

MS4 Outreach Program Goals

- 1) Achieve compliance with public education and participation requirements under the draft MS4 permits for all participating communities.
- 2) Increase public awareness of the work being done by municipalities to maintain and improve stormwater infrastructure
- 3) Increase the willingness of the community to support adequate funding to implement MS4 requirements.
- 4) Encourage residents and pavement owners to adopt habits and engage in voluntary actions that decrease pollutant loading, decrease peak discharge rates, and increase groundwater recharge, thereby reducing the burden placed on public stormwater infrastructure systems.
- 5) Increase the quality of initial permit applications, and the level of voluntary compliance with permit conditions (including O&M) for permittees under the Wetlands Act, stormwater bylaws and Title V

Annual Activities	Remarks
Two region wide direct mail pieces	Primary focus is residential but could also use some for business
Maintain content in static website	Limited maintenance of existing content.
Presence at community events	Staff and exhibit materials for one event in each town. More with promotional items.
School outreach program	Stormwater may be less if combined with water conservation.
Targeted outreach to non-residential audiences	Limited level of effort for list development, targeted mailings, face to face, with support materials
Regional stream crossing signage	Assumes 10 signs per town, per year with in-kind installation by town.
Regional stormdrain marker program	Includes staff coordination to buy and install 100 custom markers per town with volunteer groups.
Regional email newsletter	Quarterly same content to all. Assuming moderate size list and referencing static content.
Basic compliance program, public participation	Post program materials on website, hold one public meeting per town, compile any comments.
Town specific water/stormwater newsletters	Twice per year via bill stuffers. Postage assumed at \$0. Dovetails with water conservation.
Town specific water/stormwater press releases	Two per year.
Regional water quality monitoring	Six sites per community with expanded outreach/press. Needs more detailed cost estimate.
Stream/river cleanup program	Limited program but could likely secure private matching funds. Assumes waste disposal donated in-kind.
Voluntary retrofit program	Promote and provide technical assistance to property owners, without any financial incentive / assistance.
Recognition/certification program for business sectors	To run the program. Assumed promotion covered in other tasks such as biz outreach and website.
One Time Program Setup	
Recognition/certification program for business sectors	To initially develop and setup program.
Permittee compliance reminder system	Assume this is a one time cost and then self funding through fees.

Annual Activities	\$ Total	\$ Per Town
Two region wide direct mail pieces	10,220	929
Maintain content in static website	4,200	382
Presence at community events	9,840	895
School outreach program	44,000	4,000
Targeted outreach to non-residential audiences	27,390	2,490
Regional stream crossing signage	4,700	427
Regional stormdrain marker program	11,660	1,060
Regional email newsletter	4,840	440
Basic compliance program, public participation	12,320	1,120
Town specific water/stormwater newsletters	48,240	4,385
Town specific water/stormwater press releases	12,320	1,120
Regional water quality monitoring	79,200	7,200
Stream/river cleanup program	18,480	1,680
Voluntary retrofit program	36,960	3,360
Recognition/certification program for business sectors	6,100	555
Total Cost	324,370	29,488
One Time Program Costs		
Recognition/certification program for business sectors	11,200	1,018
Permittee compliance reminder system	?	?