

FY2020 – FY2025 Stormwater Management Program (SWMP) Education and Public Involvement Components

Updated Stormwater Management Program (SWMP) Recommendations NPDES Phase II Permit to meet the General Permit Conditions (released November 2018.)

Introduction

This updated section of the City of Medford’s Stormwater Management Program (SWMP) outlines the public education and outreach activities and the public involvement and participation strategies that municipal separate storm sewer systems (MS4s) in the Middle Rogue Basin will implement to satisfy the conditions of the [general permit issued by DEQ on November 30, 2018](#). The SWMP is applicable to regulated small (Phase II) MS4s and includes established MS4s (Existing Registrants) and new permittees (New Registrants) as described in the permit. In the Middle Rogue Basin those registrants are: the Cities of Medford and Ashland, Rogue Valley Sewer Services (including Cities of Talent and Phoenix and Jackson County), Cities of Grants Pass, Eagle Point, Central Point, and Rogue River and Josephine County. The MS4 Program for local jurisdictions is often called the NPDES Phase II Permit or Program. Activities will be fully implemented by the dates listed in Table 1.

Table 1. SWMP Control Measures Implementation Schedule

SWMP Control Measures	Implementation Deadline	
	Existing Registrants	New Registrants
Public Education and Outreach	February 28, 2020	September 1, 2023
Public Involvement and Participation	February 28, 2020	September 1, 2023
Illicit Discharge Detection and Elimination	February 28, 2022	September 1, 2023
Construction Site Runoff Control	February 28, 2023	September 1, 2023
Post-Construction Site Runoff for New Development and Redevelopment	February 28, 2023	September 1, 2023
Pollution Prevention and Good Housekeeping for Municipal Operations	February 28, 2022	September 1, 2023

Permit Requirements for the Stormwater Education and Outreach Section

The permit registrant will distribute or offer at least two (2) educational messages or activities per year, target specific audiences, and topics as listed in the permit, summarized below from pages 12 and 13 of the General Permit (Schedule A.3.a.iii-vi), and outlined in Table 2. Table 2 also contains information on activities that are existing or need to be developed and indicates opportunities to collaborate regionally.

To create additional program awareness, all stormwater education and outreach entities in the Rogue basin will be allowed to utilize the *Stream Smart* logo, brand materials, and communication channels including website and social media when communicating about reducing pollutants in stormwater runoff.

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Permit References/Conditions

Target Audience Categories

1. General public, homeowners, homeowners associations, schoolchildren, and businesses (including home-based and mobile businesses) targeted at least once during permit term including:
2. Local elected officials, land use planners and engineers: targeted at least once during permit term
3. Construction site operators: targeted at least twice during permit term

Target topics

1. Impacts of illicit discharges on receiving waters and how to report them.
2. Impacts from impervious surfaces and appropriate techniques to avoid adverse impacts.
3. Best management practices for proper use, application and storage of pesticides and fertilizers.
4. Best management practices for litter and trash control.
5. Best management practices for recycling programs.
6. Best management practices for power washing, carpet cleaning and auto repair and maintenance.
7. Low-impact development/green infrastructure.
8. Septic systems, information pertaining to maintenance of septic systems.
9. Watershed awareness and how storm drains lead to local creeks and rivers, and potential impacts to fish and other wildlife.
10. Stormwater issues of significance identified by permit registrant

Educational messages or activities:

- Electronic materials
- Printed materials
- Mass Media
- Targeted workshops
- Other educational events or formats – trainings, participating in events, organizing community events

MS4s may use existing materials or may utilize materials developed in cooperation with other MS4s or may develop its own educational materials and means of delivering its message(s). When applicable, the permit registrant must consider delivering its selected messages and/or activities in language(s) other than English.

Outreach to local elected officials, land use planners and engineers - MS4s will communicate about the MS4 Phase II Program within their own organizations to establish and build relationships with staff and elected officials so those individuals can relay information to land use planners and engineers that they may come in contact with. By having a shared understanding within their own organizations and sharing that with professionals in the development profession, they will demonstrate that they are active implementers of the permit and stand behind its objectives.

Outreach to Construction Site Operators – At least twice during permit term, permit registrant will conduct educational outreach to target construction site operators about construction site control measures. Topics should include BMPs, appropriate selection, design, installation, use and maintenance of construction site control measures.

