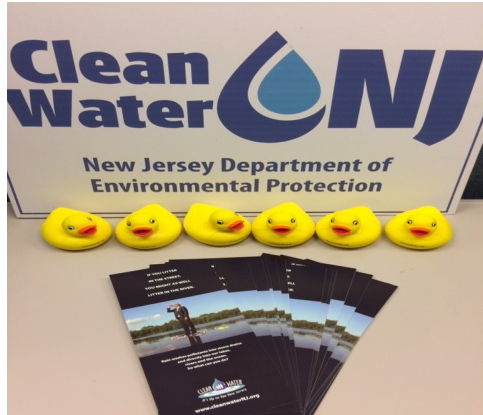


3.2 LOCAL PUBLIC EDUCATION AND OUTREACH



Tier A Municipalities are required to educate their residents and businesses on the impacts their day-to-day activities have on stormwater quality. Such day-to-day activities include proper use and disposal of fertilizers and pesticides, using native or well-adapted vegetation that requires little or no fertilization, and properly disposing of litter, pet waste, used motor oil, and household hazardous waste. In addition, the local public education program should aim to inform residents about how they can become involved in local stream and/or regional watershed activities, as well as activities coordinated by local

youth service and conservation corps or other citizen groups. The Division of Water Quality, Bureau of Nonpoint Pollution Control, Municipal Stormwater Regulation Program offers numerous materials and programs that can assist municipalities in developing and implementing their local public education and outreach program. Information on these programs and educational materials can be found on the Department's Bureau of Nonpoint Pollution Control Web site at http://www.nj.gov/dep/dwq/msrp_suplment_ed.htm. The Department is also available to assist each municipality on expanding their local public education and outreach programs to fit their individual needs.

Local Public Education Program and Outreach SBR			
Minimum Standard	Measurable Goal	Implementation Schedule	
		Existing Permittees	New Permittees
Implementation of a Public Education and Outreach Program by conducting activities that total a minimum of 12 points on an annual basis.	Certify Annually	January 1, 2018	EDPA
Label storm drain inlets, maintain the legibility of those labels, and replace labels that are missing or not legible along sidewalks that are adjacent to municipal streets and within plazas, parking areas or maintenance yards operated by the municipality.	Certify Annually	January 1, 2018	EDPA
Advertise public involvement program(s) pertaining to education and outreach activities.	Certify Annually	January 1, 2019	EDPA + 12 months

Note: EDPA means effective date of permit authorization.

Introduction

The goal of the public education program is to encourage volunteerism, engagement, and knowledge around environmental issues, specifically stormwater runoff and its various effects. A well-versed and informed community is vital to the success of all stormwater management related policies, projects, and programs. Municipalities may employ public education and outreach to bolster the community by forming partnerships and use educational materials and strategies to inform residents about everything going on within the municipality, not just stormwater related programs. This Chapter aims to provide municipalities with examples on how to meet their public education and outreach permit requirements, and ways to go above and beyond what is required.

Public Education and Outreach Program

Minimum Standards

The Tier A Municipality must implement a Public Education and Outreach Program that focuses on educating and involving the community through the use of pollution prevention activities related to the impacts of stormwater discharges on surface water and groundwater. The Tier A municipality must annually conduct activities that total at least 12 points and must include activities from at least three (3) of the five (5) categories set forth in *Attachment B - Points System for Public Education and Outreach Activities*. Attachment B is found online with the Tier A Municipal General Permit at http://www.nj.gov/dep/dwq/tier_a.htm.

Measurable Goal

Tier A Municipalities must certify in each annual report that the minimum point value has been met. Further, municipalities must maintain records of materials and activities related to Attachment B, including dates of activities and any other relevant documentation (e.g. brochures, pictures, sign-in sheets, press clippings).

Implementation Schedule

Although the point system for the implementation of a Public Education and Outreach Program has been modified to 12 points, all municipalities are required to currently have a Public Education and Outreach Program in place, consistent with the MS4 permit originally issued in 2004. Upon the effective date of permit authorization, Tier A Municipalities must continue to implement a local education program and follow the new local public education program point value minimum standard.

Attachment B: Points System for Public Education and Outreach Activities

The Public Education and Outreach Program must describe how the Tier A Municipality will distribute educational information and specify how educational activities, including the educational event, will be conducted to satisfy the minimum standard. Tier A Municipalities must provide stormwater related information to all residents and businesses within the municipality through advertisement on their website, mailings, newspapers, or other similar means. Municipalities may use stormwater educational information provided by the Department, the EPA, or environmental, public interest, or trade organizations instead of developing their own materials. The Department may periodically provide the

Tier A Municipality with updated information for duplication and distribution. Information distributed may include the various brochures and tip cards provided by the Department at www.cleanwater.nj.org.

