

SECTION 1 – PUBLIC EDUCATION AND OUTREACH ON STORMWATER IMPACTS

This minimum control measure is critical to the success of the stormwater management program as it helps to ensure greater support for the program and greater compliance. Support for the program by the public and town employees' results in a better understanding of the reasons why the program is necessary and how the human environment affects water quality.

1.1 REQUIREMENTS

Implementation of a public education program is required to distribute educational materials to the public or conduct equivalent outreach activities regarding the impacts of stormwater discharges on waterbodies and the steps that the public can take to reduce pollutants in stormwater runoff.

Appropriate BMP's and measurable goals for this minimum control measure must be determined. These must include the persons(s) or position(s) responsible and implementation dates for each BMP.

1.2 BEST MANAGEMENT PRACTICES

The following BMP's will be utilized in the implementation of the program to address the minimum control measure for Public Education and Outreach.

1.2.1 Brochures / Fact Sheets

Brochures / fact sheets or electronic media will be developed that addresses the effects of stormwater quality on the environment and how to improve stormwater quality. The brochure will be developed by the end of the first year of the program with distribution occurring at the public meetings during the following years on an incremental basis. This phased approach will allow for revisions to the brochure and distribution methods prior to full implementation.

The benefits associated with this BMP include reaching a diverse audience for the town.

The measurable goals, target dates and responsible position associated with this BMP are detailed in the following table.

**Table 1.1 Brochure / Fact Sheet BMP
Measurable Goals and Implementation Dates**

Target Date	Activity	Position Responsible
Year 1	Develop brochure / fact sheet	Dir. of Public Works Ralph Tedesco
Year 2	Display and distribute brochure/fact sheet at 1 public information meeting	Dir. of Public Works Ralph Tedesco
Year 3	Display and distribute brochure/fact sheet at 1 public information meeting	Dir. of Public Works Ralph Tedesco
Year 4	Display and distribute brochure/fact sheet at 1 public information meeting	Dir. of Public Works Ralph Tedesco
Year 5	Display and distribute brochure/fact sheet at 1 public information meeting	Dir. of Public Works Ralph Tedesco

1.2.2 Alternative Information Sources – Web Site, Brochures / Posters for bus stops, Public Service Announcements

A web site will be developed that addresses the effects of stormwater quality on the environment. The web site will be a part of the town's web page and will be available to the public by means of internet access. The web site will be developed during the first and second year of the program with access to the public and town personnel beginning in the third year of the program.

The brochure or poster will be developed during the first and second year of the program with distribution and placement of the display in the third year.

Public service announcement's (PSA's) will be developed (print, radio, or television) to educate targeted or mass audiences about problems and solutions, build support for remediation and retrofit projects, and / or generate awareness and interest in stormwater management. The PSA's will be developed by the end of the second year and distributed / broadcast in the third year.

The benefits associated with these BMP's include creating awareness and making information available to a very large, diverse audience. A web site will take advantage of current technology reaching an audience using internet access, while brochures and posters displayed at bus stops will reach users of mass transit systems in the town at various locations. PSA's will reach a large, diverse audience as well including users of the town's roadways.

The measurable goals, target dates and responsible position associated with this BMP are detailed in the following table.

**Table 1.2 Alternative Information Sources BMP
Measurable Goals and Implementation Dates**

Target Date	Activity	Position Responsible
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Year 1	Develop brochure, develop website Evaluate and select media type for PSA's	Dir. Of Public Works Ralph Tedesco
Year 2	Develop brochure, develop website Develop PSA	Dir. Of Public Works Ralph Tedesco
Year 3	Display at 5 bus stops Website accessible to public Initial broadcast of PSA	Dir. Of Public Works Ralph Tedesco
Year 4	Display at 10 bus stops Evaluate website and implement changes as required Increase PSA broadcast 2 times per year	Dir. Of Public Works Ralph Tedesco
Year 5	Display at all bus stops Evaluate website and implement changes as required Increase PSA broadcast 4 times per year	Dir. Of Public Works Ralph Tedesco

1.2.3 Library of Educational Materials

A library of educational materials will be developed and maintained at the Brookfield Library. The library will consist of data, information, fact sheets and guidelines pertaining to stormwater management. The library will be available to the town's employees and available to the public and consultant community on request. Collection of materials and resources will occur during the first and second years, cataloged / organized in the third year, and the materials in the library being made available in the fourth year.

The benefits associated with this BMP include establishing a library within the town for data and information relating to stormwater management and quality, accessible to town employees and the public for reference.