

MS4 Public Outreach Requirements	District of Columbia Permit (Finalized on 10/7/2011)	Montgomery County Permit (Finalized on 2/16/2010)	Prince George's County (Draft Permit Reviewed is Frederick County's, but MDE states that new permits for all Counties will largely be alike)
<p>General Requirements</p>	<p>. . . continue to implement a public education campaign including but not limited to an education program aimed at residents, businesses, industries, elected officials, policy makers, planning staff and other employees of the permittee. The purpose is . . . to reduce or eliminate behaviors and practices that cause or contribute to adverse stormwater impacts. Education initiatives may be developed locally or regionally. . . . The outreach program shall be designed to achieve measurable improvements in the target audience's understanding of stormwater pollution and steps they can take to reduce their impacts. Audiences and subject areas to be considered include (a comprehensive list of audiences and messages is included). . . . shall continue to measure the understanding and adoption of selected targeted behaviors among the targeted audiences. The resulting measurements shall be used to direct education and outreach resources most effectively, as well as evaluated changes in adoption of targeted behaviors.</p>	<p>. . . continue to implement a public education and outreach campaign to reduce stormwater pollutants. Outreach efforts may be integrated with other aspects of the County's activities.</p>	<p>. . . continue to implement a public education and outreach campaign to reduce stormwater pollutants. Outreach efforts may be integrated with other aspects of the County's activities.</p>
<p>Proper Trash Disposal</p>	<p>No specific outreach or education requirement, but the District is required to "attain removal of 103,188 pounds of trash annually." O&E Material on District's Web Site on the Same Topic:</p>	<p>Within one year of permit issuance, develop a work plan to implement a public outreach and education campaign with specific performance goals and corresponding deadlines to increase residential and commercial recycling rates, improve trash management, and reduce littering.</p>	<p>Within one year of permit issuance, develop and implement a public education and outreach campaign with specific performance goals and corresponding deadlines to initiate or increase residential and commercial recycling rates, improve trash management, and reduce littering. The strategy shall include:</p>

	<p>"Recycling Made Easy" (http://dpw.dc.gov/DC/DPW/Education+and+Outreach/Brochures+and+Fact+Sheets?nav=3&vgnextrefresh=1)</p>	<p>Implement Trash Free Potomac strategy</p> <p>O&E Material on the County's Web Site On the Same Topic as These Requirements:</p> <p>http://www.montgomerycountymd.gov/dec_tpl.asp?url=/content/dep/water/trashfree.asp</p>	<ul style="list-style-type: none"> • Educating the public on the importance of reducing, reusing, and recycling. • Disseminating information by using signs, articles, and other media outlets • Promoting educational programs in schools, businesses, community associations, etc. • Evaluating annually the effectiveness of the education program <p>Implement improvements to programs necessary to meet any trash TMDLs.</p> <p>O&E Material on the County's Web Site On the Same Topic:</p> <p>http://www.princegeorgescountymd.gov/Government/AgencyIndex/DER/waste.asp?nivel=foldmenu(8)</p>
<p>Encouraging Proper Disposal of Pollutants that Might Otherwise Be Put in the Stormwater System</p>	<p>Among the many potential topics listed in the permit that the O & E program might address, the following are included:</p> <ul style="list-style-type: none"> • household hazardous waste; • management and disposal of used oil, other automotive fluids, and household chemicals; • hazardous cleaning supplies, carwash soaps and other hazardous materials. 	<p>Provide information to the general public about the benefits of: Increasing proper disposal of household hazardous waste.</p> <p>O&E Material on the County's Web Site On the Same Topic:</p> <p>http://www.montgomerycountymd.gov/dec_tpl.asp?url=/content/dep/water/stormwaterhome.asp</p>	<p>Provide information to inform the general public about the benefits of: increasing proper disposal of household hazardous waste.</p> <p>O&E Material on the County's Web Site On the Same Topic:</p> <p>http://www.princegeorgescountymd.gov/Government/AgencyIndex/DER/waste.asp?nivel=foldmenu(8)</p>
<p>Lawn Care including Proper Use of Fertilizers and/or Pesticides</p>	<p>. . . provide incentives to curtail the use of turf-grass fertilizers. Incentivize the use of vegetative landscapes other than turf grass and other measures to restrict the use of turf grass fertilizers.</p> <p>Potential areas of focus for O & E include:</p>	<p>Provide information to the general public about the benefits of: Improving lawn care and landscape management, including the proper use of herbicides, pesticides, and fertilizers; and ice control and snow removal (cash for clippers, etc.)</p>	<p>Provide information to the general public about the benefits of improving lawn care and landscape management (e.g. the proper use of herbicides, pesticides, and fertilizers, ice control, and snow removal, cash for clippers, etc.)</p>