Tracking and Assessment – The permit registrant must track implementation of the Public Education and Outreach requirements. In an Annual Report, the permit registrant must assess their progress toward implementation of the

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program, including the evaluation of at least one education and outreach activity taking place during the reporting timeframe for the Annual Report.

CITY OF MEDFORD PUBLIC EDUCATION & OUTREACH ACTIVITIES FOR FY2020 - FY2025

Description:

The City of Medford has a long-standing and robust public education and outreach program and will continue to implement this program to inform the public about the impacts of stormwater discharges on waterbodies and the steps that people can take to reduce pollutants in stormwater runoff. This section of the Stormwater Management Program (SWMP) outlines the education and outreach strategies that The City of Medford will implement to satisfy the conditions of the Municipal Separate Storm Sewer (MS4) Phase 2 permit.

Stormwater Education & Outreach Strategy:

The objective of The City of Medford education and outreach program is to engage customers, residents, and business owners and their employees within the City's jurisdictional boundary, to increase their awareness of human impacts on stormwater quality and influence their behavior to reduce actions that have negative impacts on water quality. See Table 2 for information on specific activities.

All Public Education and Outreach activities will be tracked and reported quarterly to our partners and annually to DEQ. The Annual Report will assess the program's implementation progress including the number of events, type of event, message delivered, number of people and type of audience reached. At least one education and outreach activity taking place during the reporting timeframe will be evaluated using a pre and post poll, survey, test, or other method to quantify the effectiveness of the message delivery.

In addition to the specific audiences and messages identified below, The City of Medford will create materials and content for electronic and physical distribution through both the City and Stream Smart websites and social media channels and events to include:

- a. The City of Medford annual newsletter in English & Spanish (print & electronic)
- b. Monthly posts to City and Stream Smart social media (electronic only)
- c. Annually update City of Medford website Stormwater pages (electronic only)

Through the audiences and modes of contact identified below, The City of Medford has set the following annual (fiscal year) goals:

- a. Number of direct contacts by the City of Medford staff: 200
- b. Number of engagements with City of Medford's electronic content: 200

See Table 2 for specific planned activities for each target audience.

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Permit Requirements for The Stormwater Public Involvement & Participation Section

Description

Implement a public involvement and participation program that provides opportunities for the public to participate in the development of the SWMP control measures. MS4s must comply with their own public notice requirements when implementing a public involvement participation process.

As a part of Public Involvement and Participation, the Stormwater Advisory Team (SWAT) will continue to meet quarterly and each permit registrant will actively invite participation from entities and individuals who may have interest in stormwater pollution prevention in the region. The goal of inviting non-permitted entities to the SWAT meetings is to increase public involvement in developing, reviewing, and implementing the SWMP.

Publicly Accessible Website

The MS4s will maintain and promote at least one publicly accessible website with information on the permit registrant's SWMP implementation, including the SWMP Document, contact information, and educational materials. This website may be that of the individual permit registrant or this information may be posted jointly on the *Stream Smart* website. Any website will be maintained with current information and be updated at least annually. The website will incorporate the following:

- (A) Illicit Discharge Complaint or Report requirements (see Schedule A.3.c.v of permit).
- (B) Draft documents issued for public comment, and final reports, plans and other official SWMP policy documents.
- (C) Links to all ordinances, policies and/or guidance documents related to the construction and post-construction stormwater management control programs, including education, training, licensing, and permitting.
- (D) The permit registrant's contact information for relevant staff, including phone numbers, mailing addresses, and email addresses.

Stewardship Opportunity

Each MS4 will, at a minimum, create or partner in the development of one stewardship opportunity during the permit term. Possible stewardship opportunities include the following:

- (A) Stream team activities,
 - (B) Storm drain marking,
 - (C) Volunteer monitoring,
 - (D) Riparian plantings/facility enhancement,
 - (E) Neighborhood low-impact development activities,
 - (F) Adopt-A-Road,
 - (G) Citizen advisory committee.
- Other locally relevant opportunities could also be appropriate.

Tracking and Assessment – The permit registrants will track implementation of the public involvement and participation requirements. The permit registrants will assess their progress towards implementation of the program in an Annual Report. The tracking, assessment, and reporting may be performed and published jointly or independently.

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CITY OF MEDFORD PUBLIC INVOLVEMENT & PARTICIPATION STRATEGIES FOR FY2020 - FY2025

Description:

The City of Medford's public involvement and participation program provides opportunities for the public to participate in the development of the SWMP control measures. When implementing a public involvement participation process, the City will comply with public notice requirements. The City of Medford will track public involvement and participation activities and assess progress towards implementation of the program in its Annual Report.

