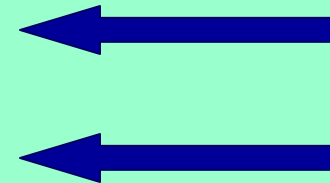


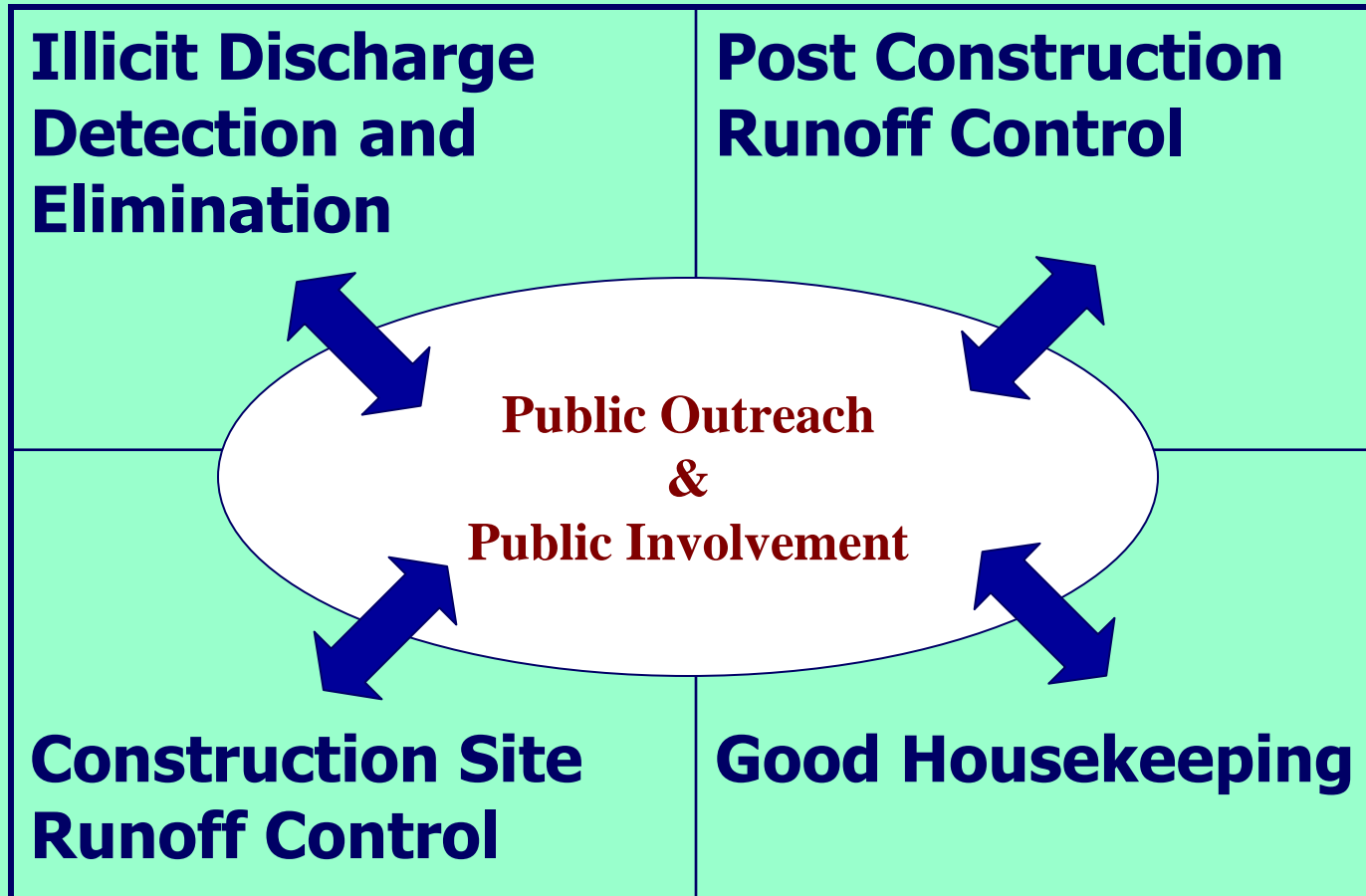
Develop a Public Outreach Strategy to meet the Public Education and Public Involvement Minimum Measures

National Menu of BMPs	
	Public Education 1
	Public Involvement 2
	Illicit Discharge 3
	Construction 4
	Post-construction 5
	Good Housekeeping 6



www.epa.gov/npdes/stormwater/menuofbmps

Stormwater Phase II Final Rule



What's required by the EPA Minimum Measure?

