

Date: October 30, 2018

To: MS4 Subcommittee

From: Dan Albrecht, CCRPC

Re: Suggested standardized language for MM#1 and MM#2 in SWMP

Minimum Control Measure #1: Public Education and Outreach

BMP #1: Website maintained with locally relevant stormwater information

- **Measurable Goal:** The permittee will maintain basic information about stormwater on a dedicated page within its website which describe its stormwater related programming and include links on same for visitors to learn more.
- **Rationale:** Permittee websites are often the place where residents first go to obtain information on stormwater issues. Provision of basic information on such websites will help form a strong initial form of engagement to site visitors.

BMP #2: Maintain a program to identify opportunities and provide technical assistance on Low Impact BMPs

- **Measurable Goal:** The permittee will provide links on a dedicated stormwater page within its website with links to relevant non-profits and government resource sites which can provide technical assistance.
- **Rationale:** There are several organizations and agencies operating in the Chittenden County MS4 region. By providing such links, the visitor can figure out which entity is best suited to provide technical assistance.

BMP #3: Participate in a regional stormwater education strategy or develop an MS4 specific program

- **Measurable Goal:** The permittee will participate in and provide financial support for operation of the regional Rethink Runoff campaign consisting generally of periodic advertising throughout each year supplemented by a survey of residents every 5 years to track reported behavior with regards to residential stormwater BMPs.
- **Rationale:** Support of the campaign will educate the general public in the MS4 area about key storm water quality issues by using TV, radio, online media placements/advertising to drive viewers to the www.rethinkrunoff.org website

Minimum Control Measure #2: Public Involvement and Participation

BMP #1: Participate in a regional stormwater public involvement and participation strategy or develop an MS4 specific program

- **Measurable Goal:** The permittee will participate in and provide financial support for operation of the Rethink Runoff Stream Team consisting generally of both outreach and hands-on participation events in various MS4 towns on a rotating annual basis.
- **Rationale:** Through support of the Stream Team, the regional campaign's "action arm", the permittee will support the engagement of local residents in the MS4 area via outreach events and via hands-on participation events.