A Tier A Municipality must include activities from at least three of the five following categories in the Public Education and Outreach Program to satisfy the twelve (12) point minimum. A municipality may choose to go above and beyond what is required.

▪ **Category 1: General Public Outreach**

The General Public outreach serves as a form of advertising to residents who are unaware of the impacts stormwater pollution has on surface and ground waters of the State and steps that can be taken to reduce pollutants in stormwater runoff. This outreach also provides a way to publicize and promote various stormwater projects and maintenance operations the municipality is consistently undertaking.

☐ Website and Social Media (1 Point):

Maintain a stormwater related page on the municipal website or on a municipal social media site. The web page may include links to other stormwater related resources, including the NJDEP stormwater website at www.stormwater.org.

☐ Newspaper Ad (1 Point):

Use Department created and approved stormwater education materials available on www.cleanwater.nj.org to publish an ad in a newspaper or newsletter that serves the municipality.

☐ Radio/Television (1 Point):

Broadcast a radio or television public service announcement from www.cleanwater.nj.org on a local radio or municipal public service channel.

☐ Green Infrastructure Signage (5 Points-New Signs 0.5 each/Upgraded Signs 0.25 each):

Post signs at a municipally-owned green infrastructure sites that describe the function and importance of the infrastructure, contact phone number, municipal identification number, and/or website for more information. New signs receive 0.5 credits per sign. Existing signs that are maintained or upgraded receive 0.25 credits per sign. A maximum of 5 credits are allowed.

☐ Billboard/Sign (2 Points):

Produce and maintain (for credit in subsequent years) a billboard sign which can be displayed on a bus, bus stop shelter, recreation field (outfield sign), or other similar public venue.

☐ Mural (2 Points):

Produce and maintain (for credit in subsequent years) the planning and painting of a stormwater pollution themed mural, storm drain art or other artwork at a local downtown/commercial area or other similar public venue.

- Stormwater Facility Signage (5 Points-New Signs 0.5 each/Upgraded Signs 0.25 each):
Post signs at municipally-owned stormwater management basins or other structural stormwater related facilities that describe the function and importance of the facility, contact phone number, municipal identification number, and/or website for more information. New signs receive 0.5 credits per sign. Existing signs that are maintained or upgraded receive 0.25 credits per sign. A maximum of 5 credits are allowed.

▪ **Category 2: Targeted Audiences Outreach**

Targeted Audiences Outreach in comparison to General Public Outreach, narrows and better promotes measures residents can take in order to reduce stormwater pollution and overall litter. This audience is targeted through different actions or items such as promotional items, mailings, ordinance education, and discussion of proper maintenance. Teaching residents the important practice of proper maintenance of various stormwater facilities as well as spreading awareness of the various ordinances municipalities have in place will prove to be beneficial for both residents and the municipality as well as the long-term operation of these stormwater facilities.

- Stormwater Display (1 Point):
Present a stormwater related display or materials at any municipal event (e.g., Earth Day, town picnic), at the municipal building or other similar public venue.
- Promotional Item (2 Points):
Distribute an item or items with a stormwater related message (e.g., refrigerator magnets, temporary tattoos, key chains, bookmarks, pet waste bag dispensers, coloring books and pens or pencils). Municipality must initially have available a minimum number of the items equal to 10% of the municipal population.
- Mailing or e-Mailing Campaign:
(3 Points): Provide information to all known owners of stormwater facilities not owned or operated by the municipality (i.e., privately owned) highlighting the importance of proper maintenance of stormwater measures. For assistance see information at www.nj.gov/dep/stormwater/maintenance_guidance.htm.

(2 Points): Distribute any of the Department's educational brochures, tip cards or municipally produced equivalent (e.g., community calendar, newsletter or recycling schedule) via a mailing to every resident and business in the municipality.
- Ordinance Education (3 Points):
Distribute a letter or e-mail from the mayor or municipal official to every resident and business in the municipality highlighting the requirements and environmental benefits of the following ordinances:
 - a. Pet Waste;
 - b. Wildlife Feeding;
 - c. Litter Control;
 - d. Improper Disposal of Waste;
 - e. Containerized Waste/Yard Waste Collection;

- f. Private Storm Drain Inlet Retrofitting; and
- g. Illicit Connection.

Provide a link to the municipal website where the subject ordinances are posted.

