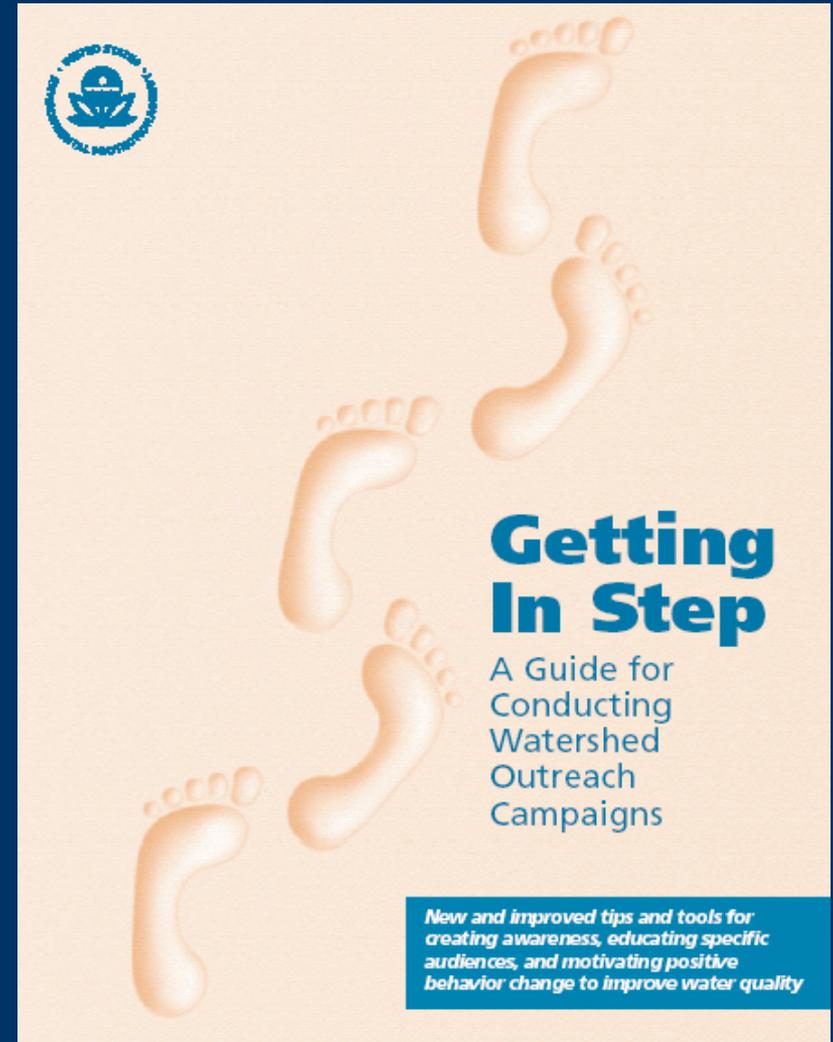


# Getting In Step

## *Building Blocks for Effective Outreach and Education*

Barry Tanning  
Tetra Tech



# Six Minimum Control Measures for MS4s

- **Public Education and Outreach**
- **Public Involvement/Participation**
- **Illicit Discharge Detection and Elimination**
- **Construction Site Runoff Control**
- **Post-Construction Storm Water Management in New and Redevelopment**
- **Pollution Prevention/Good Housekeeping for Municipal Operations**

# Minimum Control Measure: Public Education and Outreach

- MUST:
- Distribute educational materials to the community, or
- Conduct equivalent outreach activities about the impacts of storm water discharges on water bodies and the steps that the public can take to reduce pollutants in storm water runoff
- Determine the appropriate best management practices (BMPs) and measurable goals for this minimum control measure.



# Washington State permits require:

- A program of activities to reach target audiences and topics
- Eastern WA
  - Select and characterize target audiences and implement strategy to reach them.
- Western WA
  - Implement program to achieve measurable improvements in understanding and behaviors.



ION GUARANTEED

FOOD CENTER

We'll  
Match It!

WAL\*MART  
SUPERCENTER

WE SELL FOR LESS



That fact sheet is THE BEST!!

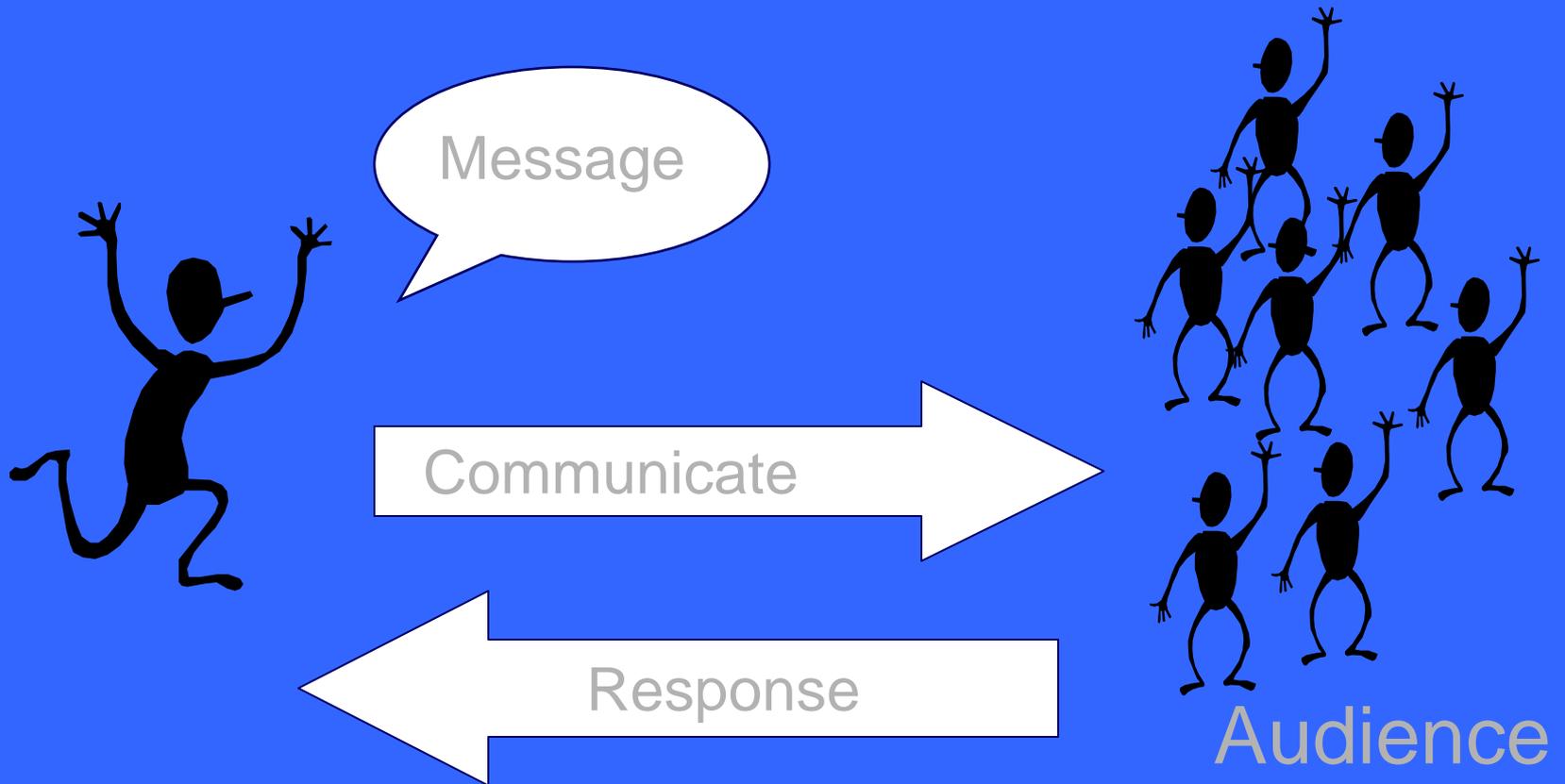
I need to pick up after Fluffy!

