Watershed-Wide Super Summit” will be held as part of the River Visions 2007 Forum. It will include speakers from agencies, businesses, and municipalities, providing a unique opportunity for communities to share information and exchange experiences about their storm water programs.

The Evaluation and Assessment will provide municipal citizens with a storm water “self-test” through which they can “grade” their own storm water knowledge. The purpose of the self-test will be to see how widely received the storm water program activities have been over the past four years and to gauge the public’s familiarity with storm water concepts.

Primary audience: general public

Measurable Goals:

- ✓ municipal participation in the Storm Water Super Summit
- ✓ Storm Water Self Test distributed to a minimum of 75% of residents
- ✓ compiled and considered municipal and multi-watershed-wide “self test” results

Responsible Parties: SuAsCo Watershed Community Council (WCC), municipality

Implementation Strategies:

The SuAsCo WCC will coordinate and host a “Storm Water Super Summit” as part of the River Visions 2007 program. At the Super Summit, municipalities will share their communities’ successes, goals, lessons learned, and measurable results. The Super Summit provides a unique opportunity for communities to share information and exchange experiences about their storm water programs. Speakers from agencies and organizations will also provide updates on the Phase II storm water program and the outlook for the next 5-year permit period. The SuAsCo WCC will issue two press releases before and after the River Visions 2007 Forum that will highlight the Storm Water Super Summit.

The municipality will comply with the state public notice requirements at MGL Chapter 39 Section 23B in implementing this BMP. The municipality will advertise the Storm Water Super Summit by issuing public notices, posting flyers in public locations, or by some other means. The municipality will send public officials to the Super Summit.

The SuAsCo WCC will create the text of the “self test” which may also list helpful resources. The SuAsCo WCC will provide a master hard copy and electronic copy of the self-test to the municipality.

The municipality will duplicate and distribute the “self test”. Implementation strategies for distribution of the “self test” include sending it as a water or utility bill insert, sending it with property tax bills, sending it home via school children, posting it in strategic places around the community, giving out the self-test at public meetings such as an annual town meeting, posting it on the municipal website, airing it on local cable following the storm water video, or by some other means. Implementation strategies for collection of the “self test” include posting collection boxes in public places, combining it with a redeemable coupon to encourage return, returning it at hazardous waste collection days, or by some other means. Communities may want to offer an incentive or prize to encourage residents to return the “self test”.

Timeline: The Storm Water Super Summit will be held in the spring of 2007. “Self tests” will be available throughout the permit year. “Self test” results will be compiled by the end of February of 2008.

Annual Evaluation: The SuAsCo WCC will provide a master tabulation form to the municipality for compiling the results of returned “self tests”. The municipality will compile the “self test” results on the tabulation form and provide the completed tabulation form to the SuAsCo WCC. The SuAsCo WCC will compile the “self test” results from all of the municipalities into a multi-watershed-wide assessment of program outreach success. The SuAsCo WCC will provide the multi-watershed-wide assessment to the municipality.

The municipality may compare the self test results against the year # 1 survey results to gauge the effectiveness of its storm water education and participation program. The municipal and multi-watershed-wide “self test” results will be an important tool in evaluating the success of the 5-year program and designing the next 5-year program plan.

The SuAsCo WCC will prepare an annual summary on the involvement and participation BMP for permit year #5, the storm water evaluation and assessment and the Super Summit. The municipality will revise this summary to reflect their community-specific experience with the storm water evaluation and assessment and the Super Summit.