▪ **Category 3: School/Youth Education and Activities**

The School/Youth Education and Activities category was designed to reach the younger generation and school children. In this outreach, educational information, items, events, and outside groups are utilized to teach the impacts of stormwater pollution on their local waterways and neighborhoods. Children can prove to be a valuable resource to both a municipality and the environment. School/Youth Education and Activities gives a great opportunity to sculpt the minds of the next generation ultimately leading to better informed residents in the future.

- ☐ **School Presentations (5 Points - 1 Point per Presentation):**
Provide water-related educational presentation(s) and/or activities to local preschool, elementary, middle, and/or high school classes using municipal staff or local partner organizations. Topics could include stormwater, nonpoint source pollution, watersheds, water conservation and water quality. For ideas, see information at www.nj.gov/dep/seeds. Presentations receive 1 credit per presentation, with a maximum of 5 credits allowed.
- ☐ **Water Education Workshops (2 Points):**
Provide water-related professional development workshops for local teachers from a Professional Development Provider.
- ☐ **Storm Drain Labeling (3 Points):**
Organize a project to label and/or maintain storm drain labels (that are not already precast with a message) with a scout troop, local school district or faith-based group or other community youth group for a minimum of 40 labels. This project may also include stenciling over precast labels to improve legibility.
- ☐ **Educational Contest for Schools (3 Points):**
Organize an educational contest with a local school district or a local community organization serving youth to design a poster, magnet, rain stick, rain barrel or other craft/art object. Contest themes must have an appropriate stormwater message. Winning entries are to be displayed at publicly accessible locations within the municipality such as at the town hall, library, post office or school. The winning design must be shown on the municipality's website or social media site, if practical.
- ☐ **AmeriCorps Event (4 Points):**
Coordinate an event (e.g., volunteer stream monitoring, educational presentations, or stormwater awareness project) through AmeriCorps NJ Watershed Ambassador Program.
- ☐ **Clean-up (3 Points):**
Sponsor or organize a litter clean up for a scout troop, local school district, faith-based group or other community youth group along a local waterway, public park or stormwater facility, or in an area with storm drains that discharge to a local lake or waterway.

- **Category 4: Watershed/Regional Collaboration**

Watershed/Regional Collaboration must provide a wider field of information regarding stormwater related activities, not just within a municipality, but within the area surrounding the municipality as well. Stormwater runoff and local waterways do not follow municipal boundary lines and, at times, need to be looked at through a much larger lens. Watershed/Regional Collaboration may include efforts being done in other municipalities that will affect the Tier A municipality itself or with local partners establishing policies and procedures, ensuring that all municipalities within a region are working together to maximize their efforts in stormwater pollution prevention.

- **Regional Stormwater Collaboration (3 Points):**

Participate in a regional stormwater, community collaborative or other watershed-based group on a regular basis to discuss impaired waterbodies, TMDLs, regional stormwater related issues or watershed restoration plans that address those waterbodies. Evaluate, develop and implement remedies that resolve stormwater-related issues within the affected waterbody or watershed.

- **Green Infrastructure Workshop (3 Points):**

Organize or participate in a rain barrel, rain garden or other green infrastructure workshop on a regional or watershed basis. This may be a partnership exercise with a local watershed organization, utility, university, school, youth/faith-based group and/or other organization.

- **Community Activity (3 Points):**

Organize or participate in the organization of a regional or watershed based event to carry out stormwater activities such as stormwater facility maintenance or litter clean-up. The Tier A municipality may identify and enter into a partnership agreement with a local group such as a watershed organization, utility, university, school, youth/faith based group and/or other organization to carry out these activities.

- **Category 5: Community Involvement Activities**

The activities above focused on spreading information as well as some actions that can have a direct positive impact on the water quality of local waterways. Community Involvement Activities should also spread information and/or have a direct impact on the quality of local waterways, but also provide ways for communities to engage residents to actively go out and help improve stormwater pollution that may be affecting the municipality. Engaging residents in the forms of activities listed below is a great approach to piquing their interest in stormwater pollution prevention as well as potentially impacting their lives and making residents more environmentally aware of their surroundings. Similar to what the School/Youth Education and Activities outreach attempts to accomplish, Community Involvement Activities aim to have people create a connection between daily activities and how they may lead to stormwater pollution as well as methods to stormwater pollution prevention.

