

How to deliver public education and outreach programs to help your municipality satisfy NJDEP's MS4 Permit Requirements





MAINSTREAMING GREEN INFRASTRUCTURE

A program of New Jersey Future



JERSEY WATER WORKS



Smart infrastructure. Strong communities.



SO YOU'RE A GREEN INFRASTRUCTURE CHAMPION, NOW WHAT?

A ROADMAP FOR PROJECT PLANNING & ADVOCACY





MS4 Primer
(New Jersey Future)



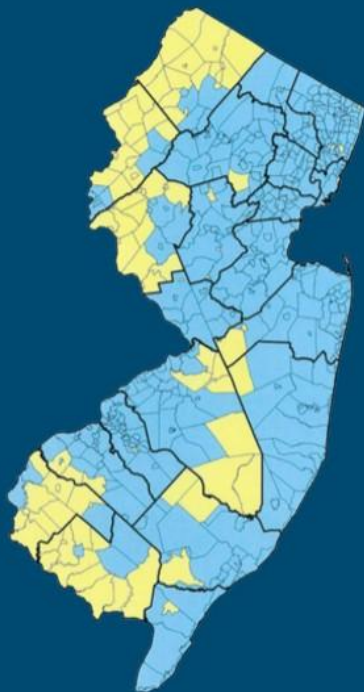
Outreach Inventory
(Jersey Water Works)

NPDES MS4 Permit

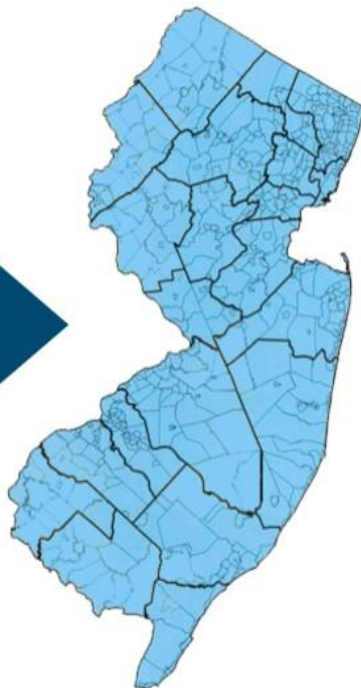
- **National Pollution Discharge Elimination System (NPDES) + Municipal Separate Storm Sewer System (MS4)**
 - Enforces the Clean Water Act (1972)
- Regulates the discharge of pollutants into specified waters
- Tier A Permit, Public Complex Permit, Highway Agency Permit
 - Tier A's most recent update was **January 1, 2023**

2018

2023



**Tier A and Tier B
Municipalities**



All Tier A

WIP TIMELINE

**Permit
Effective**

1

• 2023

2026 •

2

**Mapping
Complete**

**Identify water
quality
improvement
projects**

3

• 2027

2028 •

4

**Final Plan
submitted**

Implementation

5

• 2029+

Attachment A of MS4 Permit: Points System for Public Education and Outreach Activities

- Five Categories
- 12 points per year is required
- Include activities from at least three of the five categories
- Must educate businesses and the general public of hazards associated with illicit connections and improper disposal of waste
- Must keep records to demonstrate compliance including date of activity and any other relevant documentation

Category 1: General Public Education

ACTIVITIES:

- Social media
- Newspaper Ad
- Radio/Television
- Green Infrastructure Signage
- Billboard/Sign
- Mural
- Stormwater Facility Signage

Social Media:

Create a Website Account - Manage notification subscriptions, save form progress and more.

Website Sign In



Government

Discover Woodbridge

Planning & Development

Services & Forms

How Do I...

TEN SMALL TOWNS, ONE GREAT COMMUNITY | Search...