Stormwater Advisory Team (SWAT):

As a part of Public Involvement and Participation, the SWAT will continue to meet quarterly and The City of Medford will actively invite participation from entities and individuals who may have interest in stormwater pollution prevention in the region. The goal of inviting non-permitted entities to the SWAT meetings is to increase public involvement in developing, reviewing, and implementing the SWMP, the Rogue Valley Stormwater Design Manual, and other related SWAT activities and work products.

Publically Accessible Website:

The City of Medford will maintain and promote its own stormwater related content on the City's website and will contribute to the Stream Smart website. The City's website will continue to include information on the City of Medford's SWMP and its implementation, including the SWMP Document, contact information, and educational materials. The City's website will be maintained with current information and be updated at least annually.

The website will include the following:

- How to file an Illicit Discharge Complaint or Report
- Draft documents issued for public comment, and final reports, plans and other official SWMP policy documents.
- Links to all ordinances, policies, and/or guidance documents related to the construction and post-construction stormwater management control programs, including education, training, licensing, and permitting.
- The City of Medford's relevant staff contact information including, phone numbers, mailing addresses, and email addresses.

Stewardship Opportunities:

The City of Medford will develop and implement, either individually or in partnership, one stewardship opportunity each year that may include:

- Stream clean-up projects
- Storm drain marking and artwork
- Riparian planting and maintenance projects
- Stormwater management facility enhancement or maintenance

See Table 3 for the City's specific planned strategies for Public Involvement & Participation.

Table 2: Public Education & Outreach Activities

Revised: 2-26-20

Activity/Description	Regional Activity?	Current Activity	New Activity/ Materials	Audience(s)			Permit Year (Goals)				
				Public, Homeowners, HOA's, Schools, Businesses (Target Audience #1)	Local Elected Officials, Land Use Planners, Engineers (Target Audience #2)	Construction Site Operators (Target Audience #3)	1 (FY2020)	2 (FY2021)	3 (FY2022)	4 (FY2023)	5 (FY2024)
Electronic Communication Channels (Topics: 1-10)											
Stream Smart	X	X		X	X		X	X	X	X	X
RVCOG Website	X	X		X	X		X	X	X	X	X
City of Medford Public Works Website		X		X	X	X	X	X	X	X	X
Messaging/Campaigns											
Annual meetings (Stream-Smart and SWAT) to decide on a message or a campaign to focus on/highlight for the implementation year in addition to the activities that cover multiple topics.	X	X		X	X	X	X	X	X	X	X
Events (Topics: 1, 2, 7, 9) – Minimum of 4 events per year											
Spring events (April/May) - 2											
Arbor Day Events	X	X		X	X	X	X	X	X	X	X
Rogue Valley Earth Day(s)	X	X		X	X	X	X	X	X	X	X
World Fish Migration Day	X	X		X			X	X	X	X	X
Land Steward Workshop	X	X		X	X		X	X	X	X	X
Fall Events (September/October) - 2											
Bear Creek Fall Festival	X	X		X	X	X	X	X	X	X	X
Salmon Festival	X	X		X	X	X	X	X	X	X	X
Salmon Watch	X	X		X	X		X	X	X	X	X
August Institute (Education and recruitment for Salm)	X	X		X	X		X	X	X	X	X
Media (Topics: 1-10)											
Press Releases	X	X		X	X	X	X	X	X	X	X
Social Media	X	X		X			X	X	X	X	X
Print Media	X	X		X	X	X	X	X	X	X	X
Targeted Workshops/Trainings (Topics: 1-10) – 1-2 per year											
Erosion Prevention & Sediment Control BMPs - Goal: target construction site operators - RVSS Site		X	X			X	X	X	X	X	X
Riparian/Restoration/Invasive Spp. Management (yearly riparian restoration project)		X		X	X		X	X	X	X	X
Riparian/Restoration/Invasive Spp. Management (ongoing yearly riparian maintenance projects)			X	X	X		TBD	TBD	TBD	TBD	TBD
Low Impact Development/Green Infrastructure											
Homeowners/residential			X	X	X		TBD	TBD	TBD	TBD	TBD