MUST:

- **Distribute educational materials to the community, or**
- **Conduct equivalent outreach activities about the impacts of storm water discharges on water bodies and the steps that the public can take to reduce pollutants in storm water runoff**

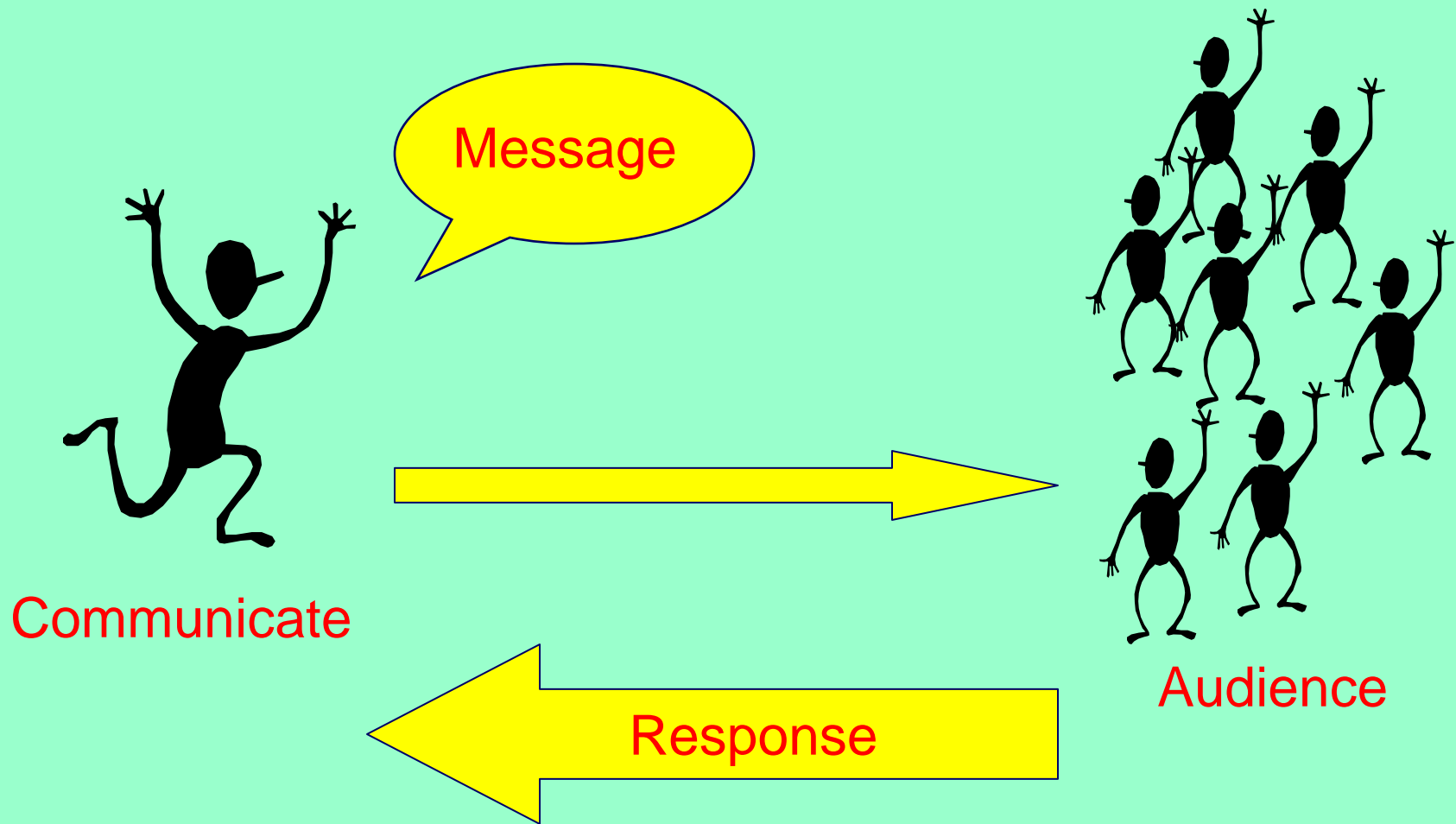
Minimum Measure Recommendations

- **May use materials provided by others**
- **Inform public on how to get involved in stormwater program activities**
- **Tailor program to target specific groups of entities, particularly those likely to have significant storm water impacts**
- **Address the viewpoints and concerns of minority and disadvantaged communities**

