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 nongovernmental organizations. Examples of currently available resources include:

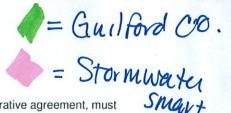
- Brochures and fact sheets for general public and specific audiences.
- Recreational guides for groups such as golfers, hikers, paddlers, fishermen and campers.
- Alternative information sources, such as Web sites, bumper stickers, refrigerator magnets, posters for bus stops and restaurant placemats.
- 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:

= PTWQP

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.

Stormwater/Watershed Public Education Program Options

		•		
	Measures*	Stormwater SMART	PTWQP	Guilford County
		Services	Services	Implementation
	Develop Public Education Program			X
Overview of	Educational Website	X		X
education	Development of Educational Materials	X		
requirements	Distribution of Educational Materials			X
Guilford County	Media Campaign	X	X	
reports on each	K-12 Outreach			×
year in the	Public Meetings and/or Events			×
Jordan Lake	Program Coordination Meeting			×
Annual Keport	Establish Citizens' Group			×
	Community Volunteer Program			×
	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			
M.1.0+ :	Community events			×
at least two	Contest			×
measures from	Storm drain marking			1
category 1, 2, & 3				×
	Group presentation and/or speeches			×
	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 I	*Based on the Jordan Lake Rules Guidance Document for Stage One Adaptive Management from DEO and the Jordan Lake Annual Renorting Remissional	Jan Lake Annual Reporting Rec	miremente	

ent for Stage One Adaptive Management from DEQ and the Jordan Lake Annual Reporting Requirements from DEQ

7/16/2018