

Section III. Minimum Control Measures

Instructions:

For each Minimum Control Measure (MCM), state your control objective and describe BMPs selected for implementation in your jurisdiction. For each BMP, include a brief description, measurable goals, and milestones as appropriate towards achieving each goal. Indicate if the BMP is part of an existing program and if another entity will share responsibility for implementing that BMP.

In cases where another entity will perform one or more BMPs or components thereof on behalf of the permittee, specifically describe the activities each entity will conduct and include reference to legal agreement where appropriate.

Describe as many BMPs as necessary to fulfill the requirements of the small MS4 General Permit. If you need more space attach additional pages.

Measurable Goals

Measurable goals are numeric or narrative standards used to gauge program effectiveness. These are design objectives or goals that quantify the progress of program implementation. For each BMP a measurable goal must be established. Describe what you expect to accomplish or achieve by certain dates or milestones, when you implement that particular BMP. Your expected outcome or accomplishment should be expressed as a measurable goal. You should have a variety of short and long term goals.

Milestones are a quantifiable target to measure progress toward achieving the activity or implementation of that BMP.

Additional guidance on selecting BMPs and developing measurable goals can be found at the following EPA website: www.epa.gov/npdes/stormwater/measurablegoals/index.htm

USEPA's measureable goal guidance can be found here:
<http://cfpub.epa.gov/npdes/stormwater/measurablegoals/index.cfm>

Your stormwater management program should specify:

- Y *What* needs to happen (Specific stormwater control measure)
- Y *Who* needs to do it (Which department of the MS4 will be implementing this stormwater control measure?)
- Y *How much* they need to do (milestones and measurable goals)
- Y *When* they need to get it done
- Y *Where* it is to be done

There must be specific performance measures. Without a goal, you will have a difficult time measuring progress.

Public Education and Outreach on Storm Water Impacts – MCM #1

Part II.C.7.a.

Responsible Person

Identify the responsible person(s) for implementing this MCM. (There may be more than one person or different departments that provide outreach to various targeted groups. If so, discuss.)

15.a. Name: Brian M. Lemme
15.b. Title: Stormwater Specialist
15.c. Department: Environmental Health and Safety
15.d. Address: 975 Rawley Lane, P.O. Box 6551, Morgantown, WV 26506
15.e. Phone number: (304) 293-8742
15.f. Email address: Brian.Lemme@mail.wvu.edu

15.a. Name: Gayle Fratto
15.b. Title: Assistant Director, Environmental Health and Safety
15.c. Department: Environmental Health and Safety
15.d. Address: 975 Rawley Lane, P.O. Box 6551, Morgantown, WV 26506
15.e. Phone number: (304) 293-7396
15.f. Email address: Gayle.Fratto@mail.wvu.edu

Environmental Health and Safety (EHS) will oversee the overall implementation of the Public Education and Outreach Program. Several additional WVU departments may help with distributing educational materials related to topics in Table 1.1 to university personnel or outside organizations including:

- Office of Sustainability
- Transportation & Parking Management
- Athletics
- Facilities Management
- Real Estate
- University Police

Part II.C.7.a

15.g. State your overall objective for this minimum control measure.

To reduce or eliminate behaviors and practices associated with topics in Table 1.1 that could cause or contribute to adverse stormwater impacts around WVU's Morgantown area campuses

Table 1.1. Educational topics and subjects

Subject Areas
General impacts of stormwater flows into surface waters
Impacts from impervious surfaces
Pet waste
Vehicle maintenance and repair
Landscaping
Water reuse
Automotive chemical use and storage
Hazardous cleaning supplies use and storage
Impacts of illicit discharges and reporting
Yard care techniques
Pesticide/fertilizer use and storage
Carpet cleaning
Low Impact Development (LID)
Runoff reduction techniques
Stormwater pond maintenance
Erosion and sediment control
Treatment and flow control
Impacts of increased flows into water bodies
Chemical treated water
Snow removal and De-icing practices
Trash dumpsters
Reducing the 16 conditionally permitted discharges to the MS4 listed in Part I.A.3.a of the General Permit.

15.h. State and describe your BMPs. Indicate if BMPs are part of your existing program. Each BMP was part of the existing program. Each BMPs has redefined milestones and measurable goals to better achieve implementation. Table 1.2 describes the BMPs and actions WVU will carry out to implement its Public Education and Outreach Program.

Table 1.2. Public Education and Outreach BMPs.