Community Programs

Greenable Video

Nature Preserves of
Woodbridge

Electric Vehicle Charging
Infrastructure

Only Rain Down The Storm
Drains

Microgrid Feasibility Study

Home > Discover Woodbridge > Greenable Woodbridge

Greenable Woodbridge




<https://www.twp.woodbridge.nj.us/595/Greenable-Woodbridge>



Greenable Woodbridge: Rain Gardens

YouTube · WoodbridgeTV · Oct 1, 2020

YouTube 



Woodbridge Achieves Sustainable Jersey Gold Star for Water

The Woodbridge Water Story survey helps educate residents about the fate and transport of water, recreational aspects of water within and near the community, and outreach in relation to ecology, flood risk, and watersheds. It also invites residents to offer thoughts about the Township's proposed actions to best address the matters identified in the Water Story.

[Take the Water Survey Here](#)
[Read the Water Story](#)



Woodbridge Township Water Survey

Water connects people and places while uniquely functioning as a vital community building block. However, at times water can be a detrimental source of harm and devastate communities due to flooding or impurities. The Woodbridge municipal water story explains the movement and distribution of water within the Township, ranks primary issues, and discusses ways that the Township is taking action.

We want to hear from you!!! Your opinions, thoughts and interactions with water will help shape our future outreach and ensure that our water resources are protected and preserved for future generations of Woodbridge Township residents.

obropta@envsci.rutgers.edu [Switch account](#)

Not shared

In your opinion, where does storm water (rainwater) in Woodbridge Township go after it enters a storm drain or roadside ditch?

- ☐ Directly into lakes and streams after treatment.
- ☐ To a wastewater treatment plant
- ☐ I don't know

Thursday, July 11, 2024

Experience Hillsborough

SPECIAL EVENTS BULLETIN



Mayors Wellness Campaign

Introducing Yoga By The Pond!

Relax and unwind with Yoga by the Pond at Ann Van Middlesworth Park. Please contact Yazmin Barrantes-Gamboa at ybarrantes@hillsborough-nj.org with any questions, [or register here!](#)

**HILLSBOROUGH TOWNSHIP
MAYORS WELLNESS CAMPAIGN**

THROUGH THE GENEROSITY OF THE
NEW JERSEY HEALTH CARE QUALITY INSTITUTE'S COMMUNITY MENTAL HEALTH GRANT

**PRESENTS
YOGA BY THE POND**

Bilingual Class
Sat., August 3rd, 10-11 am
YOGA PARA TODOS

**Rain dates are the following
day of the canceled event.**

HILLSBOROUGH RESIDENTS ARE
INVITED TO JOIN THE INSTRUCTORS
AS THEY GUIDE YOU THROUGH A
FREE YOGA WORKSHOP.
REGISTRATION REQUIRED AS
SPACE IS LIMITED.

The first 20 registrants will receive a free Yoga Mat. (If you register for several
classes, you will receive one Yoga Mat. Limit 1 mat per family.)

REGISTRATION:
Register online by scanning the QR code or send an email to
ybarrantes@hillsborough-nj.org

All dates are held at
Ann Van Middlesworth Park
17 Pleasant View Road
Hillsborough, NJ 08844

**MUNICIPIO DE HILLSBOROUGH
Campaña de Salud del Alcalde**

A TRAVÉS DE LA GENEROSIDAD DE LA SUBVENCIÓN DE SALUD MENTAL DE
NEW JERSEY HEALTH CARE QUALITY INSTITUTE

**PRESENTA
YOGA JUNTO AL ESTANQUE**

Clase Bilingüe
Sab. Agosto 3, 10-11 am
YOGA PARA TODOS

**Los primeros 20
inscritos recibirán un
tapete de Yoga gratis!**

**LAS FECHA DE LLUVIA ES EL
DÍA SIGUIENTE DEL EVENTO
CANCELADO**

**REGISTRATE ESCANEANDO EL CÓDIGO QR O MANDANDO UN CORREO
ELECTRÓNICO A [YBARRANTES@HILLSBOROUGH-NJ.ORG](mailto:ybarrantes@hillsborough-nj.org)**

Todas las fechas serán en:
Ann Van Middlesworth Park
17 Pleasant View Road
Hillsborough, NJ 08844

Newspaper Ad/ Radio/ Television

- Make sure you are using good science-based information in your outreach efforts.

