

Minimum Control Measure (MCM) or other Permit Requirement	Phase I MS4 Permit (July 1, 2016 – June 30, 2021)	Phase II MS4 Permit (July 1, 2013 – June 30, 2018)	PRELIMINARY DRAFT Phase II MS4 Permit (July 1, 2018 – June 30, 2023)
1. Public Education and Outreach on Stormwater Impacts	<ul style="list-style-type: none"> • Promote and publicize the following over the permit cycle: <ol style="list-style-type: none"> 1. Public reporting of illicit discharges 2. Public involvement opportunities for clean-ups and restoration projects 3. Golf courses - use of Integrated Management Practice (IMP) plans and reducing runoff of fertilizer and pesticides 4. Proper disposal of used oil and HHW 5. Proper disposal of pet and yard waste 6. City’s litter prevention program 7. Methods to minimize water quality impacts of residential car washing 8. Proper use, application, and disposal of pesticides and fertilizer by public and commercial entities 9. Private property owners to implement voluntary BMPs/retrofits 10. Pollution Prevention to local groups of commercial, industrial, and institutional entities • May fulfill all or part of the requirements through a regional program • Annual Report – list of activities, number of individuals reached, evaluate program effectiveness, and summary of voluntary retrofits on private property 	<ul style="list-style-type: none"> • Identify 3 high priority water quality issues for the permit cycle. HR Phase IIs chose: contribution of pet waste to bacteria impairments, nutrient runoff due to poor lawn care practices, and reduction of FOG/garbage disposal use to reduce SSOs • Identify and estimate the population size of the target audience for each issue and reach 20% of them annually • Develop messages and promote • Provide opportunities for public involvement in program development • May fulfill all or part of the requirements through a regional program • Annual Report – list of activities, number of people reached, percentage of target audience reached, evaluate program effectiveness, list of activities for the next permit year 	<ul style="list-style-type: none"> • Identify 3 high priority issues (examples include Bay nutrients, pet waste, TMDLs, illicit discharges from commercial sites) • Can use the same or different high priority issues each year • Use 2 or more strategies from the following list to address the high priority issues: <ul style="list-style-type: none"> ○ Traditional written materials (brochures, bill inserts, etc.) ○ Alternative materials (stickers, magnets, koozies, etc.) ○ Signage (billboards, storm drain medallions, etc.) ○ Media (radio, TV, newspaper, etc.) ○ Speaking Engagements (school, community, industry groups) ○ Curriculum materials (education guides) ○ Training materials (disseminate during workshops offered to trade or industrial groups) • Goal is to reduce SW pollution and enhance knowledge of hazards with improper disposal of waste • Target individuals most likely to impact SW • May coordinate the public education and outreach strategies with other MS4 permittees; however, each permittee shall be individually responsible for meeting all requirements • MS4 Program Plan must include the rationale for selecting each high priority issue, identification of the target audience, strategies selected, and anticipated schedule of when the messages will be communicated • Annual Report – list the issues & strategies, if a strategy was not effective, need to state the revision to the Program Plan of a different strategy
2. Public Participation and Involvement	<ul style="list-style-type: none"> • Post permit, Annual Reports, and current Program Plan on website • Promote public involvement opportunities with clean-ups and waste collection events 	<ul style="list-style-type: none"> • Post permit, Annual Reports, and current Program Plan on website • Notify the public and address public comment on the proposed MS4 Program Plan that is submitted with the permit reapplication • Participate in a minimum of 4 local activities (such as clean-ups or meetings with watershed associations) annually 	<ul style="list-style-type: none"> • Establish a dedicated webpage for MS4 program, SW pollution prevention, public reporting of illicit discharges, method for public to provide input on MS4 program • Implement no less than 4 public involvement activities per year from 2 or more of the following categories (examples are not intended to be limiting): <ul style="list-style-type: none"> ○ Monitoring (citizen monitoring group) ○ Restoration (clean-up events, adopt-a-waterway) ○ Educational Events (fairs, participation on environmental advisory committees) ○ Disposal/Collection Events (HHW, vehicle fluids, etc.) ○ Pollution Prevention (storm drain marking, promote residential BMPs, pet waste stations, adopt-a-street) • MS4 Program Plan must include a description of activities, anticipated schedule, and a metric to determine if the activity is beneficial to water quality • Annual Report – activities, a report on the metrics, and an evaluation of whether the activity is beneficial

Notes:

This is a summary of MS4 permit requirements and is not intended to be a complete listing of all permit requirements.