I want to wash my car on the lawn!

Oh no, does my house have an illicit discharge?!



# What Is Outreach?



# Phases of Behavior Change

- Awareness
- Knowledge/Education
- Action



Over  
Time

# Outreach changes over time...

Awareness



Action!



Education





**City of Griffin**  
StormWater Department

NOW ENTERING THE  
POTATO CREEK WATERSHED

# Preventing Polluted Runoff

## Everybody's Business



**pet waste, fertilizer,  
chemicals, auto fluids**

Homeowners can prevent polluted runoff by using fertilizers and chemicals sparingly, maintaining septic systems, and picking up pet waste.



**nutrients, pesticides,  
sediment**

Farmers can prevent polluted runoff by managing soil and animal feeding operations and buffering streams with native trees and plants.

## How many uses for water can you think of?

Make a list of how water is used by people, plants and animals. Here are a few ideas:

- drinking
- swimming
- showering
- watering the lawn
- homes for fish, bugs and wildlife
- irrigating crops
- navigation

Scientists group these uses into a few overall categories, like Aquatic Life, Drinking Water, and Recreation. They then decide what categories of uses a waterbody *should* support (for example, virtually all waterbodies should support aquatic life), and monitor the waterbody to see if it supports its uses.



## What percentage of all waterbodies are assessed?

We don't have the money or technology to sample all the waterbodies in the U.S. The nation has more than 3,600,000 miles of rivers and streams alone! If all the rivers and streams were placed end-to-end, they could wrap around the earth 144 times. Each state assesses only a portion of its waters. Here are the latest numbers we have for percentage of U.S. waters assessed:

## How is the quality of our waters determined?

Every state adopts goals or standards that need to be met for its waters, based on the intended uses of the waterbodies. Different goals are set for different waterbody uses. For example, if the water is going to be used for cooling machinery in a factory, it doesn't have to be as clean as water used for drinking. Scientists monitor the waters and give them one of the following scores:

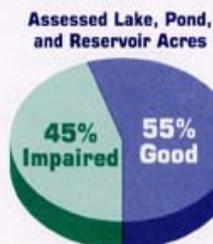
(GOOD) The waterbody fully supports its intended uses

(IMPAIRED) The waterbody does not support one or more of its intended uses

## What is the quality of our waters?

Surface waters are waters that you can see. These waters include rivers and streams, lakes, ponds, reservoirs, **wetlands**, coastal waters, and **estuaries**.

For the U.S. waterbodies sampled most recently, about 40% are rated as impaired. The charts here show, by the type of waterbody, what percentage of the assessed waters were rated GOOD and what percentage were rated IMPAIRED.



- 23% of rivers and streams
- 42% of lakes, ponds, and reservoirs
- 32% of estuaries
- 5% of ocean shorelines
- 90% of Great Lakes shoreline



# DIP INTO

## Volunteer Monitoring with the Great North American Secchi Dip-In

### What is a Secchi Disk?

Water Transparency Disk, a term for what you call the Dip-In, was coined by Christopher O'Neil, head of the Dip-In team, to describe and test a low-cost transparency instrument in the Mediterranean Sea. This instrument, now called the "Secchi" disk, was first invented from the paper used to make the traditional Christmas Tree Transparencies Commission (The Transparencies Commission of the Mediterranean Sea in April 19, 1982).

The typical Secchi disk used in lakes is an 8-inch disk with alternating black and white quadrants (8-in. diameter). It's lowered into the water and the observer (at least 20 ft.) The depth of disappearance, called the Secchi depth, is a measure of the transparency of the water. Transparency decreases as the amount of particulate materials—such as algae and suspended sediment—increases. The amount of algae that grows is affected by the amount of nutrients coming from sewage treatment plants, urban runoff, lawns and agricultural fertilizers, as well as suspended materials washed from construction sites, agricultural fields, or lawns, roads, or shared spaces from lawn mowers.

The Great North American Secchi Dip-In is celebrated each year in the first 3 weeks of July. Volunteer citizens across North America take to their local lakes and streams (and also reservoirs, rivers, and estuaries to ensure water transparency). Sponsored by the North American Lake Management Society (NALMS) and the U.S. Environmental Protection Agency (EPA) and directed by Kent State University, the Dip-In accepts data from Secchi disks and other instruments, as well as temperature and pH data. The data collected are used to assess the transparency of volunteer-monitored waterbodies in the United States and Canada. The Dip-In collects valuable data on lake usage and user perceptions of water quality.

One of the goals of the Dip-In is to increase the number of volunteer monitors and to spark public interest in environmental monitoring. The volunteer monitoring program's efforts are a much appreciated and highly valuable part of many water management efforts. Quality assurance is enhanced if the volunteer participants in both the national effort and local systems.

The Dip-In also provides a national perspective on water quality. Since 2004, more than 6,000 trained volunteers have generated 17,000 data points. The data give a comprehensive picture of lake water transparency at volunteer-monitored sites across North America and the rest of the world. Scientists and volunteers observe how transparency varies according to water type, regional geology, and land use.

Kent State University provides the backbone for the Dip-In monitoring data through a Web site. The site also includes information on a number of network monitoring facilities.

