

	<ul style="list-style-type: none"> • Ongoing Social Media program; • Promotional items/giveaways; • Booth at community event; • Local access channel educational postings. <p>1.b. The measurable goal must be specified for each BMP. Each BMP must be executed at least annually.</p> <p>1.c. For newly added BMPs, implement the BMP in accordance with the implementation schedule specified for that BMP. Details on the implementation of each BMP, including documentation of any activities performed during the reporting period, must be provided in each annual report.</p>
--	--

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

Table 4.2.1(b) Public Education – Best Management Practices (New Permittees)

BMPs	Measurable Goals
1. Public Education Program	<p>1.a. Develop a stormwater public education program. Describe the stormwater public education program in the SWMP and submit the program to EPD for review and approval, in accordance with Part 3.2.2 of this permit. The Public Education Program must include the minimum number of BMPs detailed in Part 4.2.1 and include BMPs chosen from the list in Table 4.2.1(a), BMP 1.a. or other BMPs approved by EPD.</p> <p>1.b. Implement the public education program in accordance with the implementation schedule specified for each BMP. The measurable goal must be specified for each BMP. Each BMP must be executed at least annually.</p> <p>1.c. Details on the implementation of each BMP, including the status of implementation, and documentation of any activities performed during the reporting period, must be provided in each annual report.</p>

4.2.2 Public Involvement/Participation

The permittee must develop and implement a Public Involvement/Participation program. The permittee must, at a minimum, comply with State and local public