



3.0 MCM1: Public Education and Outreach

3.1 Overview

The key to a successful SWMP is having a well-educated community with ownership in the City's efforts for good stewardship of stormwater quality. Public education and outreach are key components to the success of a SWMP. Through public education, residents gain an understanding of how their actions affect stormwater quality, and they become more informed about water quality issues in their community. When citizens understand that poor water quality may result from common everyday activities, a major source of stormwater pollutants may be easily eliminated. Perhaps more importantly, an educated public will serve as a broad base of support for a SWMP. The objective of a public education program is to promote a clear identification and understanding of the issues associated with stormwater pollution and to promote community ownership of the problems and solutions.

The City has been and continues to be dedicated to educating the Sugar Land community on the impacts stormwater can have on water quality, the hazards associated with illegal discharges, and the steps that can be taken to reduce pollutants in stormwater runoff, while involving the public through various opportunities in stormwater quality decision making and hands on projects affecting stormwater quality. Recent actions by the City include the City starting to use social media platforms in attempts to reach out to the public regarding water quality issues. This is described in further detail below as are additional goals for this next permitting period.

3.2 TPDES Phase II Permit Requirements

The City of Sugar Land currently institutes a variety of public outreach and education programs to educate and inform the community of the effects their actions have on the environment. A summary of the BMPs is also provided in Table 3-1.

3.2.1 Maintain or Mark Storm Drains and Inlets

Maintain or mark storm drains and inlets with, "No Dumping – Drains to Creek" or a similar message.

Measurable Goals:

- Placard, stencil, or paint a minimum of 10% of all known stormwater inlets in either high-impact areas identified by the small MS4 operator or impairment watersheds within the MS4 area each year.
- Where all known stormwater inlets have been marked, inspect, and maintain the markers for a minimum of 15% of all known stormwater inlets in either high-impact areas identified by the small MS4 operator or impairment watersheds within the MS4 area each year.

Evaluation:

- Record and report the number of storm drains marked.
- Compare total number of known marked storm drains to the number of inlets inspected. Fifteen percent (15%) of known inlets will be inspected and replaced (if necessary) annually.

3.2.2 Information on the MS4 Operator’s Website

Measurable Goals:

- Maintain a webpage with current and accurate information and working links.

Evaluation:

- All links should be checked, and the webpage should be updated as necessary at a minimum of once annually.
- The webpage must be maintained for the full year, each year.

3.2.3 Social Media Posts and Social Media Campaign

Measurable Goals

- Identify the most appropriate social media platform (e.g. Facebook, Twitter, etc.) for the City to use and post a minimum of four times each year on a minimum of one social media platform. The message shall address ways attendees can minimize or avoid adverse stormwater impacts or practices to improve the quality of stormwater runoff and the message shall be seasonally appropriate.
- Use the City’s social media pages to provide updates, event schedules, and water quality educational information for the public.

Evaluation

- Track and record the number of public updates and other educational information provided through social media.
- Track and record number of individuals reached by social media.

3.2.4 Permanent Stormwater-Related Signage

Measurable Goals

- Place signage in a location where the message is relevant, and highly visible to target audience.
- Signage will count as an annual BMP for the year it was put in place and for each subsequent year of this permit cycle as long as each of those years, the permittee inspects and maintains, as necessary, 100% of the signage once annually.
- Signage messaging will be associated with “Residential Education” in the Impaired Waterbody section.

Evaluation

- Inspect and maintain, as necessary, 100% of the signage once annually.

3.2.5 Fact Sheets/Brochures/Utility Bill Inserts/Door Hangers

Measurable Goals

- Develop material topics that are group specific and address activities or pollutants of concern.
- A minimum of two articles must be published or emailed to target audience groups each year.

Evaluation

- Report the quantity of materials distributed. Report the different entities that received stormwater educational materials.
- Develop and implement a tracking system to estimate what percentage of the intended audience is reached for determining BMP effectiveness.

Table 3-1. MCM1 - Public Education and Outreach

Best Management Practice	Measurable Goals	Permit Years					Key Departments/Divisions	Evaluation	Tracking Tool
		1	2	3	4	5			
Information on the MS4 operator's website.	<p>Maintain a webpage with current and accurate information and working links.</p> <ul style="list-style-type: none"> All links shall be checked, and the page shall be updated as necessary at a minimum of once annually. Must be maintained for the full year, each year. 						Public Works/Communications	Perform annual checks and document	Annually
Social media posts, social media campaign.	<p>Post a minimum of four times each year on a minimum of one social media platform.</p> <ul style="list-style-type: none"> The message shall address ways attendees can minimize or avoid adverse stormwater impacts or practices to improve the quality of stormwater runoff. The messages shall be seasonally appropriate. Must make a minimum of one post per quarter and all quarterly posts must be visible by attendees for the full year, each year. 						Public Works/Communications	Track and record number of public updates provided through social media	Annually
Maintain or mark storm drains and inlets with, "No Dumping – Drains to Creek" or a similar message.	<p>Placard, stencil, or paint a minimum of 10% of all known stormwater inlets in either high-impact areas identified by the small MS4 operator or impairment watersheds within the MS4 area each year.</p> <p>Where all known stormwater inlets have been marked, inspect, and maintain the markers for a minimum of 15% of all known stormwater inlets in either high-impact areas identified by the small MS4 operator or impairment watersheds within the MS4 area each year.</p>						Public Works	Compare number of known stormwater inlets to stenciled inlets annually	Annually
	Develop material topics that are group specific and address activities or pollutants of concern.						Public Works/Communications	In areas of impaired watersheds, compare total number of known stormwater inlets to those marked, inspected, and maintained stormwater markers annually	Annually
							Public Works/Communications	Record materials and new materials developed	Annually

Best Management Practice	Measurable Goals	Permit Years					Key Departments/Divisions	Evaluation	Tracking Tool
		1	2	3	4	5			
Fact sheets/brochures/utility bill inserts/door hangers.	Fact sheets, brochures, bill inserts, door hangers, or handouts shall be distributed each year for at least 75% of the intended audience. Develop and implement a tracking system to estimate what percentage of the intended audience is reached for determining BMP effectiveness.						Public Works/Communications	Develop tracking system and compare number of known intended audiences to number of collateral distributed to intended	Annually
Permanent stormwater related signage.	Place signage in a location where the message is relevant, and highly visible to target audience.						Public Works	Install and maintain signage in key locations	Annually
	Signage will count as an annual BMP for the year it was put in place and for each subsequent year of this permit cycle as long as each of those years, the permittee inspects and maintains, as necessary, 100% of the signage once annually. Signage messaging will be associated with "Residential Education" in the Impaired Waterbody section.						Public Works	Maintain signage.	Annually