

Minimum Control Measure 1 Plug-and-Play Program

Central Massachusetts Regional Stormwater Coalition

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Instructions: Throughout this document, the symbol '##' has been used to represent locations where community or site-specific information is required.

The first eight BMPs are core BMPs that can be used by all communities to fulfill the basic requirements of MCM 1. There are additional MCM 1 requirements associated with specific TMDLs and impairments. The core BMPs include annual messaging in the summer related to pet waste, which is a requirement of several TMDLs and impairments. Additional messaging that should be included to meet TMDL/impairment requirements for MCM 1 are included at the end of this document.

MCM 1

Public Education and Outreach

Permit Part 2.3.2

Objective: The permittee shall implement an education program that includes educational goals based on stormwater issues of significance within the MS4 area. The ultimate objective of a public education program is to increase knowledge and change behavior of the public so that the pollutants in stormwater are reduced.

Examples and Templates:

[EPA's Stormwater Education Toolbox](#)

[MassDEP's Stormwater Outreach Materials](#)

Other templates relevant to MCM 1 can be found here: <https://www.epa.gov/npdes-permits/stormwater-tools-new-england#peo>

Instructions: Think Blue Massachusetts has pre-made Social Media Posts available on their website: <https://www.thinkbluemassachusetts.org/ms4-communities>. To share a post, follow the link above and click on the link of the appropriate post. When prompted, log into your Municipality's Facebook page and share the post.

BMP: Shared Social Media Post

BMP Number (Optional) _____

Document Name and/or Web Address:

Description:

Targeted Audience:

Responsible Department/Parties:

Measurable Goal(s):

Message Date(s):

BMP: Flyer Distribution

BMP Number (Optional) _____

Document Name and/or Web Address:

Description:

Targeted Audience:

Responsible Department/Parties:

Measurable Goal(s):

Message Date(s):

BMP: Flyer Distribution

BMP Number (Optional) _____

Document Name and/or Web Address: Think Blue Parking Lot Infographic

Description:

A flyer describing ways that businesses can reduce stormwater pollution will be mailed to business owners. Tips include frequently sweeping parking lots, keeping trash barrels covered, and maintaining stormwater structures frequently.

Targeted Audience: Businesses, institutions and commercial facilities

Responsible Department/Parties: ##Fill out as appropriate for your Municipality

Measurable Goal(s):

Number of businesses receiving mailing.

Message Date(s): Annually in the spring.

BMP: Shared Social Media Post

BMP Number (Optional) _____

Document Name and/or Web Address: Think Blue Business Waste Disposal Social Media Post

Description:

A social media post will be shared on the ##MUNICIPALITY's Facebook page annually in the fall. The social media post reminds business owners to keep dumpsters covered to keep water clean and provides a link to the Think Blue Massachusetts website.

Targeted Audience: Businesses, institutions and commercial facilities

Responsible Department/Parties: ##Fill out as appropriate for your Municipality

Measurable Goal(s):

Number of post views, shares and likes.

Message Date(s): Annually in the fall.

BMP: Flyer Distribution

BMP Number (Optional) _____

Document Name and/or Web Address: Think Blue Developers Sediment Control Flyer

Description:

A flyer describing the importance of erosion controls for construction sites will be distributed with every

approved construction permit.

Targeted Audience: Developers (construction)

Responsible Department/Parties: ##Fill out as appropriate for your Municipality

Measurable Goal(s):

Number of flyers distributed, measured as number of construction permits issued per year.

Message Date(s): Rolling throughout the year.

BMP: Press Release

BMP Number (Optional) _____

Document Name and/or Web Address: Think Blue Developers Sediment Control Press Release

Description:

A press release about the importance of erosion control on construction sites to prevent stormwater pollution will be posted on the ##MUNICIPALITY's website.

Targeted Audience: Developers (construction)

Responsible Department/Parties: ##Fill out as appropriate for your Municipality

Measurable Goal(s):

Number of views measured as number of unique page visits.

Message Date(s): Annually in the fall.

BMP: Flyer Distribution

BMP Number (Optional) _____

Document Name and/or Web Address: Think Blue Materials Handling Flyer

Description:

A flyer describing ways that industrial site owners can reduce stormwater pollution will be distributed to every industrial facility with a NPDES permit. Tips include how to properly store and dispose of hazardous materials and how to minimize leaks and spills.

Targeted Audience: Industrial facilities

Responsible Department/Parties: ##Fill out as appropriate for your Municipality

Measurable Goal(s):

Number of flyers distributed, measured as number of facilities with NPDES permits.

Message Date(s): Annually in the spring.

BMP: Press Release

BMP Number (Optional) _____

Document Name and/or Web Address: Think Blue Fleet Maintenance Press Release

Description:

A press release about the importance of maintaining vehicles and equipment on industrial sites to prevent stormwater pollution from oil, gasoline and grease will be posted on the ##MUNICIPALITY's website.

Targeted Audience: Industrial facilities

Responsible Department/Parties: ##Fill out as appropriate for your Municipality

Measurable Goal(s):

Number of views measured as number of unique page visits.

Message Date(s): Annually in the Fall.

BMP: Post to Town Website/Shared Social Media Post

Instructions: Include this BMP in addition to the core BMPs if your Municipality needs to fulfill the Long Island Sound Nitrogen TMDL, Assabet River Phosphorus TMDL, and/or Phosphorus Impairment requirements.

BMP Number (Optional) _____

Document Name and/or Web Address: Think Blue Landscaping Infographic

Description:

A flyer describing lawn and garden tips to reduce stormwater pollution will be posted on the ##MUNICIPALITY website. The link to the flyer will be shared on social media twice a year (once in the spring and once in the fall). This flyer discusses proper disposal of yard waste (grass clippings and leaf litter) and fertilizer use.

Targeted Audience: Residents and Businesses/Institutions/Commercial Facilities

Responsible Department/Parties: ##Fill out as appropriate for your Municipality

Measurable Goal(s):

Number of post views, shares and likes.

Message Date(s): Twice a year in the spring and the fall.

BMP: Flyer Distribution ←

Instructions: Include this BMP in addition to the core BMPs if your Municipality needs to fulfill the Bacteria or Pathogen TMDL or Impairment requirements.

BMP Number (Optional) _____

Document Name and/or Web Address: EPA Septic Homeowner Brochure

Description:

A brochure about how to properly maintain a septic system will be mailed to all residents with septic systems in permit year 2. The brochure includes information about inspecting and pumping a septic system, items that should not be flushed into a septic system and signs of a failing septic system.

Targeted Audience: Residents

Responsible Department/Parties: ##Fill out as appropriate for your Municipality

Measurable Goal(s):

Number of flyers distributed, measured as number of homes with septic systems.

Message Date(s): August of year 2.

BMP: Flyer Distribution ←

Instructions: Include this BMP in addition to the core BMPs if your Municipality needs to fulfill chloride impairment requirements.

BMP Number (Optional) _____

Document Name and/or Web Address: MADEP Anti-Icing Materials-Best Management Practices

Description:

A flyer describing best management practices for winter de-icing material application will be distributed to industrial facilities with NPDES permits and private road salt applicators annually in November or December. The flyer includes information about pretreatment of roads, how much de-icing material to apply and how to properly make salt brine solution.

Targeted Audience: Industrial facilities and private road salt applicators

Responsible Department/Parties: ##Fill out as appropriate for your Municipality

Measurable Goal(s):

Number of flyers distributed.

Message Date(s): Annually in November or December.