*Transparency is a good indicator of the impacts from human activity on the land surrounding the water body. If transparency is measured (through the summer and from year to year), trends in transparency can be observed. Transparency can serve as an early warning that activities on the land are affecting water quality.*



## Automotive Repair and the Environment The All-in-One Reference for Your Shop

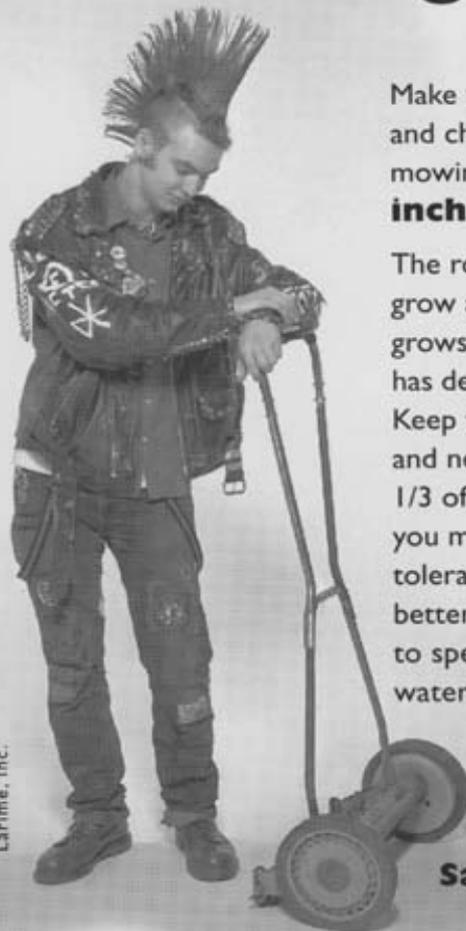
prepared by

Georgia Environmental Compliance Assistance Program  
Georgia Tech Research Institute  
Safety, Health, and Environmental Technology Division  
Georgia Institute of Technology  
Atlanta, Georgia

March, 2004



# Got grass? Mow high!



Larime, Inc.

Make your lawn easier and cheaper to maintain by mowing high – **three inches** is the rule!

The roots of your lawn grow as deep as the grass grows tall, so taller grass has deeper, healthier roots. Keep your lawn 3" or higher and never cut off more than 1/3 of the blade each time you mow. A healthy lawn tolerates hot, dry weather better – so you won't need to spend your summer watering and fertilizing.

Mow high.

**Save time and money.**

It's that **easy.**



A partnership of the Huron River Watershed Council, City of Ann Arbor, Edward Surovell Realtors, Michigan Groundwater Stewardship Program, Van Buren Township, Village of Milford, Ypsilanti Township, USEPA and MDEQ.

Want more information? Call the **Huron River Watershed Council** at **734-769-5123** and ask for a free tip card.

# Stormwater and the Construction Industry

## Protect Natural Features



Bad



Good

- Minimize clearing.
- Minimize the amount of exposed soil.
- Identify and protect areas where existing vegetation, such as trees, will not be disturbed by construction activity.
- Protect streams, stream buffers, wild woodlands, wetlands, or other sensitive areas from any disturbance or construction activity by fencing or otherwise clearly marking these areas.

## Construction Phasing



Bad



Good

- Sequence construction activities so that the soil is not exposed for long periods of time.
- Schedule or limit grading to small areas.
- Install key sediment control practices before site grading begins.
- Schedule site stabilization activities, such as landscaping, to be completed immediately after the land has been graded to its final contour.

## Vegetative Buffers



Bad



Good

- Protect and install vegetative buffers along waterbodies to slow and filter stormwater runoff.
- Maintain buffers by mowing or replanting periodically to ensure their effectiveness.

## Silt Fencing



Bad



Good

- Inspect and maintain silt fences after each rainstorm.
- Make sure the bottom of the silt fence is buried in the ground.
- Securely attach the material to the stakes.
- Don't place silt fences in the middle of a waterway or use them as a check dam.
- Make sure stormwater is not flowing around the silt fence.

## Site Stabilization



Bad



Good

- Vegetate, mulch, or otherwise stabilize all exposed areas as soon as land alterations have been completed.

# Maintain your BMPs!

[www.epa.gov/npdes/menuofbmps](http://www.epa.gov/npdes/menuofbmps)

## Construction Entrances



Bad



Good

- Remove mud and dirt from the tires of construction vehicles before they enter a paved roadway.
- Properly size entrance BMPs for all anticipated vehicles.
- Make sure that the construction entrance does not become buried in soil.

## Slopes



Bad



Good

- Rough grade or terrace slopes.
- Break up long slopes with sediment barriers, or underdrains, or divert stormwater away from slopes.

## Dirt Stockpiles



Bad



Good

- Cover or seed all dirt stockpiles.

## Storm Drain Inlet Protection



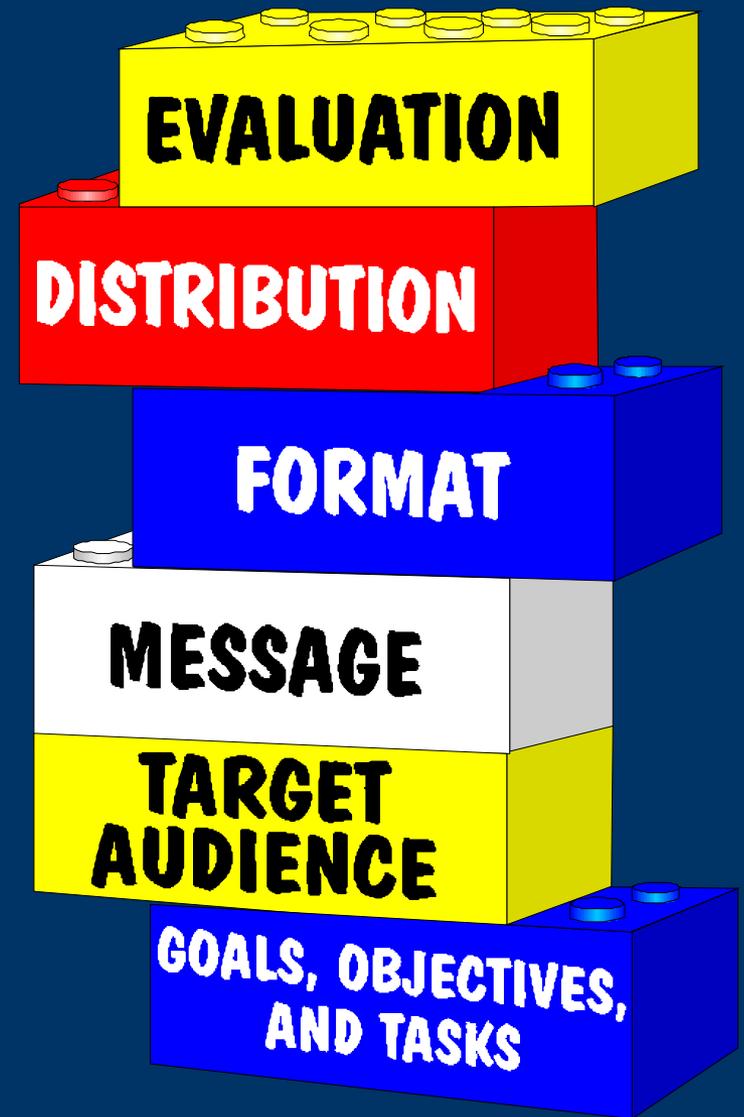
Bad



Good

- Use rock or other appropriate material to cover the storm drain inlet to filter out trash and debris.
- Make sure the rock size is appropriate (usually 1 to 2 inches in diameter).
- If you use inlet filters, maintain them regularly.

