

Education and Outreach - Phase I Municipal Stormwater Permit

2024 Clark County Clean Water Commission Training

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S5.C.11 – Education and Outreach Program

- **Build awareness** about methods to address and reduce stormwater
- **Effect behavior change** to reduce or eliminate behaviors and practices that cause or contribute to adverse stormwater impacts
- **Create stewardship opportunities** that encourages community engagement in addressing the impacts of stormwater runoff



S5.C.11 – Education and Outreach Program

- Permittees can meet requirements individually OR as a member of a regional group
- Permittee should participate in the regional group and implement adopted elements in their jurisdiction



S5.C.11.a – Education and Outreach Program

- Area served by MS4
- Designed based on:
 - local water quality information
 - Targeted to high priority audiences, subject areas and/or BMPs
- Based on target audience's demographic, Permittees shall consider messages in other languages



S5.C.11.a.i(a) – General Awareness

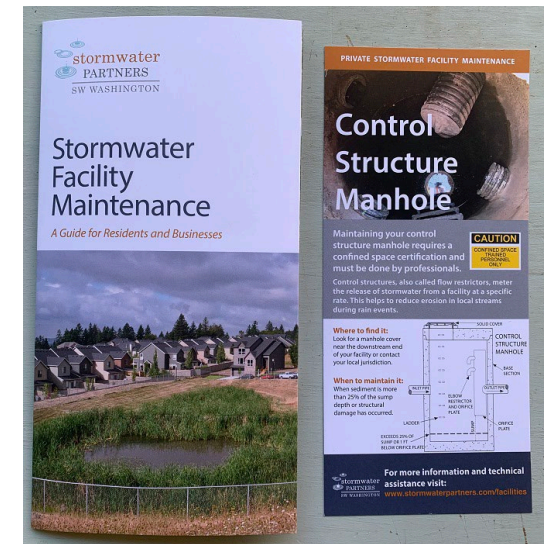
Target Audiences:

- General public (including school age children and overburdened communities)
- Businesses (including home-based and mobile)



Subject areas:

- General impacts from stormwater, impervious surfaces, illicit discharges, improper disposal of waste
- LID principles and LID BMPs



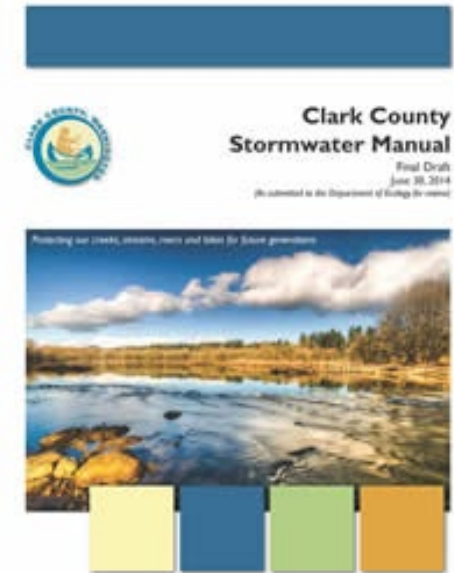
S5.C.11.a.i(b) – General Awareness

Target Audiences:

- Engineers, contractors, developers and land use planners

Subject areas:

- Technical standards for stormwater site and erosion control plans
- LID principles and LID BMPs
- Stormwater treatment and flow control BMPs/facilities



S5.C.11.a.ii – Behavior Change

Permittees shall select, at a minimum, one target audience and one BMP.

Target audiences:

- Residents, landscapers, and property managers/owners, school-age children, and businesses (including home-based and mobile)



S5.C.11.a.ii – Behavior Change

BMPs:

- HHW
- Illicit discharges
- Yard care
- Pesticides/fertilizers
- Carpet cleaning
- Home/auto/equipment repair and maintenance
- Pet waste
- LID principles/BMPs
- Stormwater facility maintenance
- Dumpster/trash compactor maintenance
- Litter
- Source control BMPs
- Other - locally important, stormwater related



S5.C.11.a.iii-vii – Behavior Change

- iii – evaluate existing program
- iv – follow Community-Based Social Marketing practices to improve, expand or develop new campaign
- v – implement campaign
- vi – evaluate and report on campaign
- vii – use results of evaluation to continue to direct effective methods for implementation



S5.C.11.b – Stewardship Opportunities

Permittee shall:

- Provide and advertise stewardship opportunities

AND/OR

- Partner with existing organizations to encourage residents to participate in activities or events planned within community



Thank you!

Comments and questions

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