- www.cleanwaternj.org provide good information



- www.water.rutgers.edu is another good source



- <https://gitoolkit.njfuture.org/> has great information that you can share



What to do ...

- Write an article or editorial for local paper, community newsletter, or online paper like The Patch. If you are ambitious, offer to have a reoccurring column in the e-News.
- Create some YouTube videos. Short pieces of a few minutes are okay. It doesn't have to be on the same level as Greenable Woodbridge.
- Let's set up a system to share pieces that we prepare so others can use them.

There are always special days to celebrate water ...

January

- **National Step in a Puddle and Splash Your Friends Day (1/11)**

February

- **World Wetlands Day (2/2)**
- **Shower with a Friend Day (2/5)**
- **Global Day of the Engineer (2/24) & Engineers Week (the week that includes 2/22)**

March

- **Day of Unplugging (1st Friday of March)**
- **National Groundwater Week (2nd week of March)**
- **World Plumbing Day (3/11)**
- **Plant a Flower Day (3/12)**
- **Fix-a-Leak Week (3rd week of March)**
- **World Water Day (3/22)**

April

- **Water Week (week of 4/15)**
- **Earth Day (4/22)**
- **Hug a Plumber Day (4/25)**
- **Save the Frogs Day (last Saturday of April)**

May

- **Firefighters' Day (5/4)**
- **Water Professional Appreciation Day (1st Monday in May)**
- **Drinking Water Week (1st full week in May)**
- **Mother Ocean Day (5/10)**
- **Hole in My Bucket Day (5/30)**
- **Water a Flower Day (5/30)**

•June

- **National Rivers Month**
- **World Oceans Day (6/8)**
- **World Meat Free Day (6/15)**

Green Infrastructure Signage

- Identify locations where signs could be placed and design a sign
- For examples of signs, go to:
http://water.rutgers.edu/Projects/Signs/Rain_Garden_Signage.html
- If you create a sign, send it to us so we can put it on the website

Rain Garden

Water Quality and Wildlife Habitat Enhancement Project

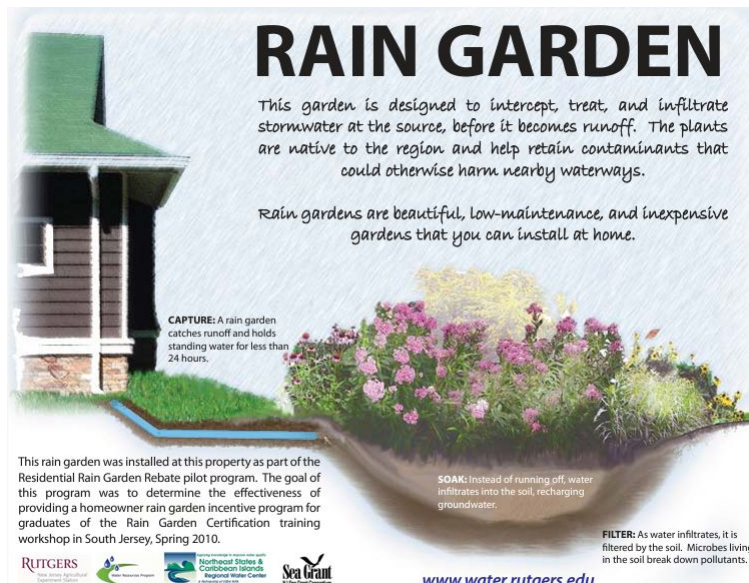
This garden is designed to capture, treat, and infiltrate stormwater at the source before it becomes runoff. It helps prevent nonpoint source pollutants from entering nearby waterways. The plants are native to the region and attract wildlife.

Rain gardens are beautiful, low-maintenance, and inexpensive gardens that you can install at home.

www.water.rutgers.edu



Funding for this project is provided by the Department of the Interior through a grant from the National Fish and Wildlife Foundation's Hurricane Sandy Coastal Resiliency Competitive Grant Program.