- **Volunteer Stormwater Assessment or Stream Monitoring (3 Points):**

Establish a volunteer stormwater facility assessment (inspection, inventory and/or mapping) or stream monitoring program for a waterbody within the municipality in order to gauge the health of the waterway through chemical, biological or visual monitoring protocols. Contact NJDEP's AmeriCorps NJ Watershed Ambassador Program or review USEPA National Directory of Volunteer Monitoring Programs.

- ❑ Rain Barrel Workshop (3 Points):
Organize or participate in a rain barrel workshop. This could be a partnership exercise with a local watershed organization, university, school, youth/faith-based group and/or other nonprofit.
- ❑ Rain Garden Workshop (3 Points):
Organize or participate in a rain garden training or installation workshop. This could be a partnership exercise with a local watershed organization, university, school, youth/faith-based group and/or other nonprofit.
- ❑ Community Event (3 Points):
Organize or participate in the organization of a community event to carry out stormwater activities such as stormwater measure maintenance or a stream buffer restoration. The Tier A municipality may identify and enter into a partnership agreement with a local group such as a watershed organization, university, utility, school, youth/faith-based group and/or other nonprofit to carry out these activities.
- ❑ Community Involvement (5 Points-New Signs 0.5 each/Upgraded Signs 0.25 each):
Organize a project with a local organization to create and post signs at either green and/or gray stormwater infrastructure sites or facilities that describe the function and importance of the facility, contact phone number, municipal identification number and/or website for more information. Signs receive 0.5 credits per sign and a maximum of 5 credits are allowed.

For more information regarding the categories listed above, refer to *Attachment B - Points Systems for Public Education and Outreach Activities* or contact the Bureau of Nonpoint Pollution Control for additional information.

Additional Information

It is estimated that up to 60 percent of our existing water pollution problems are attributable to stormwater/nonpoint pollution. This pollution can often be linked to our daily activities and lifestyles, such as walking pets, washing cars, changing motor oil, fertilizing the lawn and littering. When it rains, pollutants from these activities may be washed into storm drains and eventually flow into New Jersey's surface and ground waters. These pollutants contaminate our drinking water, as well as degrade aquatic populations, habitats and beaches.

Fertilizers and Pesticides

Previously, municipalities were required to enforce a fertilizer ordinance; however, in 2011, this was superseded by the New Jersey Fertilizer Law, which is one of the most restrictive fertilizer content standards in the nation for nitrogen and phosphorous. Many people and businesses use fertilizers and pesticides to enhance their lawns and gardens. However, if one is not careful, such use may contaminate stormwater through pesticide (including herbicide and insecticide) and fertilizer runoff and soil erosion. In many cases, this stormwater flows directly or indirectly into local rivers, lakes, reservoirs, streams and coastal water bodies. When introduced into an aquatic ecosystem, pesticides may harm or kill aquatic life, damage the food chain and decrease reproductive success. When used improperly, pesticides may also denude an area of vegetation and result in soil erosion.

Overfertilization may also have adverse effects on an ecosystem. When surface runoff carries excess fertilizer into the water, a rise in nutrients such as nitrogen and phosphorous may occur. High levels of nutrients such as nitrogen and phosphorous stimulate blooms of algae, plankton and other microorganisms which thrive under these conditions. A bloom such as that described above may block sunlight from reaching aquatic plants, thus preventing them from producing oxygen; furthermore, as the individual organisms in the bloom die off, microbes that help decompose the dead organisms consume oxygen. If the bloom is large enough, the oxygen level decreases to the point where fish and other aquatic organisms begin to die off. Just as with the individual organisms in the bloom, microbes break down the dead fish and other aquatic organisms, further depleting the oxygen level. This process may result in a water body that can no longer support life, and in this way, the improper use of fertilizer may result in the wiping out of an entire aquatic ecosystem.

One way to help prevent overfertilization and excessive pesticide use is to educate residents and businesses on how to properly store, handle and apply fertilizers and pesticides, as well as describe the need for soil testing and how to properly conduct this testing. Therefore, soil testing is an important step in responsible fertilizer application to determine what nutrients, if any, are needed.

Pursuant to the Fertilizer Law, homeowners must not apply fertilizer after November 15 and before March 1 in any calendar year.

- For more information regarding the New Jersey Fertilizer Law (P.L. 2010, c. 112 (C.58:10A-64), see <http://www.nj.gov/dep/healthylawnshealthywater/>.
- For more information on fertilizer use, pest identification and soil testing, contact the local agriculture extension service. Other information on pesticide control and use can be found on the New Jersey Department of Environmental Protection's Pesticide Compliance Resources Page at <http://www.nj.gov/dep/enforcement/pcp/pesticide-resources.html>.