# Building Blocks for Conducting Outreach Activities



# Goals

- General statements that express the broad focus of the entire planning and management effort.
  - Vision
  - Problem
  - Mission



*"Let's keep our lake clean"*

# Objectives

- Define outcomes that are:
  - *S*pecific
  - *M*easurable
  - *A*chievable
  - *R*elevant
  - *T*ime-sensitive



# Goal

- Improve the quality of urban runoff in Cityville through better stormwater management.

Trucks carrying uncovered or poorly covered loads are a primary source of highway litter.



- Littering is illegal in California and carries a \$1,000 fine.
- Litter, landscaping debris and pollution on streets flow into storm drains and are released untreated into local waterways.
- Litter flying from poorly covered loads causes a safety issue on our freeways.
- Taxpayers finance litter removal and storm drain cleaning.
- Litter along Highway 99 in Fresno County is viewed by as many as 100,000 cars per day.
- State and local laws require you to cover your loads (California Vehicle Code 25112-23115 and Fresno County Ordinance Title 8, Chapter 8.20).

#### What you can do:

- Use tarps/covers that are in good condition.
- Use proper tie-down methods.
- Check the truck after the load is dumped to make sure no items are left.

**DON'T TRASH  
CALIFORNIA**

[www.DontTrashCalifornia.info](http://www.DontTrashCalifornia.info)

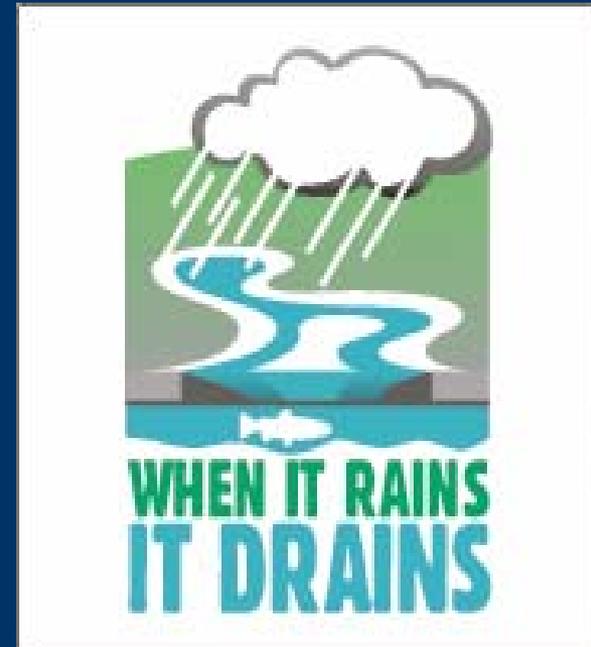
# Objectives

- Over the next 2 yrs, reduce fertilizer applications to residential lawns by 30% through education, increased soil testing, and promotion of natural landscapes.
  - Develop and distribute 5 newspaper inserts on lawn management to MS4 residents in the next 12 months.



# Activities

- Develop unifying theme and logo by 4/04.
- Identify newspaper outlet to distribute inserts by 6/04.
- Identify key topics for each issue by 6/04.
- Design layout and write text for first issue by 9/04.
- Send issue 1 to printers by 11/04.



# Step 2: Target Audience



# Understanding your audience

- Why do they do what they do?
- How can I change their behavior?
- How do I measure if they changed their behavior?



# Who Do We Need to Reach?

- Public agencies
- Elected and other public officials
- Non-governmental organizations
- Business and industry
- Students and others in academia
- Citizens, voters, the public



# Target Audience

- Find and characterize your audience by . . . .
  - Relevance to & involvement with key issues
  - Awareness/knowledge of key issues
  - Motivational factors
  - Geographic location
  - Age
  - Ethnicity
  - Occupation



# Target Audience

- Information needed
  - Demographics
  - Knowledge of the message
  - Communication channels
  - Attitudes/ perceptions



# Target Audience

- Research the target audience
  - Focus groups
  - Phone interviews
  - Pre/post surveys
  - Public agencies
  - Community leaders
  - Trade associations

## Stormwater Pollution Found in Your Area!

This is not a citation.

This is to inform you that our staff found the following pollutants in the storm sewer system in your area. This storm sewer system leads directly to

- Motor oil
- Oil filters
- Antifreeze/transmission fluid
- Paint
- Solvent/degreaser
- Cooking grease
- Detergent
- Home improvement waste (concrete, mortar)
- Pet waste
- Yard waste (leaves, grass, mulch)
- Excessive dirt and gravel
- Trash
- Construction debris
- Pesticides and fertilizers
- Other



For more information or to report an illegal discharge of pollutants, please call:



**EPA**  
United States  
Environmental Protection  
Agency

[www.epa.gov/npdes/stormwater](http://www.epa.gov/npdes/stormwater)

EPA 833-F-03-002  
April 2003

# Recent Survey of Tampa Residents

- Only 19% knew that they lived in a watershed.
  - No-35%
  - Don't know-46%
- 36 percent of respondents left their pet's waste on the ground.



# SC DHEC Survey 2002

<http://www.scdhec.gov/water/ms4/pubs/npssurvey.pdf>

TABLE 1  
AWARENESS OF SOURCES OF RUNOFF POLLUTION

	<u>A Great Deal</u>	<u>Some-What</u>	<u>Not Too Much</u>	<u>Not at All</u>
How much does what people do on the land affect bodies of water	58.7	26.9	9.8	4.6
Shrubs and trees protect water quality	54.9	32.1	8.8	4.2
	<u>Strongly Agree</u>	<u>Agree</u>	<u>Disagree</u>	<u>Strongly Disagree</u>
Inspection and clean out of septic tanks protects water quality	37.5	50.8	9.8	1.9
Pet waste is a source of bacteria in water	25.6	52.5	19.4	2.5
Fertilizers/pesticides affect bodies of water	36.2	50.4	12.3	1.1
	<u>True</u>	<u>False</u>	<u>Do Not Know</u>	
Most storm drain water is treated	17.6	28.3	54.2	
Farms and cities cause more water pollution than industry	23.5	30.8	45.7	
	<u>Yes</u>	<u>No</u>	<u>Do Not Know</u>	
Knows where rainwater flows from property	47.0	47.0	6.0	

