

Resources to Get Started on Your Municipal Separate Storm Sewer System (MS4) Program

The following are resources to help as you get started creating your MS4 Program



Stormwater Smart

Free communication tools to energize MS4 public education and engagement
www.epa.gov/npdes/stormwater-smart-outreach-tools

Main Goals	Materials Included	Examples
<p>INCREASE AWARENESS of Stormwater Effects</p>	<ul style="list-style-type: none"> Know What Happens When it Rains Brochure Stormwater Flow infographic Social media posts/graphics 	<p>Where stormwater flows, everything goes. Soap from car washing products contains chemicals that can harm fish and other critters. Be #StormwaterSmart!</p> <p>Where stormwater flows, everything goes. Oil and grease leaked from cars wash down drains and into waterways. Be #StormwaterSmart!</p>
<p>PROMOTE PRACTICES to Manage Stormwater</p>	<ul style="list-style-type: none"> Take Steps to Protect Our Waterways brochure series Stormwater Smart infographic Social media posts/graphics One page tip sheets for small businesses 	<p>Stormwater: Where It Flows, Everything Goes</p> <p>Where stormwater flows, everything goes. When it rains, snows, or melts, water runs down surfaces and takes anything on that surface with it, through drains, pipes, and ditches to local rivers, lakes, and streams.</p> <p>STORMWATER SMART AUTO SHOPS</p> <p>DITCH THE HOSE: Don't use a hose to clean your car. It wastes water and can wash oil and grease down the drain.</p> <p>CATCH EVERY DROP! Use a car wash bucket to catch water. Don't let it go down the drain.</p> <p>STORE STUFF SAFELY: Don't store oil, antifreeze, or other fluids in your car. Use proper disposal methods.</p> <p>DISPOSE RESPONSIBLY: Use designated disposal sites for hazardous materials.</p>
<p>INSPIRE INVESTMENT in the Community</p>	<ul style="list-style-type: none"> Invest in Your Community brochure Be Stormwater Smart Slides Stormwater Investment Benefits infographic Social media posts/graphics Green Infrastructure in Action Case Studies 	<p>BE STORMWATER SMART Invest in Slips to Improve Your Community</p> <p>Stormwater Innovations Improve Our Community</p> <p>Where Stormwater Flows, Everything Goes</p>

Stormwater Best Management Practice
Litter Management

Minimum Measure: Public Education and Outreach on Stormwater Impacts
 Subcategory: Education for Residents

Description
 In many communities, litter has become a significant pollutant. Improper disposal of trash can cause trash to wash into waterways, where large amounts of it can concentrate in small areas. Trash can become litter when it falls out of improperly secured bins, blows out of garbage trucks, or accumulates at an illegal dump site. Litter on streets and sidewalks and floating trash mar the aesthetics of a landscape and pose threats to wildlife and human health (e.g., choking hazards for wildlife, bacterial infection for humans). Litter can also block storm sewer pipes, which can damage infrastructure and disrupt operations. Plastic litter can also break down into microplastics, which are challenging to remove from the environment and can be potentially toxic when consumed by wildlife. Municipalities can tackle trash management issues in various ways. Community outreach and education programs are an effective way to reduce litter and engage residents in being part of the solution. This fact sheet presents approaches that municipalities can use to educate their residents and promote responsible litter management.

Effectively educate residents about litter management and remove barriers for participation.

Determine a Program Approach
 After a municipality has identified its residents' knowledge gaps and current practices, it can draft a revision that addresses community members' concerns.

Menu of BMPs

Fact sheets that provide examples of the sorts of practices that can be used as part of a Stormwater Management Program grouped by six minimum control measures:

- Public education & outreach
- Public Involvement
- Illicit discharge detection & elimination
- Construction
- Post-Construction
- Pollution Prevention/ Good Housekeeping



Water Infrastructure and Resiliency Finance Center



Provides financing information to help local decision makers make informed decisions for stormwater and other infrastructure to protect human health and the environment.

www.epa.gov/waterfinancecenter

Sewer Overflow and Stormwater Reuse Municipal Grants Program



Provides financing information to help local decision makers make informed decisions for stormwater and other infrastructure to protect human health and the environment.

www.epa.gov/cwsrf/sewer-overflow-and-stormwater-reuse-municipal-grants-program

Water Finance Clearinghouse



An easily navigable web-based portal to help communities locate information and resources to assist them in making informed decisions for their stormwater and other infrastructure needs.

<https://ordspub.epa.gov/ords/wfc/f?p=165:12:5032709379169:::12::>

Municipal Ombudsman Clean Water Corner - Weekly Resources with a Municipal Focus

To subscribe to a weekly list of federal clean water resources with a municipal focus by sending an email with the word “subscribe” in the subject line to municipalombudsman@epa.gov.

Water Technical Assistance



EPA's free water technical assistance (WaterTA) supports communities to identify water challenges, develop plans, build technical, financial, and managerial capacity, and develop application materials to access water infrastructure funding.

www.epa.gov/water-infrastructure/water-technical-assistance



Stormwater never travels alone.