

4.1.6 The office or position(s) responsible for implementing or coordinating each BMP.

4.2 Minimum Control Measures

4.2.1 Public Education and Outreach on Stormwater Impacts

The permittee must implement a Public Education Program to distribute educational materials to the community and/or conduct equivalent outreach activities about the impacts of stormwater discharges on water bodies and the steps that the public can take to reduce pollutants in stormwater runoff.

The program should consider topics, such as litter control, illicit discharges, household hazardous waste disposal, residential pesticide, fertilizer, and herbicide application, Fats, Oils and Grease (FOG) and GI/LID techniques. Public education materials are available at numerous websites, including these suggested sites: U.S.EPA (www.epa.gov), Clean Water Campaign (www.cleanwatercampaign.org), and the Center for Watershed Protection (www.cwp.org).

For those permittees with a population less than 10,000 at the time of the permit issuance or at the time of designation, the public education program must contain a minimum of **two** BMPs. For those permittees with a population greater than 10,000 at the time of this permit issuance or at the time of designation, the public education program must contain a minimum of **four** BMPs.

For existing permittees, the program shall, at a minimum, contain the requirements shown in Table 4.2.1(a) below and include descriptions of how they are implemented in the SWMP:

Table 4.2.1(a) Public Education - Best Management Practices (Existing Permittees)

BMPs	Measurable Goals
1. Public Education Program	1.a. Evaluate your existing program to ensure that it meets the needs of your community. Continue to implement, and revise, if necessary, the stormwater education program contained in the SWMP. The Public Education Program must include BMPs chosen from the following list, or other BMPs proposed for EPD approval: <ul style="list-style-type: none"> • School presentations; • Brochures placed in public places; • Municipal website; • Presentations to government officials; • Newsletter; • Utility Bill Insert;