

# **STORMWATER MANAGEMENT PROGRAM (SWMP) for RVSS in Compliance with the Municipal Separate Storm Sewer System (MS4) Phase 2 Permit**

## **PUBLIC EDUCATION & OUTREACH**

Description: RVSS has a long-standing and robust public education and outreach program and will continue to implement this program to inform the public about the impacts of stormwater discharges on waterbodies and the steps that people can take to reduce pollutants in stormwater runoff. This section of the Stormwater Management Program (SWMP) outlines the education and outreach strategies that Rogue Valley Sewer Services (RVSS) will implement to satisfy the conditions of the Municipal Separate Storm Sewer System (MS4) Phase 2 permit.

Stormwater Education & Outreach Strategy: The objective of the RVSS education and outreach program is to engage customers, residents, and business owners and their employees within the RVSS jurisdictional boundary, to increase their awareness of human impacts on stormwater quality and influence their behavior to reduce actions that have negative impacts on water quality.

All Public Education and Outreach activities will be tracked and reported quarterly to our partners and annually to DEQ. The Annual Report will assess the program's implementation progress including the number of events, type of event, message delivered, number of people and type of audience reached. At least one education and outreach activity taking place during the reporting timeframe will be evaluated using a pre and post poll, survey, test, or other method to quantify the effectiveness of the message delivery.

In addition to the specific audiences and messages identified below, RVSS will create materials and content for electronic and physical distribution through both the RVSS and Stream Smart websites and social media channels and events to include:

- a. RVSS annual newsletter in English & Spanish (print & electronic)
- b. Monthly posts to RVSS and Stream Smart social media (electronic only)
- c. Annually update RVSS website Stormwater pages (electronic only)

Through the audiences and modes of contact identified below, RVSS has set the following annual (fiscal year) goals:

- a. Number of direct contacts by RVSS staff: 1000
- b. Number of engagements with RVSS electronic content: 200

RVSS will distribute the following educational messages to the specified audiences:

*Edited: December 31, 2019*

General Public:

**Specific Audience #1: Homeowners and landscape contractors:**

Specific topic/message #1: Best management practices should be followed for proper use, application and storage of pesticides and fertilizers to reduce negative impacts on stormwater quality.

Methods/means of contact:

- Presentations and participation in events and trainings on Integrated Pest Management and other best management practices for proper use, application and storage of pesticides and fertilizers.
- Creation, distribution, and display of printed and electronic materials related to Integrated Pest Management and other BMPs related to use of yard chemicals.

**Specific Audience #2: Auto shop owners:**

Specific topic/message #2: practice pollution prevention BMPs to reduce negative impacts on stormwater quality.

Methods/means of contact:

- Promote and administer [EcoBiz](#) certification of shops in RVSS jurisdiction.

**Specific Audience #3: Dog/pet owners:**

Specific topic/message #3: pick up pet waste to reduce negative impacts on stormwater quality.

Methods/means of contact:

- Sponsorship of pet waste station with signage at local dog walking locations.
- Creation, distribution, and display of printed and electronic materials related to proper disposal of pet waste.

**Specific Audience #4: School-age children:**

Specific topic/message #4: nothing but rain into storm drain inlets and grates to reduce negative impacts on stormwater quality.

Methods/means of contact:

- In-class presentations and site tours.
- Teach Salmon Watch station.

Local Elected Officials, Land Use Planners and Engineers:

Specific topic/message: Describe purpose and benefit of RVSS Stormwater Program and how others can be involved in implementing or supporting the SWMP or how their activities or business can engage with Stormwater Program.

Methods/means of contact:

- Request an opportunity to present to city councils, county commissioners in RVSS jurisdiction once/year.

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- Continue to contribute and promote quarterly Stormwater Advisory Team (SWAT) meetings and invite interested individuals and groups to provide feedback on and participate in the development and implementation of the SWMP.

Construction Site Operators:

Specific topic/message: how to design, install and maintain erosion prevention and sediment control BMPs at construction sites.

Methods/means of contact:

- Offer Erosion Prevention and Sediment Control Inspector Certification Class and Inspector Certification Renewal class at least once/year. The EPSC class is targeted to construction site operators and design engineers. Topics include appropriate selection, design, installation, use and maintenance of erosion prevention and sediment control measures and inspection frequency and documentation requirements.

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## **PUBLIC INVOLVEMENT & PARTICIPATION**

Description: The RVSS public involvement and participation program provides opportunities for the public to participate in the development of the SWMP control measures. When implementing a public involvement participation process, RVSS will comply with public notice requirements. RVSS will track public involvement and participation activities and assess progress towards implementation of the program in its Annual Report.

### Stormwater Advisory Team (SWAT)

As a part of Public Involvement and Participation, the SWAT will continue to meet quarterly and RVSS will actively invite participation from entities and individuals who may have interest in stormwater pollution prevention in the region. The goal of inviting non-permitted entities to the SWAT meetings is to increase public involvement in developing, reviewing, and implementing the SWMP, the Rogue Valley Stormwater Design Manual, and other related SWAT activities and work products.

### Publically Accessible Website

RVSS will maintain and promote its own stormwater related content on the RVSS website and will contribute to the Stream Smart website. The RVSS website will continue to include information on the RVSS SWMP and its implementation, including the SWMP Document, contact information, and educational materials. The RVSS website will be maintained with current information and be updated at least annually. The website will include the following:

- How to file an Illicit Discharge Complaint or Report
- Draft documents issued for public comment, and final reports, plans and other official SWMP policy documents.
- Links to all ordinances, policies, and/or guidance documents related to the construction and post-construction stormwater management control programs, including education, training, licensing, and permitting.
- RVSS's contact information for relevant staff, including phone numbers, mailing addresses, and email addresses.

### Stewardship Opportunities

RVSS will develop and implement, either individually or in partnership, one stewardship opportunity each year that may include:

- Stream clean-up
- Storm drain marking
- Riparian planting
- Stormwater management facility enhancement or maintenance