POROUS PAVEMENT *at work!*

Porous pavement allows rain water to pass through it and soak into the ground. This removes pollutants from the water, while helping to reduce flooding and the strain on the city's combined sewer system.



Learn more at
www.camdensmart.com

Billboards/Signs





Murals



Stormwater Facility Signage

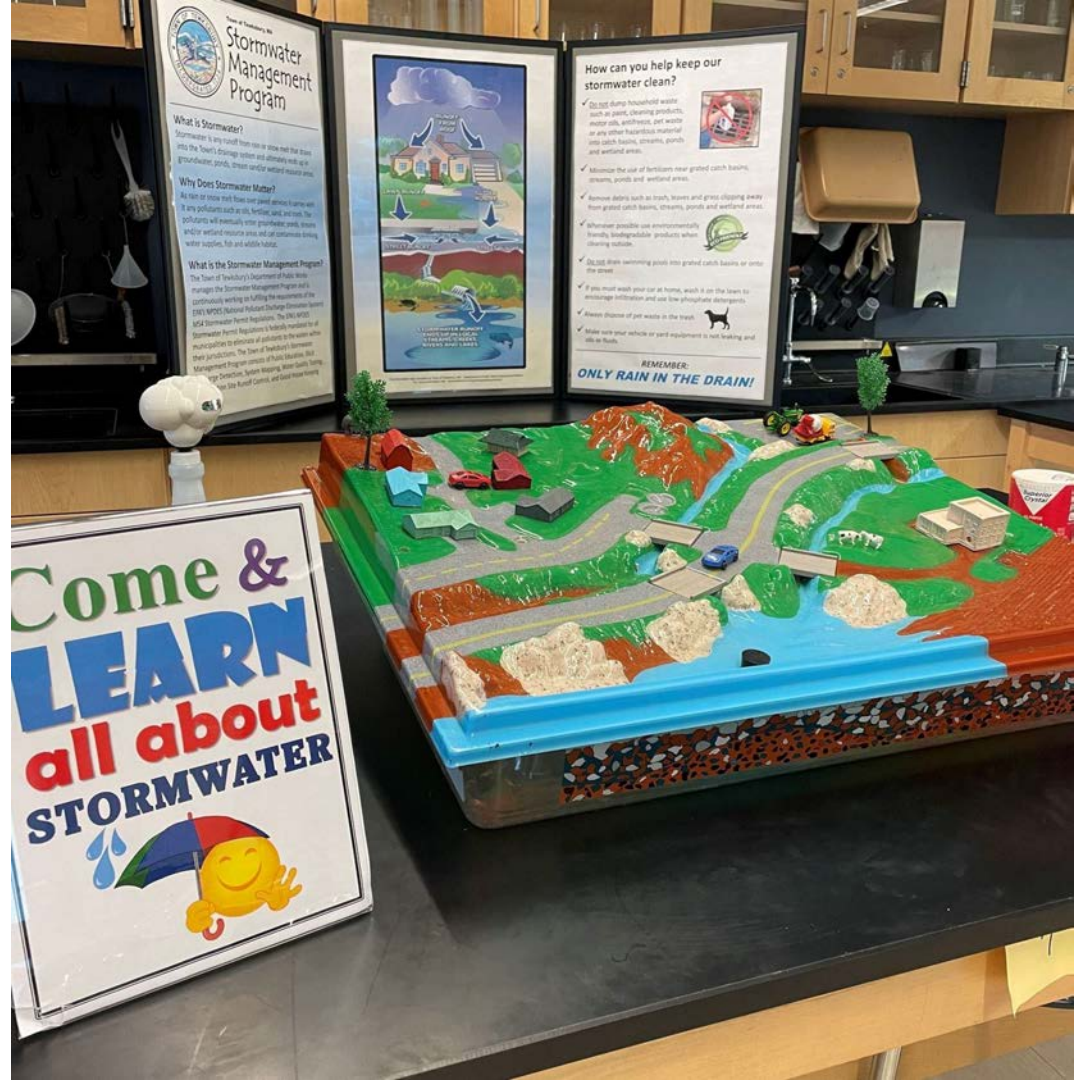


IMAGE CREDIT: PRINCETON NATURE NOTES, 2018

Category 2: Targeted Audiences Outreach

- Stormwater Display
- Promotional Item
- Private Stormwater Facilities Education
- Mailing or e-Mailing Campaign
- Ordinance Education