Step 3:  
Message



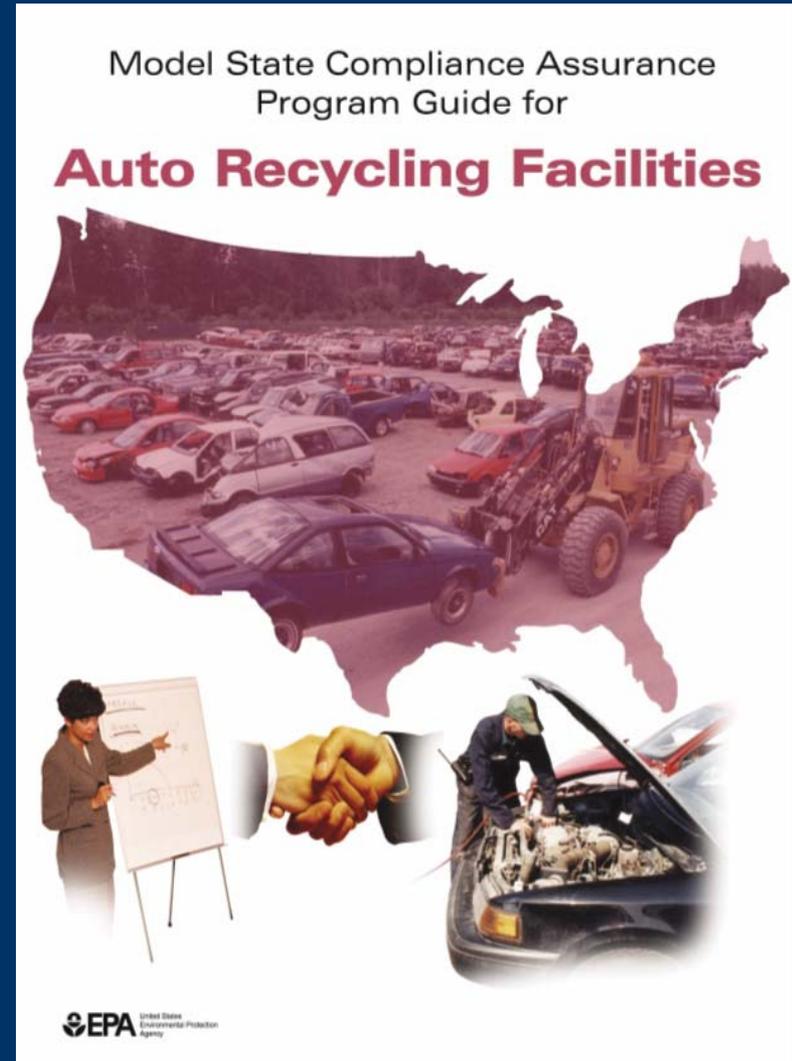
# Message

- Specific to target audience
- Should have direct appeal or benefit to target audience
  - “Improves/protects resources”
  - “Costs less”
  - “Improves health”
  - “It’s convenient”
  - “It’s free”

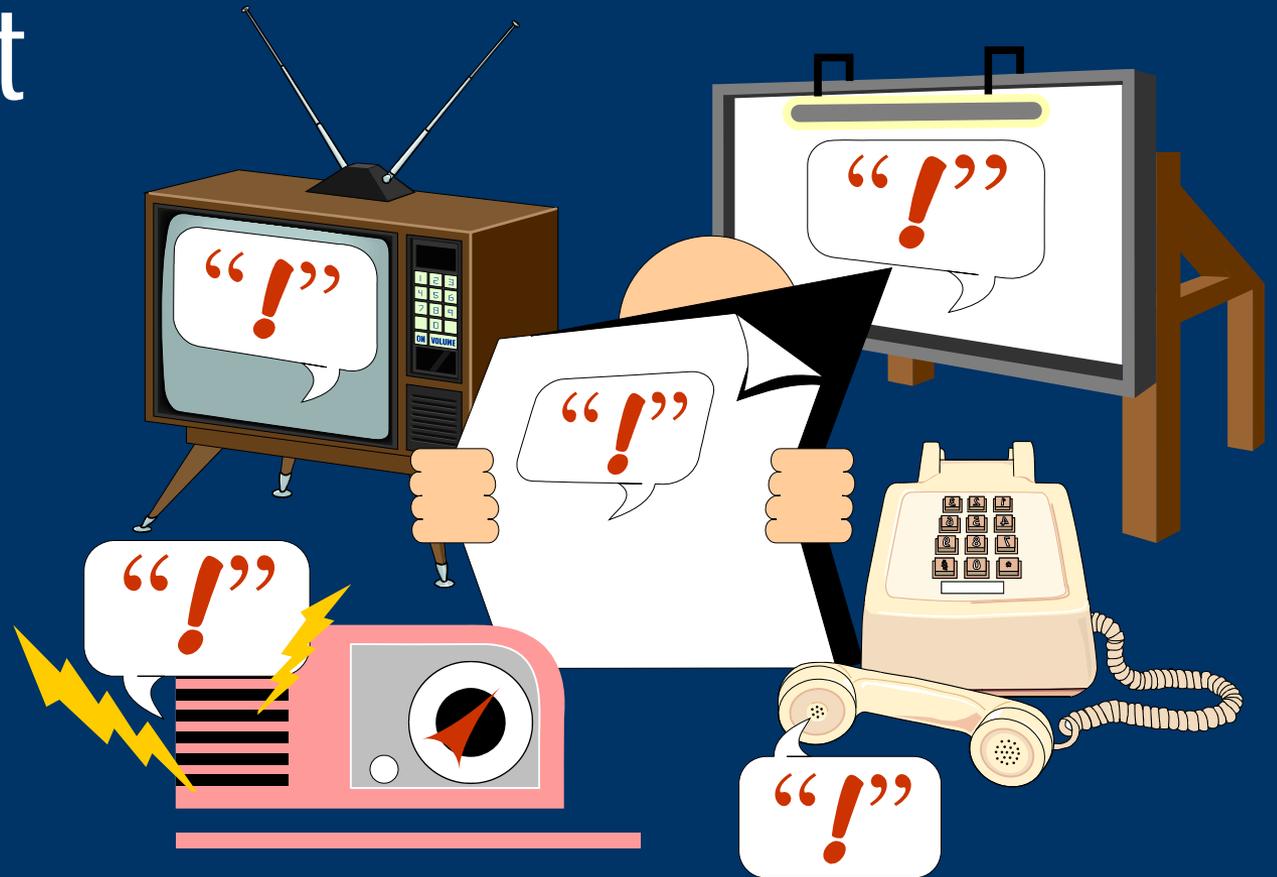


# Social Marketing

- Applying commercial marketing principles to social issues, such as seatbelt use, anti-smoking, to achieve a change in behavior



