

## Attachment B – Points System for Public Education and Outreach Activities

The Tier A Municipality shall implement a Public Education and Outreach Program that focuses on educational and pollution prevention activities about the impacts of stormwater discharges on surface water and groundwater and to involve the public in reducing pollutants in stormwater runoff and mitigating flow.

The Tier A Municipality shall **annually** conduct educational activities that total at least **12 points** and include activities from at least three of the five categories found below. At a minimum, at least one of the activities shall involve educating businesses and the general public of hazards associated with illicit connections and improper disposal of waste. Each approved activity is listed below with an assigned point value. Additional information on how to conduct these Public Education and Outreach activities can be found under Notes and Definitions Part IV.A.3 and 4 of this Tier A MS4 NJPDES permit. Records shall be kept necessary to demonstrate compliance with this requirement, including date of activities and any other relevant documentation.

Category 1: General Public Outreach		
Activity	Description	Points
<b>Website and Social Media</b>	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 ( <a href="http://www.njstormwater.org">www.njstormwater.org</a> ).	1
<b>Newspaper Ad</b>	Use Department created and approved stormwater education materials available on <a href="http://www.cleanwaternj.org">www.cleanwaternj.org</a> to publish an ad in a newspaper or newsletter that serves the municipality.	1
<b>Radio/Television</b>	Broadcast a radio or television public service announcement from <a href="http://www.cleanwaternj.org">www.cleanwaternj.org</a> on a local radio or municipal public service channel.	1
<b>Green Infrastructure Signage</b>	Post signs at 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.	5*
<b>Billboard/Sign</b>	Produce and maintain (for credit in subsequent years) a billboard or sign which can be displayed on a bus, bus stop shelter, recreation field (outfield sign), or other similar public venue.	2
<b>Mural</b>	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.	2
<b>Stormwater Facility Signage</b>	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.	5*

Category 2: Targeted Audiences Outreach		
Activity	Description	Points
<b>Stormwater Display</b>	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.	1
<b>Promotional Item</b>	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.	2
<b>Mailing or e-Mailing Campaign</b>	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 <a href="http://www.nj.gov/dep/stormwater/maintenance_guidance.htm">www.nj.gov/dep/stormwater/maintenance_guidance.htm</a> .	3
<b>Mailing or e-Mailing Campaign</b>	Distribute any of the Department's educational brochures, tip cards, or a municipally produced equivalent (e.g., community calendar, newsletter, or recycling schedule) via a mailing to every resident and business in the municipality.	2
<b>Ordinance Education</b>	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 Pet Waste, Wildlife Feeding, Litter Control, Improper Disposal of Waste, Containerized Waste/Yard Waste Collection, Private Storm Drain Inlet Retrofitting and Illicit Connection ordinances. Provide a link to the municipal website where subject ordinances are posted.	3

Category 3: School / Youth Education and Activities		
Activity	Description	Points
<b>School Presentations</b>	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 <a href="http://www.nj.gov/dep/seeds">www.nj.gov/dep/seeds</a> .  *Presentations receive 1 credit per presentation, with a maximum of 5 credits allowed.	5*
<b>Water Education Workshops</b>	Provide water-related professional development workshops for local teachers from a registered NJ Department of Education Professional Development Provider.	2
<b>Storm Drain Labeling</b>	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 could also include stenciling over precast labels to improve legibility.	3
<b>Educational Contest for Schools</b>	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 shall 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 should be shown on the municipality's website or social media site, if practical.	3
<b>AmeriCorps Event</b>	Coordinate an event (e.g. volunteer stream monitoring, educational presentations, or stormwater awareness project) through <a href="#">AmeriCorps NJ Watershed Ambassador Program</a>	4
<b>Clean-up</b>	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, stormwater facility, or in an area with storm drains that discharge to a local lake or waterway.	3

Category 4: Watershed/Regional Collaboration		
Activity	Description	Points
<b>Regional Stormwater Collaboration</b>	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.	3
<b>Green Infrastructure Workshop</b>	Organize or participate in a rain barrel, rain garden or other green infrastructure workshop on a regional or watershed basis. This could be a partnership exercise with a local watershed organization, utility, university, school, youth/faith based group, and/or other organization.	3
<b>Community Activity</b>	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 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	3

Category 5: Community Involvement Activities		
Activity	Description	Points
<b>Volunteer Stormwater Assessment or Stream Monitoring</b>	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 <u>AmeriCorps NJ Watershed Ambassador Program</u> or review <u>USEPA National Directory of Volunteer Monitoring Programs</u> .	3
<b>Rain Barrel Workshop</b>	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.	3
<b>Rain Garden Workshop</b>	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.	3
<b>Community Event</b>	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 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.	3
<b>Community Involvement</b>	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. A maximum of 5 credits are allowed.	5*