



## Public Education and Outreach Strategy

### SWMP Schedule A.3.a

**May 3, 2012**

***Updated September 2, 2016***

***Updated August 25, 2022***

**Purpose** – to implement a documented public education and outreach strategy that promotes pollutant source control and a reduction of pollutants in stormwater discharges, as required by Oregon City's NPDES MS4 Discharge Permit, Number 101348, updated October 1, 2021.

This strategy will incorporate cooperative efforts with other MS4 regulated permittees and efforts by other groups or organizations. Public education and outreach efforts will be tracked and reported in the NPDES Annual Report and made available on the City of Oregon City website.

**General Information** – Educational messages or activities may include printed materials (e.g., brochures or newsletters); electronic materials (e.g., social media, websites, or e-newsletters); mass media (e.g., utility bill inserts, transit advertisements or signage in highly trafficked corridors, newspaper articles or public service announcements); workshops, or other educational events or formats.

Oregon City will continue to partner with other organizations, including, but not limited to: Clackamas County Water Environment Services, Clackamas River Water Providers, Clackamas Community College, the Regional Coalition of Clean Rivers and Streams, Clackamas River Basin Council, Greater Oregon City Watershed Council, KPTV "Water...Do Your Part" campaign, and our MS4 co-permittees.

#### **General Expectations**

Pollutants of Concern	Priority Audience	Specific Education Activity	Responsible Party for Implementation
Impacts of illicit discharges on receiving waters and how to report them	General public, Construction Operators, Businesses, Elected Officials, City staff	Explain impacts from untreated stormwater; promote ways to reduce pollution; promote public reporting of illegal dumping, etc.	OCPW staff; collaboration with partners and co-permittees

Pollutants of Concern	Priority Audience	Specific Education Activity	Responsible Party for Implementation
Appropriate practices or techniques to avoid adverse water quality impacts due to impervious surfaces	Construction Operators, Land use Planners, Engineers, Developers	Promote LID and the City's Stormwater and Grading Design Standards	OC Staff
BMPs for proper use, application, storage, and disposal of pesticides, herbicides, fertilizers, and other household chemicals	General public, Businesses, City staff	Encourage limited use of chemicals and proper disposal; chemical take back programs; promote organic landscaping and IPM	OCPW staff; collaboration with partners and co-permittees
BMPs to avoid or reduce discharge of litter and trash to MS4 or surface waters, recycling programs	General public, Businesses	Encourage proper disposal of litter, trash, and recycling to proper containers	OCPW staff; collaboration with partners and co-permittees
BMPs to avoid discharges from power washing, carpet cleaning, and auto repair and maintenance	General public, Construction Operators, Businesses	Promote ACWA IDDE public outreach materials	OCPW staff; collaboration with partners and co-permittees
Low-impact development and green infrastructure approaches	Construction Operators, Land use Planners, Engineers, Developers	Promote LID and the City's Stormwater and Grading Design Standards	OCPW staff
Watershed awareness education, including how storm drains lead to local creeks and rivers, and potential impacts to fish and other wildlife	General public, Construction Operators, Businesses	Support educational programs from Preschool up through adult continuing education	OCPW staff; collaboration with partners and co-permittees
Operation & Maintenance practices for privately owned stormwater quality management facilities	Owners of Private Water Quality Facilities	Provide owners of PWQFs with O&M packet with specific facility information, annual inspection forms and inspection reports	OCPW staff

Pollutants of Concern	Priority Audience	Specific Education Activity	Responsible Party for Implementation
Construction site control measures and BMPs, including information on where in-depth training on erosion prevention and sediment control can be obtained	Land use Planners, Developers, Construction Operators	Erosion Control Manual; erosion control plan review; enforcement actions; discounts for those completing Erosion Control Certification Program	Certified Erosion Control Specialists Lead
Pollutants from municipal O&M activities	Oregon City Public Works and Parks Department employees	Review SWPPS; minimize impact to stormwater system; annual spill response training; annual refresher course for staff licensed for spraying activities; promote IPM	OC Staff
Bacteria and Temperature (TMDL items)	Oregon City residents and businesses	Encourage activities that reduce bacterial pollution; promote planting streamside vegetation	OC Staff