

Excerpt from Jordan Lake Rules Guidance Document for Stage One Adaptive Management Programs

Public Education Program > Best Management Practices (BMPs):

Best Management Practices (BMPs)

Identify specific best management practices (BMPs) to meet the objectives of the Public Education and Outreach Program, including:

- Develop and maintain a web site. Post newsletter articles on stormwater, information on water quality, stormwater projects and activities, and ways to contact stormwater management program staff.
- Develop general stormwater educational material targeting school children, homeowners, and/or businesses.
- Event participation with educational displays at home shows and community festivals.
- Distribute written material through utility mailings, at special events and at high-traffic businesses.
- Tributary signage to increase public awareness of local water resources.

Instead of developing new materials, local governments may use stormwater educational information provided by the state stormwater education programs (<http://www.ncstormwater.org/>), other governmental entities and non-governmental organizations. Examples of currently available resources include:

- Brochures and fact sheets for general public and specific audiences.
- Recreational guides for groups such as golfers, hikers, paddlers, fishermen and campers.
- Alternative information sources, such as Web sites, bumper stickers, refrigerator magnets, posters for bus stops and restaurant placemats.
- Educational materials for community and school groups.
- Volunteer citizen educators; visit <http://www.eenorthcarolina.org/> to learn more.
- Educational programs and curriculum for school-age children.
- Stencils for local storm drain stenciling activities with messages such as "Do Not Dump - Drains Directly to Lake."
- Information on stormwater hotline(s) for citizens to report polluters.
- Economic incentives to citizens and businesses (e.g., rebates to homeowners purchasing mulching lawnmowers or biodegradable lawn products); and

Public Education Program > Outreach Strategy:

The outreach strategy, including those elements implemented locally or through a cooperative agreement, must include at least **two** of the following:

- Newspaper articles and/or inserts
- Kiosks and signage
- Direct mail
- Displays at the point-of-purchase in retail centers
- Utility bill inserts

The outreach program, including those elements implemented locally or through a cooperative agreement, must include at least **two** of the following:

- Public meetings
- Community events
- Contest
- Storm drain marking
- Stream and Litter cleanups
- Group presentation and/or speeches

The outreach program, including those elements implemented locally or through a cooperative agreement (e.g., Council of Government), must include at least **two** of the following:

- News coverage
- Workshops and classroom outreach
- Distributing promotional giveaways and specialty items
- Brochures, displays, signs, welcome packets and pamphlets
- Local cable access
- Newsletters

For each media event or outreach activity, including those elements implemented locally or through a cooperative agreement, record data to measure the extent of exposure by your target audience.

 = PTWQP

 = Guilford Co.

 = Stormwater Smart

Stormwater/Watershed Public Education Program Options

	Measures*	Stormwater SMART Services	PTWQP Services	Guilford County Implementation
Overview of education requirements Guilford County reports on each year in the Jordan Lake Annual Report	Develop Public Education Program			X
	Educational Website	X		X
	Development of Educational Materials	X		
	Distribution of Educational Materials			X
	Media Campaign	X	X	
	K-12 Outreach			X
	Public Meetings and/or Events			X
	Program Coordination Meeting			X
	Establish Citizens' Group			X
	Community Volunteer Program			X
Must implement at least two measures from category 1, 2, & 3	Newspaper articles and/or inserts			
	Kiosks and signage			
	1 Direct mail			
	Displays at the point-of-purchase in retail centers	X * Materials Only		
	Utility bill inserts	X * Materials Only		
	Public meetings			
	Community events			X
	Contest			X
	Storm drain marking			
	Stream and Litter cleanups			X
3	Group presentation and/or speeches			X
	News coverage			
	Workshops and classroom outreach			X
	Distributing promotional giveaways and specialty items	X		
	Brochures, displays, signs, welcome packets and pamphlets	X		
	Local cable access	X	X	
	Newsletters			

*Based on the Jordan Lake Rules Guidance Document for Stage One Adaptive Management from DEQ and the Jordan Lake Annual Reporting Requirements from DEQ

7/16/2018