

## **Minnesota MS4 Permit Requirements for Education and Outreach**

(compiled by L. Walters, City of Hermantown, MN, March 2009)

V.G.1. Public education and outreach on Storm Water impacts. You must select and implement a program of appropriate BMPs and measurable goals for this minimum control measure consisting of, at minimum:

a. You must implement a public education program to 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.

b. You must specifically implement an education program that individually addresses each minimum control measure (Part V.G.1-6):

- 1) Public education and outreach;
- 2) Public participation;
- 3) Illicit discharge detection and elimination;
- 4) Construction site Storm Water runoff control;
- 5) Post-construction Storm Water management in New Development and Redevelopment; and
- 6) Pollution prevention/good housekeeping for municipal operations.

c. For each control measure, your education program must identify:

- 1) The audience or audiences involved;
- 2) Educational goals for each audience in terms of increased awareness, increased understanding, acquired skills, and/or desired changes in behavior;
- 3) Activities used to reach educational goals for each audience;
- 4) Activity implementation plans, including responsible department in charge, entities responsible for given activities, and schedules; and
- 5) Available performance measures that can be used to determine success in reaching educational goals.

d. You must describe how your education program is coordinated with and makes effective use of other Storm Water education programs being conducted in your area by other entities as appropriate for your MS4, including, but not limited to: community groups, nonprofit organizations, lake conservation districts, soil and water conservation districts, watershed districts, watershed management organizations, school districts, University of Minnesota Extension, and county, regional, state, and federal government.

e. You must hold at least one public meeting per year addressing the Storm Water Pollution Prevention Program. You must hold the public meeting prior to submittal to the Commissioner of the annual report required in Part VI.D.

- 1) Location. The public informational meeting must be held in the general vicinity of the MS4 that is the subject of the permit. Otherwise, the public informational meeting must be held in a place that is generally convenient to Persons expected to attend the meeting.
- 2) Notice. You must issue a notice of the public informational meeting at least 30 days prior to the meeting. The notice must contain a reference to the Storm Water

Pollution Prevention Program, the date, time, and location of the public informational meeting; a concise description of the manner in which the public informational meeting will be conducted; and shall indicate the location where a copy of the Storm Water Pollution Prevention Program is available for public review.

3) Distribution of notice. You must publish the notice in a Newspaper of general circulation in the general vicinity of the MS4, and shall make available a copy of the notice to the Agency, the appropriate city and county officials, and all other Persons who have requested that they be informed of public meetings for the Storm Water Pollution Prevention Program.

4) Joint meetings. You may consolidate two or more matters, issues, or related groups of issues, or hold joint MS4 public meetings with other permittees to meet the requirements of this part. These public meetings may be part of a larger public meeting, such as a city council meeting, provided that adequate public notice and opportunity to participate is provided.