# Step 4: Format



# Format: Displaying the Message

## Print

Newsletters

Fact sheets

Flyers

Magazine articles

Posters, displays

Billboards

Transit cards

## "Stuff"

Calendars

Magnets

Bumper stickers

Tote bags

Frisbees

Lapel pins

Stickers

## Events

Festivals

Clean-ups

Conferences

Stenciling

Training

Mini-courses

Seminars



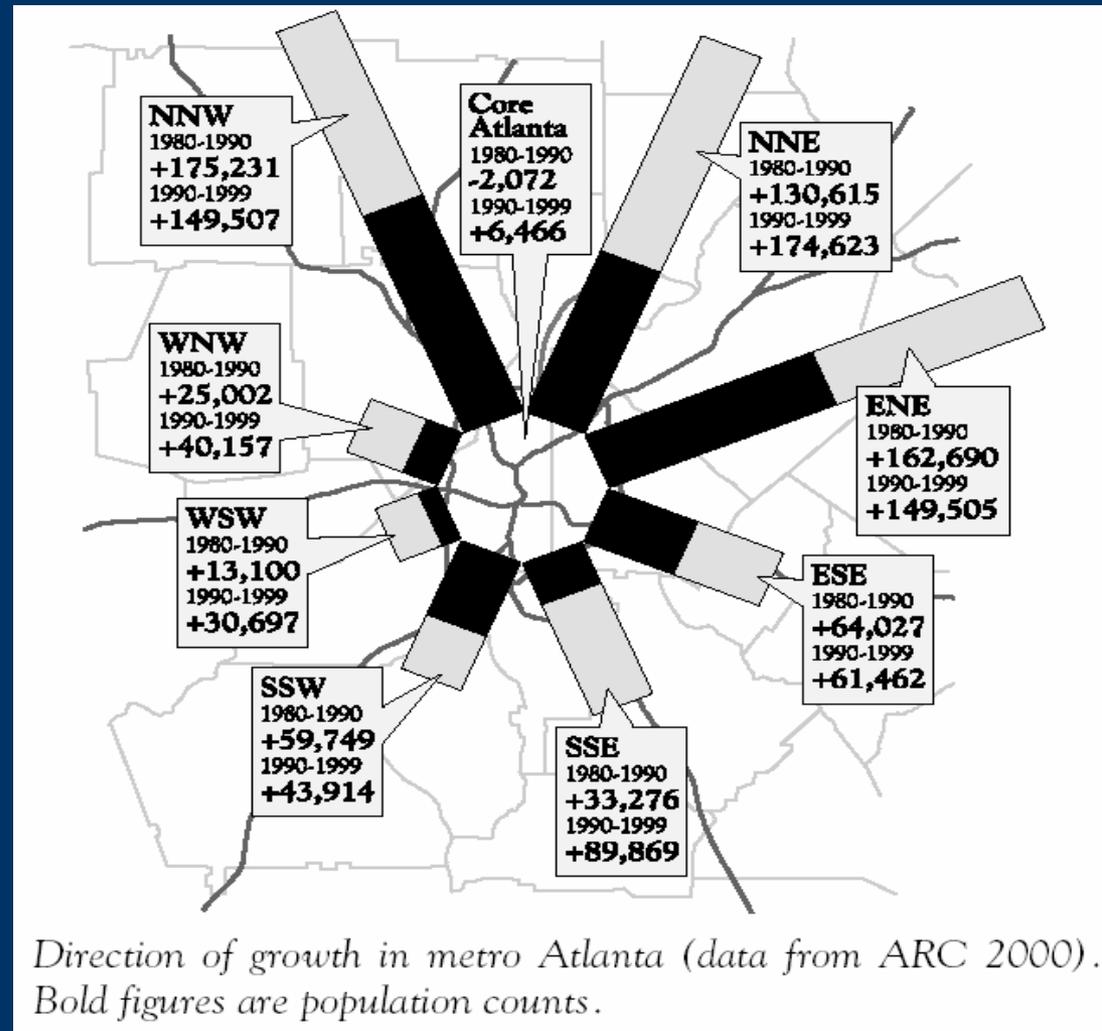
# Formats

- Brochures and Fact Sheets
  - Can be distributed widely
  - Provide more detail on issues
  - Different shapes and sizes



# Displaying Data

- Use photos and maps
- Summarize data into easy to read formats
- Report cards
- Explain the “so what” of the data
- Show trends



# Formats

- Stuff
  - Magnets
  - Stickers
  - Water bottles
  - Drink cozies
  - Mouse pads



# Format

- Events
- Volunteer Monitoring
- Field tours
- Connect people to the resource



# The Media



## News Media

Radio

Newspaper

Television

Magazines

## Electronic Media

Listservers

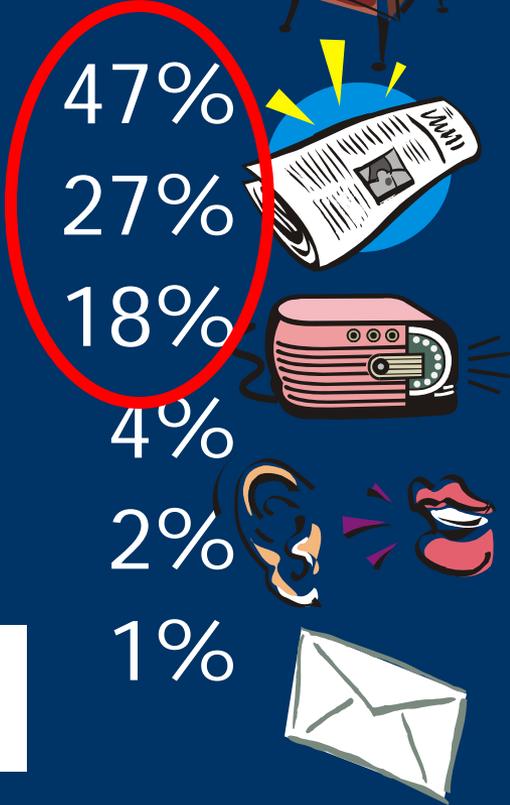
Web sites

CD-ROMs

# Where Does the Public Obtain Information on Water Issues?

- Local television news
- Local newspapers
- Radio news programs
- Friends, family, neighbors
- Environmental mailings
- Community leaders