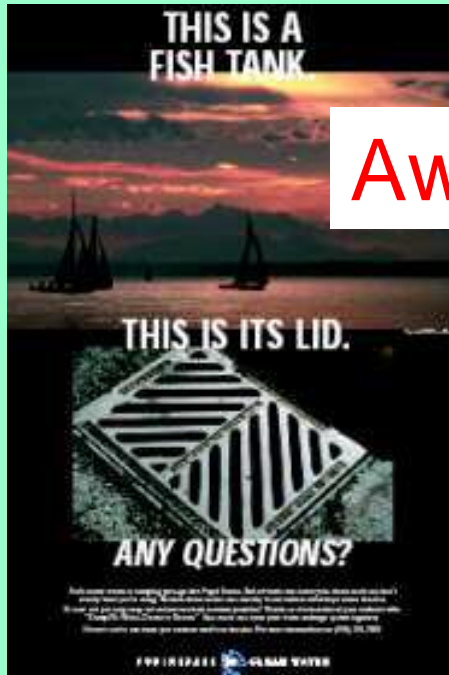
Who Do You Need to Reach?

- **Public agencies and state officials**
- **Elected and other public officials**
- **The MS4 community**
 - **Program managers, inspectors, municipal employees**
- **Non-governmental organizations**
- **Business and industry (construction site operators, auto repair shop workers, etc.)**
- **Students and others in academia**
- **Potential volunteers or partners**
- **Citizens, voters, the public**

What Is Outreach?



Outreach For Different Purposes...



Awareness



Education



Action!

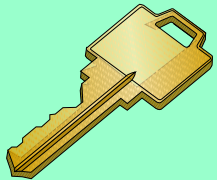
Why do they do what they do?



How can you get them to change?