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				Public, Homeowners, HOA's, Schools, Businesses (Target Audience #1)	Local Elected Officials, Land Use Planners, Engineers (Target Audience #2)	Construction Site Operators (Target Audience #3)	1 (FY2020)	2 (FY2021)	3 (FY2022)	4 (FY2023)	5 (FY2024)
Landscape contractors/commercial & public maintenance operators			X			X	TBD	TBD	TBD	TBD	TBD
Pesticide & Herbicide BMPs/Reduction			X	X			X	X	X	X	X
Other topics			X	X	X	X	TBD	TBD	TBD	TBD	TBD
Printed Materials (Brochures, post cards). (Topics: 1-10)											
Printing & distribution of existing brochures, postcards, etc., by making available at libraries, City of Medford Front Counter area 2nd floor Laussmann Annex, etc	X	X		X	X	X	X	X	X	X	X
Distribution in the field of ESC & water quality brochures to contractors and homeowners.	X	X		X		X	X	X	X	X	X
New/revised printed material for distribution	X		X	X	X	X	TBD	TBD	TBD	TBD	TBD
Presentations (Topics: 1-10) - Updates to City Councils/Commissions (Target audience #2) minimum of once per year. Updates of what's coming/changes in 2019 (New Phase II Regulations).			X		X	X	X	X	X	X	X
Program Support/Implementation (Topics: 2, 3, 4, 6, 7, 9)											
Salmon Watch	X	X		X			X	X	X	X	X
Adopt-A-River	X	X		X	X		X	X	X	X	X
Stream Smart (website, program admin)	X	X		X	X		X	X	X	X	X
General funding for programs, events, brochures (e.g., Bear Creek Fall Festival, brochure printing, Clean Rivers Coalition)	X	X		X	X	X	X	X	X	X	X

Shading indicates when activity taking place.

Target Topics:

- 1: Impacts of illicit discharges on receiving waters and how to report them.
- 2: Impacts from impervious surfaces and appropriate techniques to avoid adverse impacts.
- 3: Best management practices for proper use, application and storage of pesticides and fertilizers.
- 4: Best management practices for litter and trash control.
- 5: Best management practices for recycling programs.
- 6: Best management practices for power washing, carpet cleaning and auto repair and maintenance.
- 7: Low-impact development/green infrastructure.
- 8: Septic systems, information pertaining to maintenance of septic systems.
- 9: Watershed awareness and how storm drains lead to local creeks and rivers, and potential impacts to fish and other wildlife.
- 10: Stormwater issues of significance identified by permit registrant.

Table 3: Public Involvement and Participation Activities

Revised: 2-26-20

Activity/Description	Regional Activity?	Current Activity	New Activity/ Materials	Audience(s)			Permit Year Activity				
				Public, Homeowners, HOA's, Schools, Businesses (Target Audience #1)	Local Elected Officials, Land Use Planners, Engineers (Target Audience #2)	Construction Site Operators (Target Audience #3)	1 (FY2020)	2 (FY2021)	3 (FY2022)	4 (FY2023)	5 (FY2024)
Public involvement & participation in development of SWMP											
Stormwater Advisory Team quarterly meetings	X	X		X	X	X	X	X	X	X	X
Website											
Stream Smart: http://www.stream-smart.com/	X	X		X	X	X	X	X	X	X	X
RVCOG : http://rvcog.org/what-we-do/natural-resources/	X	X		X	X		X	X	X	X	X
City of Medford Public Works: https://www.ci.medford.or.us/SectionIndex.asp?SectionID=8		X		X	X	X	X	X	X	X	X
Stewardship Opportunities											
Adopt A River/Creek Clean-ups	X	X		X	X		X	X	X	X	X
Bear Creek Stewardship Greenway Clean-up Days (April & October)		X		X	X		X	X	X	X	X
Volunteer Planting Events/Riparian restoration	X	X		X			X	X	X	X	X
Add new and/or replace worn/missing storm drain markers with volunteers			X	X			TBD	TBD	TBD	TBD	TBD
LID/GI facility maintenance/enhancement with volunteers			X	X			TBD	TBD	TBD	TBD	TBD
Storm Drain Art Project			X	X	X		X	TBD	TBD	TBD	TBD

Shading indicates when activity taking place.

Possible trainings:

- For construction site operators: installation and maintenance of vegetated LID and other green infrastructure features (purpose, special considerations, regulations re. establishment/passing inspection)
- For engineers: on using LID design manual, why it helps jurisdictions meet MS4 permit
- For those who maintain LID features: how to, certification program for GI facility maintenance

