‘Public Education and Outreach / Public Involvement Overview

Rhode Island Department of Environmental Management
Office of Water Resources
RIPDES Section
Public Education /
Public Involvement Overview

- Requirements of the RIPDES 2003 MS4
  General Permit
- Proposed Requirements
- Who to contact?
Public Education and Outreach

**RIPDES 2003 MS4 General Permit Requirements:**

- Implement a public education program to inform the community about steps they can take to reduce storm water pollution and how to become involved in the storm water program.

- Determine appropriate best management practices (BMPs) and measurable goals based on list of target audiences, target pollutant sources and outreach strategy that describes materials, topics and mechanisms for delivery of messages.
Public Involvement /Participation

2003 MS4 Requirements:

• Target audiences of the public involvement program and description of the groups engaged.
• Types of public involvement activities in the program
• Determine appropriate best management practices (BMPs) and measurable goals.
• Adequate public notice of the draft Annual Report and provide the opportunity for public comment.
Beyond the Public Education Minimum Measure - IDDE, Construction, Post-Construction and Pollution Prevention

2003 MS4 Requirements:

- Inform public employees, businesses, and the general public of hazards associated with illegal discharges and improper waste disposal.
- Receipt and consideration of information submitted by the public.
- Meeting with representatives of the construction projects to inform them of any local requirements that might be more stringent than the State's construction and post-construction requirements.
- Employee training to prevent and reduce storm water pollution from activities such as park and open space maintenance, fleet and building maintenance, new construction and land disturbances, and storm water system maintenance.
Proposed Public Education Program

Baseline vs Community Specific Public Education

Baseline Public Education

• Public education program to inform the community about storm water and how to reduce storm water pollution.

Community Specific Public Education

• Distribute Information concerning the impacts of storm water discharges on water bodies within the community.
Proposed Baseline Public Education

Goal: to educate the General Public on Storm Water and Storm Water Pollution.

Strategy:
• Youth Program, education of a target school grade population on storm water and the impacts of storm water discharges on receiving waters. Implement an annual education program for all students of a particular grade within the community. The Department recommends use of partnerships with already established educational programs
• General Public Education Program, actions required statewide for every year of the permit.
Proposed Community Specific Public Education

Goal: to educate target audiences within a community on Storm Water and Storm Water Pollution Issues Particular to the Community.

Strategy:
• Distribute Information concerning the impacts of storm water discharges on water bodies within the community. A number of educational messages must be delivered within the permit term.
Proposed Community Specific Public Education (continued)

*Strategy:*
In selecting the community specific education messages the MS4 operator must:

- Identify impaired waters and priority waters within MS4 jurisdiction. Priority waters include but not limited to: Special Resource Protection Waters, drinking waters, groundwater aquifers subject to impact from storm water or hydrologic alterations; cold water fisheries; swimming beaches, shell fishing areas, and local conservation areas.

- Identify the Pollutant(s) of Concern (POCs) associated with the selected priority waters.
Proposed Community Specific Public Education (continued)

**Strategy:**
- Identify the target audiences that are likely to have the greatest impact or contributions of POCs.
- The MS4 operator must deliver educational messages to each audience group identified below:
  1. Public – includes residents, and regular users of non-traditional MS4s, and the general public who uses state roadways.
  2. Business commercial, industrial and institutional facilities.
  3. Employees – administrators, municipal officials, and contractors.
  4. Developers – builders, land owners, and MS4 contractors involved in land development.

No Priority waters. Local issues identified during first permit term.

What about approve TMDLs?
Proposed Public Involvement Program

**Strategy:**

- Involvement of the community in the development of the SWMPP and implementation of the storm water program.
- Distribution of information to the community on how to become involved in the storm water program. Identify audiences targeted by the public involvement program, including the types of groups engaged.
- List of public involvement activities that will be included in the program for this permit cycle. The MS4 operator must offer opportunities for public involvement every year of the permit, in addition to review of the annual report.
- Adequate public notice of the draft annual report and the opportunity for public comment.
Who to contact?

URI
www.ristormwatersolutions.org

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