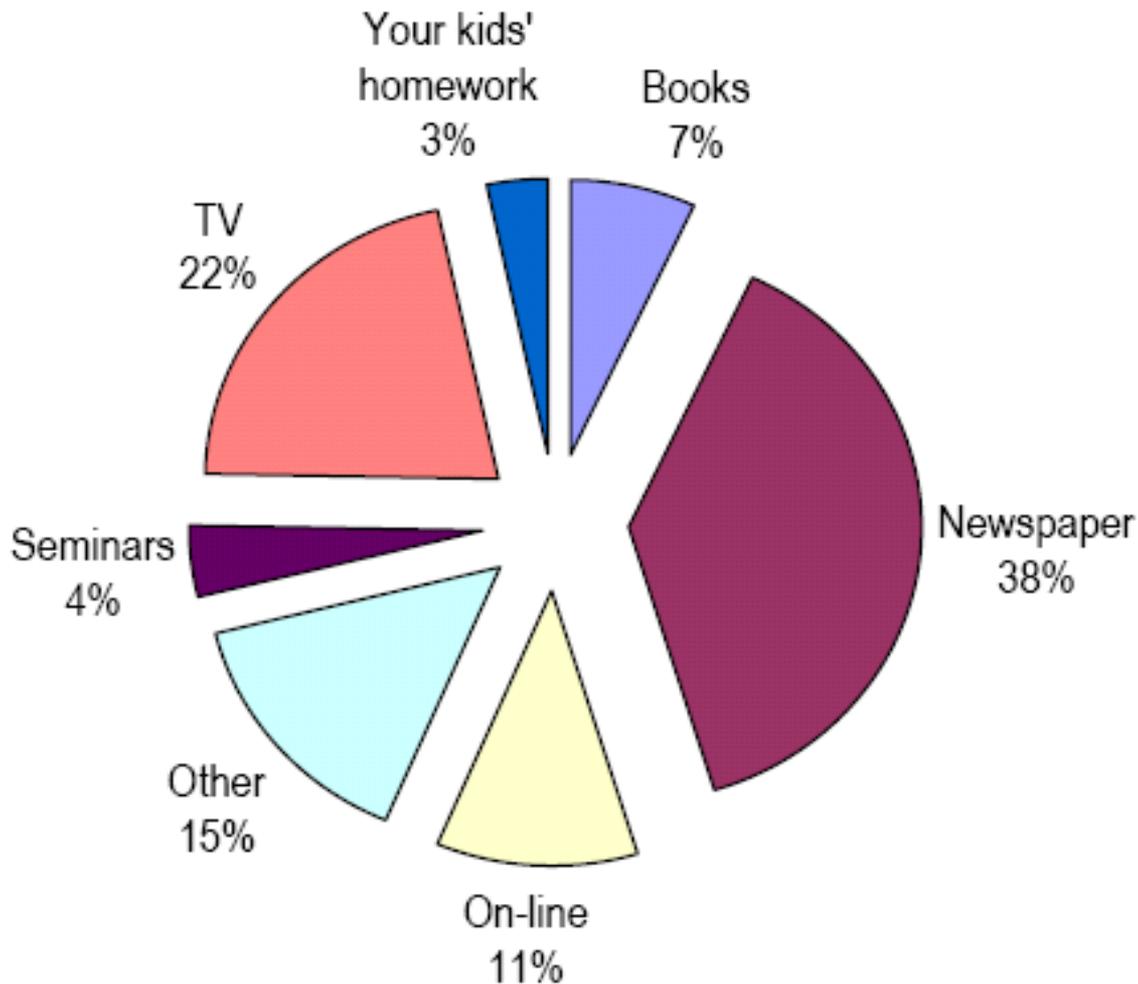
92%



Source: Lake Research Inc; for the Upper Mississippi Basin

# City of Kirkland, WA 2005 Survey

Where do you learn about watersheds, streams, wetlands, pollution and stormwater?



# PUGET SOUND ONLINE

puget sound action team

About the Sound

Who We Are

What We Do

Publications

Calendar

Site Index

## Stormwater Communications Materials

The Puget Sound Action Team, along with funding and assistance from the Washington Department of Ecology and Puget Sound Clean Air Agency, produced the Stormwater Communications Materials to help state agencies, local governments, environmental organizations and others provide attention-getting, clear, and concise information about stormwater runoff.

Using water quality data, the Puget Sound Action Team highlighted some of the more common stormwater runoff problems and how they harm salmon, shellfish, and our quality of water and air. In working with communities across the Sound, as well as through public opinion survey information, the Action Team has learned that people want and need information about what stormwater runoff is, what problems it creates, and what people can do to stop and prevent it.

The Stormwater Education Materials CD-ROM and brochures are education and communication tools to be used by you and other individuals and organizations. The goal

To order the CD-ROM or one of the following brochures please visit our [Publications Request](#) page.



Select above images to download PDF file of each flier.

- Web Sites
  - reach larger audiences;
  - adaptable/changeable

# Step 5: Distribution

- How will you distribute your materials?
- Who will distribute the message?



# Distribution

## Delivering the message . . .

Mail

Phone

Door-to-door

Events

Presentations

Piggybacking

Media

Stakeholder-stakeholder

Conferences/workshops

Targeted businesses

Who is your messenger?



# Step 6: Evaluation



# When do you evaluate your program?



- Before program development
- During implementation
- After implementation

# Why evaluate?

- Program success justification
  - Shows a cost-effective program
  - Show impacts and benefits
- Understand the good, bad and ugly
  - What went right? What went wrong?
- Program refinements and improvements
  - Adaptive management
- Helps with your annual report!

## Potential mistakes



This construction fence is in need of repair. Inspections shall be made daily and downed sections repaired immediately.



Extensive wasting of concrete on the construction site requires additional effort to clean up and can impair subsequent revegetation operations.



Failure to utilize an erosion control blanket on this hill slope resulted in extensive erosion. Erosion control blankets should be utilized on slopes steeper than 4:1, after proper soil preparation and seeding has taken place.



Lack of a diversion ditch at the top of this slope to divert upstream runoff has led to severe rill and gully erosion.

# Adaptive Management

- Keeps you from
  - Blindly charging ahead
  - Being paralyzed by indecision
- Helps you
  - Learn from your mistakes
  - Refine your program to achieve success



# Evaluation

Before

Formative. Will the plan achieve the objectives?

During

Process. Are the tasks assigned, resources adequate?

After

Outcome. Did we do what we said we were going to do?

Much  
Later

Impact. Did our message reach the target audience? Did we achieve our objectives?



# Evaluation Tools

- Assessment tools include:
  - Focus groups
  - Surveys
  - Interviews
  - Water quality data
- Tools may be part of before/after approach
  - Remember to get your baseline data so you can measure success

## Stormwater Management

An Overview for Auto Recyclers



You work in the **No. 1** recycling industry in America:  
>> **Auto Recycling** <<

Most auto dismantlers don't think of themselves as environmentalists, but the auto dismantling industry is very important for the environment.

Did you know that the automobile is the number one recycled product in America? Over 75% of the materials from cars are recycled. Recycled vehicles generate over 12 million tons of recycled steel, saving enough energy to power over 18 million homes for a full year. Your work makes a real difference to the environment.

On the other hand, if you handle wrecked cars or trucks without proper care, it can cause environmental damage. Fortunately, there are some commonsense measures you can take to protect the environment and the business where you work.

### How can your work on wrecked vehicles damage the environment?

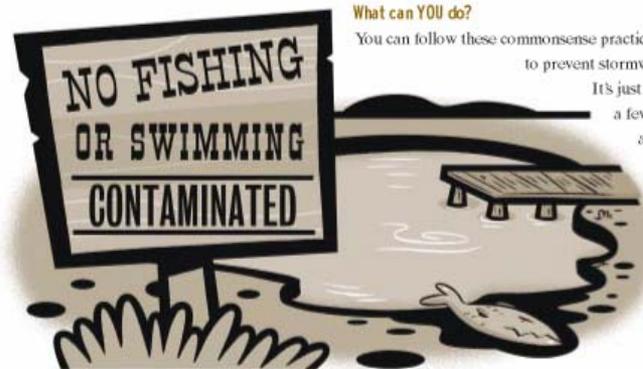
When it rains or snows, the flowing water can carry oils, antifreeze, and metals off your facility. These materials can end up in streams, rivers, lakes, and bays, killing aquatic life and seriously polluting water bodies in your area where people swim, fish, and boat.

It may be hard to see the connection between what happens at your facility and the effect on the environment. But polluted runoff is real. When polluted by oil, antifreeze, pesticides, animal waste, and a range of other materials, stormwater from business and residential property can add up to a big problem that affects entire communities.

### What can YOU do?

You can follow these commonsense practices to do your part to prevent stormwater pollution.

It's just a matter of changing a few habits and acting responsibly, all the time.