Hazardous Waste

The improper disposal of hazardous waste can also impact stormwater, ground water, and surface water quality. Many of the products found in homes and businesses (including automotive waste) contain chemicals that are harmful to people and the environment. These can include things like oven cleaners, floor care products, drain cleaners, spot removers, paint, solvents, fluorescent lights, motor oil, battery acid, lead, engine cleaner, antifreeze, rust preventative, and degreasers. These products may contain petroleum hydrocarbons, lye, phenols, trichlorobenzene, and other toxic, flammable, or corrosive chemical components, all of which may be introduced into the environment if not properly disposed. When such wastes are deliberately or inadvertently discharged into the storm drain (e.g., dumping of used motor oil, flushing of radiator coolant) they can have a significant impact on stormwater quality. Disposing these wastes directly onto the ground or into a septic system can impact ground water quality, destroy helpful bacteria in the septic system, and potentially impact the health of residents in the area. When hazardous waste is discharged into the sewer system it may destroy bacteria used for treatment at the sewage treatment plant, potentially increasing costs to manage the plant that ultimately are passed on to users. Sewage treatment plants are not designed to treat hazardous wastes. Hazardous waste will pass through the plant untreated and consequently discharge to surface water. Additional information on household hazardous waste (including information on each county's hazardous waste collection programs) may be found at the Association of New Jersey Household Hazardous Waste Coordinators at <https://njhazwaste.com/>.

Recommendations

Municipalities should aim to develop and maintain their web page to contain the appropriate information regarding required public education aspects of the local public education program. Make all informational outreach materials available all year round at various municipal facilities. Conduct appropriate workshops, seminars and presentations at any events the municipality will be operating, such as school assemblies or town meetings. At these events, provide appropriate materials (magnets, bookmarks, pencils, buttons, T-shirts, etc.) that outline various stormwater pollution prevention information. Take the opportunity to utilize the local public education program to not only spread information regarding stormwater pollution prevention, but to also encourage residents of the municipality to become more involved with everything going on in the community. Use some of the activities and resources discussed below to help bolster the local public education program. A municipality is not required to utilize these resources, but may choose to use them, or encourage residents and businesses to use them.

Project WET

Project WET is a nationally renowned program that offers teachers a better understanding of the world's water resources through hands-on, multi-disciplinary lessons. Project WET teaches the importance and value of water in our every-day life with formal and non-formal educators while offering specialized programs about New Jersey's water resources and watersheds. NJ Project WET focuses on water supply, nonpoint source education, water conservation, watershed management, land use planning and wetlands. Project WET provides teachers with the necessary tools, resources and lessons to help teach students about the importance and value of water in everyday life. Additionally, the program offers a Water Festival Grant Program. The festivals offer participants a series of learning stations that examine water use over time, water's role in shaping our country, what a watershed is, how water is cleaned and used again, etc. The festivals involve both the community and schools. Finally, NJ Project WET offers a Watershed Stewards Program for high school students. This program prepares young people to initiate and implement a community watershed service project that will address an environmental concern.

Clean Water Raingers Program

The Clean Water Raingers Program offers educators a number of teaching materials for their students as well as background information on watersheds and nonpoint source pollution. Educators who participate in the Clean Water Raingers program are provided with free booklets and associated materials for their elementary school age students. *The Clean Water Rainger Coloring Book*, *How to be a Clean Water Rainger* booklet, and the Clean Water Rainger stickers are also popular giveaways at family oriented events and festivals. More information on NJ Project WET, Clean Water Raingers and educational opportunities similar to them can be found on the Department's State Environmental Education Directory webpage at <http://www.nj.gov/dep/seeds/index.html>. It is recommended that Stormwater Program Coordinators reach out to local schools to see if they already participate in some of these activities, as the municipality may be able to get credit towards compliance with the Local Public Education and Outreach requirements.

New Jersey Watershed Ambassadors Program

New Jersey Watershed Ambassadors Program is a community-oriented AmeriCorps environmental program designed to raise awareness about watershed issues in New Jersey. Through this program, Ambassadors are placed in watershed management areas across the State to serve their local communities, which can prove to be a valuable resource to any municipality that would like to work with them. The program works to improve water quality by exploring the relationship between people and the environment, nurturing community-based environmental activities and empowering residents to make responsible and informed decisions regarding their watershed. Ambassadors conduct water quality monitoring, initiate community-based nonpoint source service projects and conduct nonpoint source education programs using hands-on activities and models such as Enviroscope. NJ Watershed Ambassadors can help organize and implement:

1. Stream or Shoreline Cleanups

To remove trash and debris from in and around a stream. These items are not only potential pollution sources, but they can also block the flow of the stream, which can increase flooding and erosion;

2. Stream or Shoreline Surveys

That involve walking or boating the waterway to identify potential problems along the shoreline or stream channel. While surveying the stream or shoreline, personnel look for the type of fish and wildlife present, visible erosion, fish migration barriers, etc.; and

3. Volunteer Plantings

Native or well-adapted trees and shrubs planted in a watershed can help to restore a healthy stream environment, namely by preventing erosion, slowing stormwater runoff and providing food and shelter for wildlife, which together ultimately result in improved local water quality.