Stormwater Display



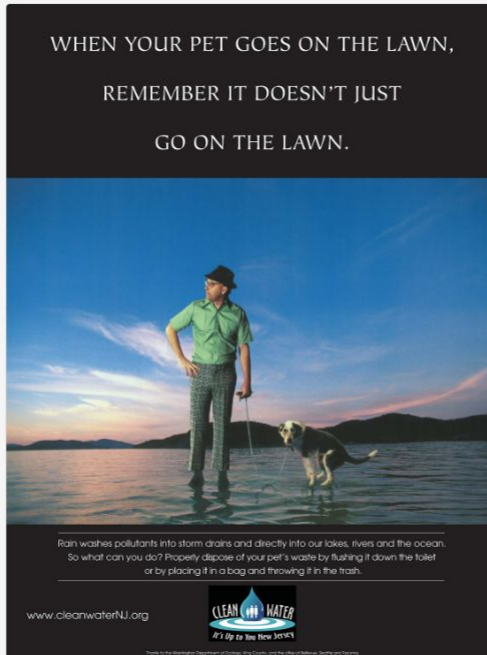
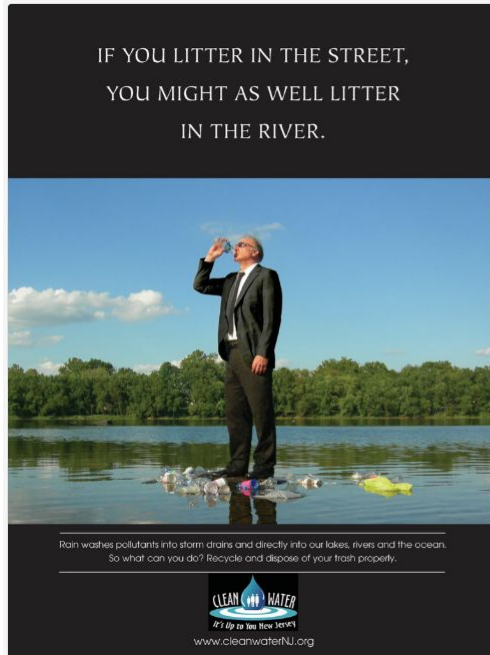
Private Stormwater Facilities Education

- Develop or assemble the materials.
- Identify private stormwater facility owners.
- Help distribute materials.



Mailing or e-Mail Campaign

- Identify NJDEP materials that should be distributed
- Or create you own materials for you community



Solutions to Stormwater Pollution

Easy Things You Can Do Every Day To Protect Our Water

A Guide to Healthy Habits for Cleaner Water

Pollution on streets, parking lots and lawns is washed by rain into storm drains, then directly to our drinking water supplies and the ocean and lakes our children play in. Fertilizer, oil, pesticides, detergents, pet waste, grass clippings: You name it and it ends up in our water.

Stormwater pollution is one of New Jersey's greatest threats to clean and plentiful water, and that's why we're all doing something about it.

By sharing the responsibility and making small, easy changes in our daily lives, we can keep common pollutants out of stormwater. It all adds up to cleaner water, and it saves the high cost of cleaning up once it's dirty.

As part of New Jersey's initiative to keep our water clean and plentiful and to meet federal requirements, many municipalities and other public agencies including colleges and military bases must adopt ordinances or other rules prohibiting various activities that contribute to stormwater pollution. Breaking these rules can result in fines or other penalties.



As a resident, business, or other member of the New Jersey community, it is important to know these easy things you can do every day to protect our water.