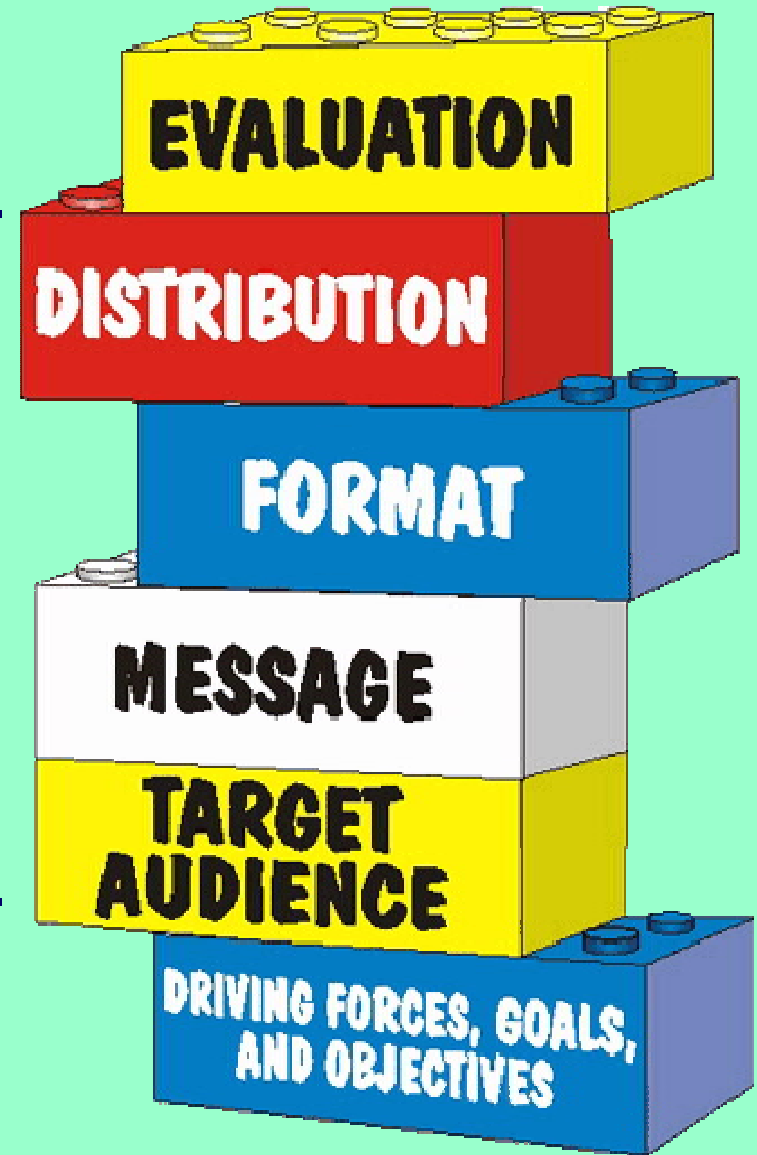
Outreach Building Blocks

Building Blocks taken from
*Getting In Step: A Guide for Conducting
Watershed Effective Campaigns*



Use **Social Marketing** principles to:

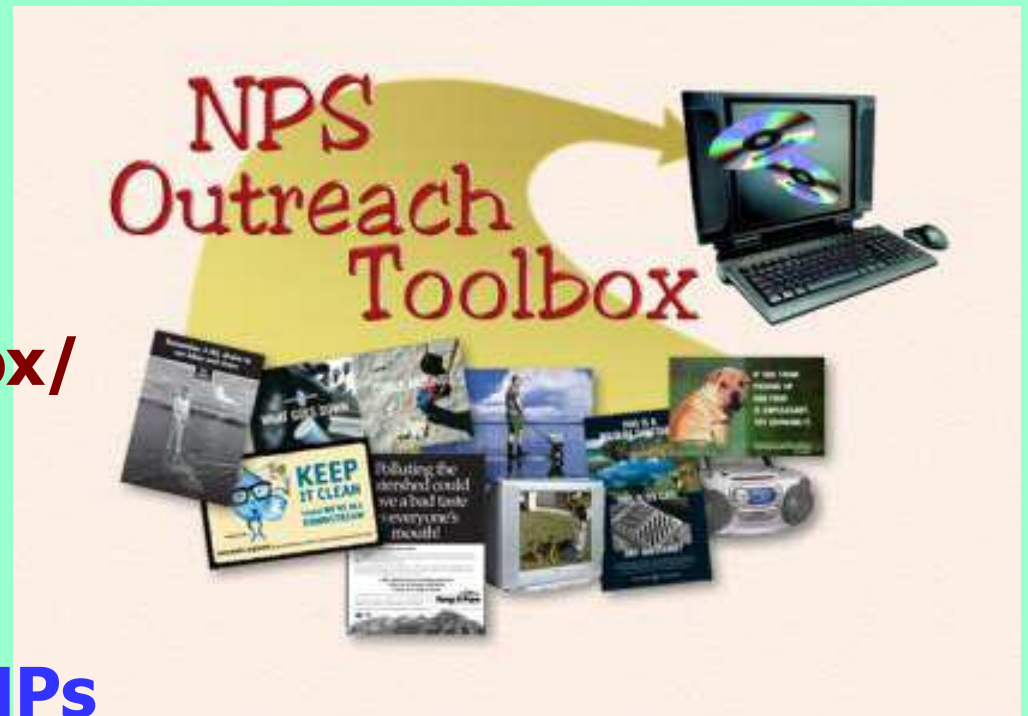
- (1) understand your audience
- (2) develop an effective message
- (3) get your message out



Ready-to-use Resources

EPA's Nonpoint Source Outreach Toolbox

www.epa.gov/nps/toolbox/



Stormwater Menu of BMPs

www.epa.gov/npdes/stormwater/menuofbmps

Getting In Step – A Guide for Conducting Watershed Outreach Campaigns

www.epa.gov/owow/nps/outreach.html

Poll Question: How many people are participating in the webcast today at your location?

- A) Just me**
- B) 2 to 5**
- C) 6 to 10**
- D) 10 to 20**
- E) More than 20**

Poll Question: Who do you represent?

- A) Local government**
- B) State/federal government**
- C) Consultant assisting municipalities**
- D) Industry**
- E) Other**