More information on the NJ Watershed Ambassador program may be found at <http://www.nj.gov/dep/wms/bears/ameri corps.htm>.

Adopt-a-Storm Drain Program

Although residents may care about stormwater pollution that may exist in their municipality, this does not always lead to action or a positive behavioral change. Creating a program in which residents and homeowners can make a feasible, long lasting commitment and sharing this commitment publicly can lead to positive changes. A great program the Department recommends municipalities create to serve as direct method of engaging homeowners and their community with the topic of stormwater pollution prevention is an Adopt-a-Storm Drain Program. The creation of this program is not required by the Department; however, such a program can be potentially effective in improving water quality and successfully educating the public, as well as qualify as points towards completing local public education requirements. The concept of this program is as follows:

- A municipality allows participating residents to adopt a storm drain at little or no cost and in return the resident pledges to keep the storm drain free from litter and debris.
- The municipality would create a website for residents and homeowners to create a pledge and choose a storm drain from the available listing.

- The municipality may provide participating homeowners with items to help them maintain the storm drain, such as brochures listing tips on proper maintenance, brooms and dustpans.
- Another useful item the municipality may provide is a yard sign, which would both remind the participant of his commitment and advertise the program to the neighborhood.

Jersey City has recently launched a program, titled “Adopt-a-Catch Basin,” that serves as a great example for municipalities to follow. The Jersey City website, found at the following link, <https://www.water.innovatejerseycity.org/adopt-a-catch-basin>, not only educates the public on stormwater pollution related topics but also allows residents to easily complete a form to adopt a storm drain and see it displayed on an interactive map. This map can also be used to view all of the currently adopted catch basins within Jersey City along with the responsible participants’ name. Participants are promised a broom and dustpan, along with information on contacting the local utilities authority if the participant feels more assistance is needed with maintenance. Since social media plays a large role in our society’s communication and can serve as a powerful tool to stimulate positive behavioral change, Jersey City’s program should be recognized for encouraging participants to share their experiences through social media.

A similar program has been created, in Newark, and is titled “Adopt a Catch Basin.” For further information regarding the Newark program, see <https://www.newarknj.gov/card/adopt-a-catch-basin>. For questions regarding the different measures that can be taken to commence or improve such program, contact the Bureau of Nonpoint Pollution Control at http://www.nj.gov/dep/dwq/bnpc_contacts.htm.

Other Recommendations

Municipalities should encourage residents to do their part in preventing stormwater pollution by taking the following actions on the subjects listed below:

1. Vehicles

- Vehicles should be washed only when necessary. Should a resident insist, he or she should consider using a commercial car wash that recycles wash water.
- In the event that vehicles are washed at home, residents should use a non-phosphate detergent and wash it on the lawn. This will help prevent detergents and car grime from entering the drain and ending up in the sewer system and waterways.
- Vehicles should be serviced regularly to prevent oils and other fluids from leaking onto the pavement, which will end up washing into the storm drain inlets.

2. Storm Drains

- Don’t pour motor oil, antifreeze or other chemicals down the sink or on the ground – dispose of them on collection days or recycle them by taking them to a local public or private recycling center. One quart of motor oil dumped down a storm drain can create a two-acre oil slick.

3. Yard Waste

- Compost leaves and grass clippings or leave these types of yard waste on the lawn. Doing so will return valuable nutrients to the soil and result in lower fertilization requirements (see the “*Containerized Yard Waste/Yard Waste Collection Program Ordinances*” section of *Chapter 3.5*:

Pollution Prevention/Good Housekeeping – Best Management Practices. Fact sheets and Bulletins on composting are available at the Rutgers Cooperative Extension Web site at <https://njaes.rutgers.edu/pubs/subcategory.asp?cat=5&sub=36>