# US EPA Resources on the Web:

<http://www.epa.gov/npdes/stormwater>



United States  
Environmental Protection  
Agency

Office of Water  
(4204)

EPA 833-R-00-002  
March 2000

## Storm Water Phase II Compliance Assistance Guide



### National Menu of Best Management Practices

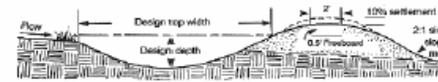
#### Permanent Diversions

##### Construction Site Storm Water Runoff Control

###### Description

Diversions can be constructed by creating channels across slopes with supporting earthen ridges on the bottom sides of the slopes. The ridges reduce slope length, collect storm water runoff, and deflect the runoff to acceptable outlets that convey it without erosion.

Typical Cross-section



Site planners incorporate diversions into the overall grading plan to direct clean runoff away from exposed areas.

###### Applicability

Diversions are used in areas where runoff from areas of higher elevation poses a threat of property damage or erosion. Diversions can also be used to promote the growth of vegetation in areas of lower elevations. Finally, diversions protect upland slopes that are being damaged by surface and/or shallow subsurface flow by reducing slope length, which minimizes soil loss.

###### Siting and Design Considerations

**Ridge.** A cross section of the earthen ridge must have side slopes no steeper than 2:1; a width at the design water elevation of at least 4 feet; a minimum freeboard of 0.3 feet; and a 10-percent settlement factor included in the design.

**Outlet.** Four acceptable outlets for the conveyance of runoff and their construction specifications include:

1. **Storm water conveyance channel.** A permanent designed waterway, containing appropriate vegetation, that is appropriately shaped and sized to carry storm water runoff away from developing areas without any damage from erosion. The following are general specifications that are required for channel construction:
  - o All obstructions and unsuitable material, such as trees, roots, brush, and stumps, and any excess soil should be removed from the channel area and disposed of properly.
  - o The channel must meet grade and cross-section specifications, and any fill that is used must be compacted to ensure equal settlement.
  - o Parabolic and triangular-shaped, grass-lined channels should not have a top width of more than 30 feet.



# National Pollutant Discharge Elimination System (NPDES)

[Recent Additions](#) | [Contact Us](#) | [Print Version](#) Search NPDES:  [GO](#)

[EPA Home](#) > [QW Home](#) > [QWWM Home](#) > [NPDES Home](#) > [Stormwater](#) > Menu of BMPs

NPDES Topics      Alphabetical Index      Glossary      About NPDES

Search BMPs      Filter by Minimum Measure      GO      Browse Fact Sheets      Search Help

     All of the words      All



- Menu of BMPs Home
- BMP Background
- Public Education & Outreach on Stormwater Impacts
- Public Involvement/Participation
- Illicit Discharge Detection & Elimination
- Construction Site Stormwater Runoff Control
- Post-Construction Stormwater Management in New Development & Redevelopment
- Pollution Prevention/Good Housekeeping for Municipal Operations
- Measurable Goals
- Stormwater Home

## National Menu of Stormwater Best Management Practices

The National Menu of Best Management Practices for Stormwater Phase II was first released in October 2000. EPA has renamed, reorganized, updated, and enhanced the features of the website. These revisions include the addition of new fact sheets and revisions of existing fact sheets. Because the field of stormwater is constantly changing, EPA expects to update this menu as new information and technologies become available. Therefore EPA invites you to submit comments on the existing fact sheets and suggest additional fact sheet subjects (click on the comment button at the top or bottom of each website).

The Menu of BMPs is based on the Stormwater Phase II Rule's six minimum control measures. Click on the minimum control measure below to see the Phase II requirements for that minimum measure and for the BMPs that can be used to implement it. You can also perform a general search for keywords using the search menu above. For information on problems associated with stormwater, general BMP information, and the stormwater Phase II rule, go to [background information](#).

1. [Public Education](#) - BMPs for MS4s to inform individuals and households about ways to reduce stormwater pollution.
2. [Public Involvement](#) - BMPs for MS4s to involve the public in the development, implementation, and review of an MS4's stormwater management program.
3. [Illicit Discharge Detection & Elimination](#) - BMPs for identifying and eliminating illicit discharges and spills to storm drain systems.
4. [Construction](#) - BMPs for MS4s and construction site operators to address stormwater runoff from active construction sites.
5. [Post-construction](#) - BMPs for MS4s, developers, and property owners to address stormwater runoff after construction activities have completed.
6. [Pollution Prevention/Good Housekeeping](#) - BMPs for MS4s to address stormwater runoff from their own facilities and activities.

### National Menu of BMPs

- [Public Education](#) ..... 1
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[Stormwater Case Studies](#) - EPA has developed a series of stormwater case studies to help operators of municipal separate storm sewer systems (MS4s) regulated under the Phase II stormwater regulations develop or improve their stormwater management programs. You can search the case studies by minimum measure, case study location, or keyword. Additional resources and tools for each case study and minimum measure are provided.





# www.epa.gov/nps/toolbox

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U.S. Environmental Protection Agency



## Nonpoint Source Outreach Toolbox

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The **Nonpoint Source (NPS) Outreach Toolbox** is intended for use by state and local agencies and other organizations interested in educating the public on nonpoint source pollution or stormwater runoff. The Toolbox contains a variety of resources to help develop an effective and targeted outreach campaign. To start, use the sidebar menu to the left, the [descriptive links](#) below, or jump to the [navigable toolbox graphic](#) and select any drawer or book.

### Features of the NPS Outreach Toolbox:

[Get the NPS Outreach Toolbox on CD](#)

- [EPA's Getting in Step Outreach Series](#) - A great place to get started and learn how to develop effective outreach. The series includes EPA's flagship publication, *Getting in Step: A Guide for Conducting Watershed Outreach Campaigns*, which presents the outreach development process as a logical, easy-to-apply sequence of steps. Information is also provided on related resources, including a free video companion guide and training workshop opportunities;
- [Featured Products](#) - Exemplary outreach examples culled from the catalog for increasing awareness and changing behaviors across each of the six targeted topics (general stormwater and storm drain awareness, lawn and garden care, pet care, septic system care, motor vehicle care, and household chemicals and waste) and organized by media type;
- [Searchable Catalog](#) - Contains more than 700 viewable and/or audible [TV](#), [radio](#), and [print ads](#) and [other outreach products](#) to increase awareness and/or change behaviors across six common topics (see "Featured Products"). Search by media type or topic. Permissions for using the cataloged products are disclosed (and in most cases, granted) by the product owners, and contact information, campaign Web sites, and other pertinent details are provided;
- ["Where You Live" Catalog Search Option](#) - Allows products to be searched by state;
- [Logos, Slogans, & Mascots](#) - Ready-made identifiers to brand outreach campaigns and make them memorable;
- [Surveys & Evaluations](#) - Surveys of public attitudes and perceptions regarding NPS problems and solutions, and evaluations of the effectiveness of some local NPS media campaigns;
- [Other NPS Outreach Collections](#) - Links to collections of NPS outreach and educational products compiled by states and other organizations;
- [Frequent Questions](#) - For using the many features of this Toolbox.

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