ID #	BMP (section references point to §Part II.C.7.a of the General Permit)	Target Audience	Measurable Goals and <i>Milestones</i>	Months After SWMP Approval
1-1	General Education. Update educational tools and materials for general distribution to communicate the impacts of stormwater runoff into surface waters as applicable to the subject areas in Table 1.1.	All	Maintain the WVU EHS website dedicated to the SWMP to provide easy access to SWMP content, educational materials, and activities (BMP 2-3). Distribute Public Outreach and Education topics. <i>Milestone - Conduct an inventory review of communications tools and materials available to distribute stormwater management concepts.</i>	12 6 3
1-2	Stormwater Exhibit. Display the exhibit at various events for communicating stormwater education.	Students	Display the exhibit each semester at the Mountainlair Student Union. Promote the availability of the exhibit for use by student groups, faculty, or staff at campus and community events. <i>Milestone – Update the stormwater exhibit.</i>	Biannually 12 3
1-3	Organization Partnerships. Partner with local civic or university organizations to distribute educational material through their meetings, events, or websites.	All	Redefine partnering agreements with local civic or University organizations to promote the stormwater management concepts as applicable to Table 1.1. Present stormwater management concepts to student organizations annually. Provide stormwater educational material for distribution to student organizations or WVU offices annually.	10 18 12
1-4	Coordination with Faculty. Coordinate with faculty in academic programs that offer stormwater management instruction as part of a course of study.	Students Faculty	Present stormwater management lectures or conduct site visits to stormwater BMPs as requested. <i>Milestone - Conduct an inventory of academic courses where stormwater management concepts are included in the course syllabus.</i>	Annually Annually
1-5	Interpretative Signage. Post interpretive signs near stormwater management BMPs that describe their function to protect and manage water resources (BMP 2-6).	All	In conjunction with University approval processes, develop interpretive signage for posting at BMP sites selected in the BMP tour (2-6) Maintain signage and identify any sites for additional signs. <i>Milestone - Update stormwater BMPs on campus (BMP 3-1).</i>	Annually Annually 6

15.i. Is another entity sharing responsibility for the BMP? If so, who?
No.

MCM Components

Part II.C.7.a.7.

15.j. Describe your education and outreach strategy targeting the general public.
See SRA §15.h.

Part II.C.7.a.8.

15.k. Describe your education and outreach strategy targeting businesses including home-based and mobile businesses.
See SRA §15.h.

Part II.C.7.a.9.

15.l. Describe your education and outreach strategy targeting homeowners, landscapers, and property managers.
See SRA §15.h.

Part II.C.7.a.10.

15.m. Describe your education and outreach strategy targeting engineers, contractors, developers, review staff, and land use planners.
See SRA §15.h.

Schedule

Part II.C.7.a.2.a

15.n. Provide a schedule for implementing each component, including dates for interim and full implementation.
See Table 1.2.

Measurable Goals

Part II.C.7.a.2.a

15.o. List and fully describe your Measurable goal(s) for this MCM.
See Table 1.2.

Tracking

Part II.C.7.a.11

15.p. Describe your plan to track the activities associated with this MCM.
WVU will continue an ongoing program for gathering, tracking, and maintaining information by using hard copies, spreadsheets, databases, photographs, or general notes to evaluate each BMP and the SWMP as a whole. WVU will monitor the success of implementation of each BMP and the effectiveness of the SWMP to raise awareness, change behavior, and reduce pollutants flowing into the MS4.

Evaluation

Part II.C.7.a.12 and Part II.C.7.a.13

15.q. Explain how you plan to gauge the effectiveness of your public education and outreach efforts.

WVU will continue to use surveys or other mechanisms to assess the level of understanding of targeted stormwater management concepts. Following DEP approval of the SWMP, WVU will provide surveys to Resident Assistants for distribution among students (125 individuals) near the beginning of the fall semester. WVU will also provide a survey to WVU faculty, staff and students from a variety of departments and courses (125 individuals). The results of this survey will assess levels of awareness of stormwater concepts among the WVU population.

Upon receiving the results of this survey, WVU will establish quantifiable results to help compare an increase in the level of awareness of stormwater concepts to a reduction of pollutants monitored in SRA §14.d. WVU will re-distribute the same survey to students (250 individuals) near the end of the spring semester to assess any change in the level of awareness of stormwater concepts.

TIP: Changes in awareness, knowledge, and attitudes can be measured effectively using statistically valid surveys or questionnaires. Other approaches include monitoring attendance at public meetings, tracking requests for information, and counting hits on web sites. Keep in mind that simply reporting the number of meetings held or the number of brochures printed is not an effective method to document changes in stormwater knowledge.

Assess behavior changes. Measurement of change in pollution-generating behavior in a watershed can be an important indicator of progress toward achieving SWMP goals. Examples include: A. Changes in lawn fertilizer sales in response to a publicity campaign, B. Pounds of hazardous waste turned in at collection events, participation in streambank clean-up events, and C. Sign-ups for environmental action pledges.