Storm Drain Inlet Labeling

Years ago, when storm drain inlets were commonly installed without labels, newly created storm drain inlet labeling programs were of great use for municipalities to spread stormwater pollution prevention awareness. A storm drain inlet labeling program is a program generally undertaken by local volunteer groups in collaboration with the municipality and involves labeling storm drain inlets with a cautionary message about dumping pollutants. As per the Tier A Municipal Stormwater General Permit, Tier A Municipalities are responsible for placing a label with such a message on or adjacent to all of the storm drain inlets that are along municipally operated streets with sidewalks and all storm drains within plazas, parking areas or maintenance yards that are operated by the municipality. The message may be a short phrase such as *“The Drain is Just for Rain,” “Drains to [Local Waterbody],” “No Dumping. Drains to River,” “You Dump it, You Drink it. No Waste Here.”* or it may be a graphic such as a fish. Take note that although a stand-alone graphic is permissible, the Department strongly recommends that a short phrase accompany the graphic. Municipalities have the option to incorporate the general public through the use of a storm drain inlet labeling program as a way to both satisfy the storm drain labeling requirement as well as an educational activity for the community. These labels serve as a reminder to individuals that the storm sewer system connects to local surface and/or ground water bodies and that pollutants that enter via this pathway will ultimately end up in those water bodies. In situations where storm drain inlets are pre-cast with a similar logo or short phrase, the municipality must ensure that the logo is maintained.

Statewide Basic Requirements

Minimum Standards

The Tier A Municipality must label all storm drain inlets for those drains that do not have permanent wording cast into the structure of the inlet, maintain the legibility of those labels and replace any labels that are missing or not legible. This requirement applies to the following:

- All storm drain inlets along sidewalks that are adjacent to municipal streets; and
- All storm drain inlets within plazas, parking areas or maintenance yards that are operated by the municipality.

Measurable Goal

Tier A Municipalities must certify annually that storm drains have been properly labeled and maintained. Records tracking the status of storm drain inlet labels must be kept with the SPPP.

Implementation Schedule

Storm drain inlet labeling has been required since 2004; therefore, Tier A Municipalities must already have labeled all existing storm drains that are subject to this requirement. Upon the effective date of permit authorization, Tier A Municipalities must continue to implement the storm drain inlet labeling program minimum standard in accordance with the table found on Page 1 of this Chapter.

Additional Information

Often residents of a municipality drive and/or walk by storm drain inlets with no knowledge of what they are and how they can impact their neighborhood. The stormwater runoff that comes from roads, sidewalks and other land uses flows into these storm drain inlets and is discharged into a local waterway, frequently, without any treatment. Receiving waterways can be impacted heavily when residents view the inlets as trash receptacles for general trash, used oil, paint from home-improvement projects, leftover herbicides and other pollutants. In addition to polluting local waterways, when storm drain inlets are not used or maintained properly, localized flooding may occur and more intensive maintenance of pipes and inlets within the area may become necessary.

One way to ensure residents learn about the importance of storm drain inlets is to make the logos and phrases visible to everyone. In areas where the municipality has a large volume of foot traffic, the inlets may be more susceptible to litter and debris. Areas with a large volume of foot traffic are a great place to spread awareness of nonpoint source pollution prevention by both educating and engaging residents. Publicity can prove to be a valuable ally. As previously stated, a municipality may consider spreading awareness of inlet labeling and maintenance while also satisfying their local public education requirements. If attempting to propose a storm drain inlet labeling program that involves help from the community it is important to demonstrate how this program may benefit residents and their concerns.

Public participation, through volunteer groups such as environmental organizations or school groups are beneficial to the program and should be used whenever possible. However, since the municipality is the entity who is required to label storm drain inlets, if attempting to conduct storm drain inlet labeling activities with volunteers, municipalities should ensure the work conducted by volunteers is overseen by municipal staff to ensure adherence to permit and safety requirements. Again, a municipality can choose to satisfy the storm drain labeling requirement without public participation but would lose the element of education and the ability to garner points for the activity. A municipality may also choose to label while inspecting them for proper functionality.

Most residents who learn that storm water discharges to either surface or ground water and that litter can contribute to flooding in the neighborhood will choose not to use the storm sewer as a trash can. Education, especially education which targets young children, will continue to provide benefits in the future. A storm drain inlet labeling program can stimulate interest in the subject matter of stormwater quality and nonpoint pollution control. Once an interest is created, the rest of the message becomes easier to convey. Surveys continue to show that the environment, especially water quality, is a concern of New Jersey residents. Should you not have the adequate amount of information on implementing and properly utilizing a storm drain inlet labeling program, visit the Department's Storm Drain Labeling Guidelines for New Jersey at <http://www.nj.gov/dep/dwq/pdf/Storm%20Drain%20Labeling%20Guidelines%20Manual.pdf>. The Bureau of Nonpoint Pollution Control can always be contacted should a municipality require any additional information or assistance with their storm drain inlet labeling program.