	<p>use of low or no phosphorus fertilizers; alternatives to fertilizers; alternative landscaping requiring no fertilizers; landscape design to reduce runoff; and management practices for use and storage of pesticides and fertilizers.</p> <p>O&E Material on District's Web Site on the Same Topic:</p> <p>http://ddoe.dc.gov/ddoe/cwp/view,a,1209,q,495925.asp</p>	<p>O&E Material on the County's Web Site On the Same Topic:</p> <p>http://www.montgomerycountymd.gov/dec_tpl.asp?url=/content/dep/water/rainscape.s.asp</p>	<p>O&E Material on the County's Web Site On the Same Topic:</p> <p>http://www.princegeorgescountymd.gov/Government/AgencyIndex/DER/ESG/pdf/Garden.pdf</p>
Encouraging Pet Owners to Clean Up	<p>Among the many potential topics listed that the O & E program might address, proper management of pet waste is included.</p> <p>O&E Material on District's Web Site on the Same Topic:</p> <p>DPW reminds residents walking their dogs to pick up after them http://dpw.dc.gov/DC/DPW/Education+and+Outreach/Brochures+and+Fact+Sheets?nav=3&vgnextrefresh=1)</p>	<p>Provide information to inform the general public about the benefits of: Proper pet waste management</p> <p>O&E Material on the County's Web Site On the Same Topic:</p> <p>http://www.montgomerycountymd.gov/dec_tpl.asp?url=/content/dep/water/stormwaterhome.asp</p>	<p>Provide information to inform the general public about the benefits of: Proper pet waste management</p>
Encouraging Rain Gardens, Downspout Disconnection, Rain Barrel Use or Other Volume-Controlling Homeowner Actions	<p>O&E Material on District's Web Site on the Same Topic:</p> <p>http://ddoe.dc.gov/ddoe/cwp/view,a,1209,q,499747.asp</p>	<p>O&E Material on County's Web Site on the Same Topic:</p> <p>http://www.montgomerycountymd.gov/dec_tpl.asp?url=/content/dep/water/rainscape.s.asp</p>	<p>O&E Material on County's Web Site on the Same Topic:</p> <p>http://www.princegeorgescountymd.gov/Government/AgencyIndex/DER/ESG/pdf/Garden.pdf</p>

Others:

- . . . continue to include ongoing opportunities for public involvement through advisory councils, watershed associations and/or committees, participation in developing updates to the stormwater fee system, stewardship programs, environmental activities or other similar activities. . . facilitate opportunities for direct action, educational, and volunteer programs such as riparian planting, volunteer monitoring programs, storm drain marking, or stream cleanup programs.
 - . . . finalize a Stormwater Management Guidebook to be available for wide-spread use by land use planners and developers. The Stormwater Management Guidebook shall provide regular updates . . . (on) stormwater management technologies. . .
 - . . . provide key industry, regulatory, and other stakeholders, with information regarding . . . green infrastructure practices contained in the Stormwater Management Guidebook through a training program.
 - . . . shall continue to implement an on-going training program for those employees specified below, and any other employees whose job functions may impact stormwater program implementation.
- Provide information to the general public about the benefits of:
 - Increasing water conservation;
 - the importance of community stormwater management facility maintenance;
 - proper erosion and sediment control practices
 - car care
 - Improving private well and septic system management
 - Establish and publicize a compliance hotline or similar mechanism for public reporting of water quality complaints, including suspected illicit discharges, illegal dumping, and spills.
 - Provide information regarding the following water quality issues to the regulated community when requested:
 - NPDES permitting requirements
 - Pollution prevention plan development
 - Proper housekeeping
 - Spill prevention and response.
- Provide information to the general public about the benefits of:
 - Increasing water conservation
 - Residential and community stormwater management implementation and facility maintenance
 - Proper erosion and sediment control practices
 - Residential car care and washing
 - Establish and publicize a compliance hotline or similar mechanism for public reporting of water quality complaints, including suspected illicit discharges, illegal dumping, and spills.
 - Provide information regarding the following water quality issues to the regulated community when requested:
 - NPDES permitting requirements
 - Pollution prevention plan development
 - Proper housekeeping
 - Spill prevention and response.