

DRAFT PHASE II SMALL MS4 PERMIT

Why you want to be

“not automatically designated”

By Steve Turner, MCOE

*A FEW
HIGHLIGHTS*

- *Public Outreach & Education*
- *Public Involvement & Participation*
- *Illicit Discharge Detection & Elimination*
- *Pollution Prevention*
- *Program Effectiveness, Assessment & Improvement*
- *Reporting, Reporting, Reporting*

*PUBLIC
OUTREACH &
EDUCATION*

- *Contribute to a county-wide or regional program to do-it-yourself*
- *Use “Community Based Social Marketing (CBSM)” by Doug McKenzie-Mohr*
- *Distribute materials to 20% of the target audience per year*
- *Reporting*

*PUBLIC
OUTREACH &
EDUCATION*

Goal: “measurably increase the knowledge of the target communities...and...measurably change the behavior of the target audiences”

*PUBLIC
INVOLVEMENT
&
PARTICIPATION*

- *“shall involve the public in the planning and implementation of activities...”*
- *“Volunteerism, public comment, input and activism shall be encouraged*

Minimum requirements:

- *Involve public in establishing program goals*
- *Establish a citizen’s advisory group*
- *Create sponsorship opportunities*
- *Ensure ease of public finding your info*
- *Reporting*

ILLICIT DISCHARGE DETECTION & ELIMINATION



- Storm drain system GIS map
 - locations of outfalls and drainage areas
 - Location & names of all water bodies receiving discharges
 - ID Priority areas
 - Field Screening stations
- Reporting, Reporting

POLLUTION PREVENTION



- *Inventory of all owned and operated facilities*
 - *Chemical storage/composting*
 - *Equipment storage (M&O)*
 - *Fuel Islands (Transportation)*
 - *Hazardous waste handling (garage, pool house)*
 - *Materials storage yards (grounds)*
 - *Schools*
 - *Parking lots, swimming pools, parks*
 - *Vehicle yards*

POLLUTION PREVENTION



- *Map of all of the above*
- *Assessments (Hot Spots)*
- *Pollution prevention plans*
- *Inspection & monitoring (Min 1X yr)*
- *Maintenance of storm drains (1-3X/Yr)*
- *M&O Activities*

- *Reporting, reporting, reporting*

*PROGRAM
EFFECTIVENESS
, ASSESSMENT &
IMPROVEMENT*

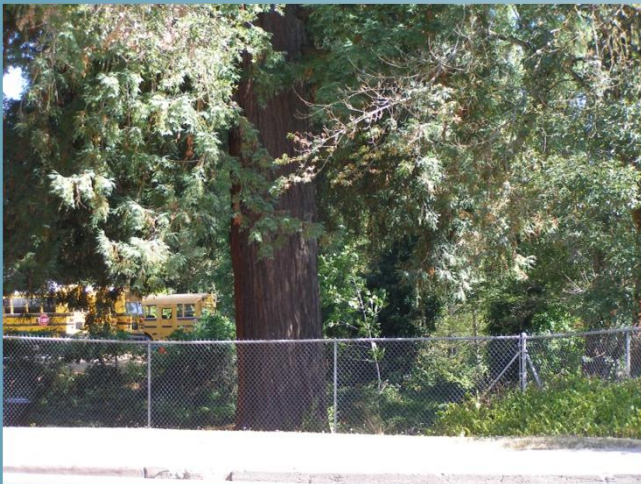
*Develop & implement a program
assessment and effectiveness tool to
annually gauge all facets of the program
and use the results to constantly improve
the outcomes*

More reporting

REPORTING

- *32 separate reports*
- *Many repeat annually*

CLOSING



- *I support clean water*
- *I believe this 93 page regulation is onerous and costly for schools*
- *We need to practice good housekeeping*
- *We need to educate our students and staff to prevent pollution*
- *We need to reduce runoff*
- *We need to work with CASH to create a school specific permit we can afford*