Recommendations

Since storm drain inlet labeling is an effective education and maintenance tool, and due to the relatively low cost involved, it is required that all municipally operated storm drain inlets be labeled. It is recommended to municipalities to expand storm drain inlet labeling to include storm drain inlets that are in private residential and commercial areas. Ideal private commercial locations for expanded storm drain

inlet labeling are areas with significant pedestrian traffic, strip malls, and shopping centers with fast food restaurants and/or auto parts stores. If choosing to create a storm drain inlet labeling program, be sure to utilize this program to properly educate residents and, if the message of stormwater pollution prevention resonates with residents, it will help better the municipality's residents quality of life. Residents who are well-educated on topics related to proper storm drain inlet use, as well as storm water pollution prevention, can potentially assist the municipality with prioritizing and properly maintaining infrastructure. Education may also afford residents the opportunity to take ownership of their closest inlet, street or even block. Should an inlet become clogged, a resident who is properly educated on what the inlet does may be more inclined to remove any blockages to ensure that the neighborhood is not negatively impacted.

The Department is aware that many storm drains that are already installed have a cautionary message embossed in the material and additional storm drain labelling is not needed. A similar educational message can be disseminated using other storm drain related activities or programs, such as the adopt-a-storm drain program discussed above or storm drain mural contests or workshops. Any program that highlights the importance of keeping storm drains litter free as well as where pollutants in stormwater may end up may be used as an educational tool for the community and can be awarded points towards compliance. Keep in mind that any storm drain mural contest should utilize environmentally friendly paint and should not obscure the storm drain label. If there are further questions regarding the different measures that can be taken, be sure to contact the Bureau of Nonpoint Pollution Control.

Advertising Public Involvement

Statewide Basic Requirements

Minimum Standards

The Tier A Municipality must advertise public involvement program(s) pertaining to education and outreach activities conducted.

Measurable Goals

A Tier A Municipality must certify in each annual report that public involvement program(s) have been properly advertised on the website, through a mailing, through newspaper advertisement or other similar means. Public advertisement records must be kept with the SPPP.

Implementation Schedule

Advertising public involvement program(s) pertaining to education and outreach activities is a new requirement created in the 2018 permit renewal for the Tier A Municipal Stormwater General Permit. Within 12 months from the effective date of permit authorization, Tier A Municipalities must have developed and begun implementing the local public education proper advertisement minimum standard, as indicated in the table appearing on Page 1 of this Chapter.

Avenues for Public Involvement Advertising

There are several avenues a municipality may take to advertise any of the public involvement program(s) or activities that have been or are currently being conducted. As previously stated, the requirement of

advertising such activities is a new permit requirement in the 2018 renewal of the Tier A Municipal Stormwater General Permit. A municipality will have 12 months from the effective date of permit authorization to begin advertising. This requirement is not to be confused with activities described under Categories 1 and 2 of the *Attachment B - Points System for Public Education and Outreach Activities*. Although the activities listed under those categories are similar in that they also advertise stormwater pollution prevention material to the general public, they do not specifically advertise any of the stormwater pollution prevention activities that are being conducted by the municipality.

Examples of public involvement program(s) pertaining to education and outreach activities that a municipality should advertise may be found in Categories 3, 4, and 5 of the *Attachment B - Points System for Public Education and Outreach Activities*. For a full list of those activities, see the Public Education and Outreach section of this Chapter on Pages 2 through 7, or Attachment B, which can be found online attached to the Tier A Municipal Stormwater General Permit.

Advertising stormwater pollution prevention activities and programs may seem tedious or a nuisance for municipalities; however, there are great benefits from this requirement and many outlets available for advertising. As previously mentioned, social media is a fantastic outlet to relay information quickly and can reach a large range of people. Also, social media provides the opportunity for those participating in these programs and activities to share with others their experience and involvement and the work that has been done, as well as reinforces positive behavioral change. Using social media in this way will help create a positive social norm for water protection. Remember, the goal is for the general public to become more aware of what is going on in their community and what can impact their local water ways. If residents begin to see a rise in stormwater pollution prevention activities taking place, these activities may potentially become a social norm. The use of billboards, signs, radio, television and mailings are also great ways to advertise activities. For further information regarding public involvement advertising requirements, contact the Bureau of Nonpoint Pollution Control.