

Updated MS4 Program Plan July 1, 2013 - June 30, 2018

BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 1 Status
	Program Plan Requirements						
	Roles and responsibilities	Identify the roles and responsibilities for each department, division, and subdivision in implementing the permit, also include the written agreement for any other entities implementing parts of the Program Plan	List of roles and responsibilities, written agreement	SW Program Administrator	As needed	List of roles and responsibilities; Written agreement(s)	
<b>1. Public Outreach and Education</b>							
1.1	Update Public Education and Outreach Program						
1.1a	Design a plan to educate citizens on actions they can take to reduce impacts of stormwater pollution on waterways with an emphasis on impaired waters by first identifying at least 3 high-priority water quality issues	Clearly identify at least 3 high priority water quality issues	Issues identified	<a href="http://askHRgreen.org">askHRgreen.org</a> Stormwater Education Subcommittee	PY1	<b>Education and Outreach Plan</b>	
1.1b	Rationale for selecting each of the 3 issues	Explain the importance of each issue	Raitonale identified	<a href="http://askHRgreen.org">askHRgreen.org</a> Stormwater Education Subcommittee	PY1	<b>Education and Outreach Plan</b>	
1.1c	Provide a contact name and phone number where the public can find more information	Provide contact information	Information provided	SW Program Administrator	PY1	<b>Locality website</b>	
1.1d	Increase public's knowledge of hazards associated with illegal discharges and improper disposal of waste, including legal implications	Communicate hazards	Document communications	<a href="http://askHRgreen.org">askHRgreen.org</a> Stormwater Education Subcommittee		<b>Education and Outreach Plan</b>	

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1.1e	Target individuals or groups most likely to have significant stormwater impacts	Identify the audience for each issue	Audience identified	<a href="http://askHRgreen.org">askHRgreen.org</a> Stormwater Education Subcommittee		<a href="#">Education and Outreach Plan</a>	
1.1f	Strategies listed in Table 1 of permit	Identify two or more strategies to address each issue	Strategies identified	<a href="http://askHRgreen.org">askHRgreen.org</a> Stormwater Education Subcommittee		<a href="#">Education and Outreach Plan</a>	
1.1g	Schedule for communicating messaging	Document the anticipated time periods the messages will be communicated or made available to the public	Time periods documented	<a href="http://askHRgreen.org">askHRgreen.org</a> Stormwater Education Subcommittee		<a href="#">Education and Outreach Plan</a>	
1.2	Regional Media Campaign to Address High Priority Issues						Participated in the regional <a href="http://askHRgreen.org">askHRgreen.org</a> program according to the Regional budget (see attached).
1.2a	<i>Scoop the Poop</i> campaign	Make <i>Scoop the Poop</i> information and giveaways available where citizens receive animal licenses and at pet-related events as appropriate	Target audience reached through activities.	<a href="http://askHRgreen.org">askHRgreen.org</a> Stormwater Education Subcommittee		<a href="#">askHRgreen.org</a> Annual Report:	
1.2b	Promote Lawn Care campaign	Run media campaigns and make lawn care best management practice guides available.	Target audience reached through activities.	<a href="http://askHRgreen.org">askHRgreen.org</a> Stormwater Education Subcommittee		<a href="#">askHRgreen.org</a> Annual Report	

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1.2c	Promote FOG campaign	Participate in the <a href="http://askHRgreen.org">askHRgreen.org</a> regional media campaign via print, television (local municipal access, cable and local affiliate), radio, and social media	Target audience reached through activities.	<a href="http://askHRgreen.org">askHRgreen.org</a> Stormwater Education Subcommittee		<a href="http://askHRgreen.org">askHRgreen.org</a> Annual Report	
1.2d	Promote Stormwater Pollution Prevention to Businesses	Participate in the <a href="http://askHRgreen.org">askHRgreen.org</a> regional Bay Star Businesses Program	Target audience reached through activities.	<a href="http://askHRgreen.org">askHRgreen.org</a> Stormwater Education Subcommittee		<a href="http://askHRgreen.org">askHRgreen.org</a> Annual Report	
1.3	Provide for Public Participation						
1.3a	Local Outreach	Post volunteer opportunities on local website.	Number and types of events	<a href="http://askHRgreen.org">askHRgreen.org</a> Representative	Annually	Locality website	
1.3b	Regional Initiatives	Submit articles for <a href="http://askHRgreen.org">askHRgreen.org</a> blog for public participation in water quality improvement initiatives.	Number and types of events submitted	<a href="http://askHRgreen.org">askHRgreen.org</a> Representative	Annually	<a href="http://askHRgreen.org">askHRgreen.org</a> website	If you need a summary of what you provided to the website, please contact Katie.
1.3c	Regional Outreach	Post volunteer opportunities on <a href="http://askHRgreen.org">askHRgreen.org</a> calendar	Number and types of events submitted	<a href="http://askHRgreen.org">askHRgreen.org</a> Representative & HRPDC Environmental Educator	Quarterly	<a href="http://askHRgreen.org">askHRgreen.org</a> website	If you need a summary of what you provided to the website, please contact Katie.
1.3d	Distribute educational materials developed through <a href="http://askHRgreen.org">askHRgreen.org</a>	Distribute materials developed through <a href="http://askHRgreen.org">askHRgreen.org</a> to target audience in locality.	Number of materials distributed	<a href="http://askHRgreen.org">askHRgreen.org</a> Representative	Continuously		Localities should attach a list of the giveaways they distributed. HRPDC staff will send out a list of promotional items distributed by locality.

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1.3e	Maintain and enhance <a href="http://askHRgreen.org">askHRgreen.org</a> website	Increase website visits each year	Annual <a href="http://askHRgreen.org">askHRgreen.org</a> website visits	HRPDC & <a href="http://askHRgreen.org">askHRgreen.org</a>	Permit Cycle	<a href="http://askHRgreen.org">askHRgreen.org</a> Annual Report	Visits to <a href="http://askHRgreen.org">askHRgreen.org</a> have increased every year since 2012
1.4	Participate in regional committees: <a href="http://askHRgreen.org">askHRgreen.org</a> and Regional Stormwater Workgroup		Maintain valid MOA	HRPDC	Every 5 years (concurrent with MS4 permit cycle).	MOA	MOA was renewed in 2018.
1.4a	Regional Cooperation	Participate in the regional processes, including the Regional Stormwater Workgroup and <a href="http://askHRgreen.org">askHRgreen.org</a>	Number of meetings attended/Number of meetings held	SW Program Administrator	Annually	Attendance chart	HRPDC staff will provide
1.4b	<a href="http://askHRgreen.org">askHRgreen.org</a>	Participate in at least 50% of <a href="http://askHRgreen.org">askHRgreen.org</a> Stormwater Education Subcommittee meetings	Number of meetings attended/Number of meetings held	SW Program Administrator	Annually	Attendance chart	HRPDC staff will provide
1.5	Evaluation and Assessment	Evaluate and assess progress towards meeting measurable goals.		SW Program Administrator	Annually	Annual report	