

Public Education and Outreach Strategy

SWMP BMP Element #4

May 3, 2012

Updated September 2, 2016

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, dated March 16, 2012.

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 – utilize a variety of methods to provide educational information, including, but not limited to: Trail News articles, the annual water quality report, messages on the utility bill, utility bill inserts, press releases, presentations, website pages and links, catch basin marking and stenciling, and signage at water quality facilities.

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, KOIN “Water...Do Your Part” campaign, and our MS4 co-permittees.

General Expectations

Pollutants of Concern	Targeted Audience	Specific Education Activity	Responsible Party for Implementation
Pesticides, herbicides, fertilizers, household chemicals	Oregon City residents and businesses	Encourage limited chemical use and proper disposal; promote organic & IPM	OC Staff
Waste oil and other toxics	Oregon City residents and businesses	Promote responsible disposal of hazardous materials; encourage use of non-toxic alternatives	OC Staff

Pollutants of Concern	Targeted Audience	Specific Education Activity	Responsible Party for Implementation
Construction site runoff	Construction site operators	Erosion Control Manual; erosion control plan review; enforcement actions; discounts for those completing Erosion Control Certification Program	Erosion Control Specialist
Illicit discharges - Impacts of stormwater pollution to water bodies	Oregon City residents and businesses	Explain impacts from untreated stormwater; promote ways to reduce pollution; promote public reporting of illegal dumping, etc	OC staff; Collaboration with partners and co-permittees
Illicit discharges - Private WQ facility O&M	Owners of private water quality facilities	Implement inspection program; provide O&M resources	OC Staff
Pollutants from municipal O&M activities	Oregon City Public Works and Parks Department employees	Develop SOP's that minimize impact to stormwater system; annual spill response training; annual refresher course for staff licensed for spraying activities; promote IPM	OC Staff
Pollutants from fire fighting-related training activities	CFD#1	Email and verbal communication	Water Quality Coordinator
Bacteria and Temperature (TMDL items)	Oregon City residents and businesses	Encourage activities that reduce bacterial pollution; promote planting streamside vegetation	OC Staff