Limit your use of fertilizers and pesticides

- Do a soil test to see if you need a fertilizer.
- Do not apply fertilizers if heavy rain is predicted.
- Look into alternatives for pesticides.
- Maintain a small lawn and keep the rest of your property or yard in a natural state with trees and other native vegetation that requires little or no fertilizer.
- If you use fertilizers and pesticides, follow the instructions on the label on how to correctly apply it.



Make sure you properly store or discard any unused portions.

Properly use and dispose of hazardous products

- Hazardous products include some household or commercial cleaning products, lawn and garden care products, motor oil, antifreeze, and paints.
- Do not pour any hazardous products down a storm drain because storm drains are usually connected to local waterbodies and the water is not treated.

- If you have hazardous products in your home or workplace, make sure you store or dispose of them properly. Read the label for guidance.

- Use natural or less toxic alternatives when possible.

- Recycle used motor oil.

- Contact your municipality, county or facility management office for the locations of hazardous-waste disposal facilities.



Keep pollution out of storm drains

- Municipalities and many other public agencies are required to mark certain storm drain inlets with messages reminding people that storm drains are connected to local waterbodies.
- Do not let sewage or other wastes flow into a stormwater system.

Clean up after your pet

- Many municipalities and public agencies must enact and enforce local pet-waste rules.
- An example is requiring pet owners or their keepers to pick up and properly dispose of pet waste dropped on public or other people's property.
- Make sure you know your town's or agency's requirements and comply with them. It's the law. And remember to:

- Use newspaper, bags or pooper-scoopers to pick up wastes.
- Dispose of the wrapped pet waste in the trash or unwrapped in a toilet.
- Never discard pet waste in a storm drain.

Don't feed wildlife

- Do not feed wildlife, such as ducks and geese, in public areas.
- Many municipalities and other public agencies must enact and enforce a rule that prohibits wildlife feeding in these areas.



Don't litter

- Place litter in trash receptacles.
- Recycle. Recycle. Recycle.
- Participate in community cleanups.

Dispose of yard waste properly

- Keep leaves and grass out of storm drains.
- If your municipality or agency has yard waste collection rules, follow them.
- Use leaves and grass clippings as a resource for compost.
- Use a mulching mower that recycles grass clippings into the lawn.



Contact information

For more information on stormwater related topics, visit www.njstormwater.org or www.nonpointsource.org

Additional information is also available at U. S. Environmental Protection Agency Web sites www.epa.gov/npdes/stormwater or www.epa.gov/nps

New Jersey Department of Environmental Protection
Division of Water Quality
Bureau of Nonpoint Pollution Control
Municipal Stormwater Regulation Program
(609) 633-7021



www.cleanwater.nj.org



Ordinance Education

- Prepare a letter or email for the municipality about various ordinances and ensure that it satisfies the requirements.
- An e-News article could also be prepared about the ordinance and why it is important

List of Ordinances:

- | | |
|---|-----------------------|
| ✓ Pet Waste | ✓ Private Storm Drain |
| ✓ Wildlife Feeding | Inlet Retrofitting |
| ✓ Litter Control | ✓ Illicit Connection |
| ✓ Improper Disposal of Waste | ✓ Tree |
| ✓ Containerized Waste/Yard Waste Collection | ✓ Salt Storage |

Category 3: School/Youth Education and Activities

- School Presentations
- Water Education Workshops
- Storm Drain Labeling
- Educational Contest for School
- AmeriCorps Event
- Clean-up

School Presentation

- Great opportunity to partner with the Americorps Ambassador.
- Use the EnviroScape model from RCE Water Resources Program.
- Check out the Seeds website for some cool educational programs.



Water Education Workshop

- The NJ Department of Education Professional Development Provider registration program has been eliminated so check with the schools on how you can help offer an educational program for teachers around water issues.
- Schools most likely want training on climate change or climate resilience since it is a requirement in the State Educational Core Curriculum.
- Doing a teach in-service training is difficult but very rewarding if the teachers bring what they learn into the classroom

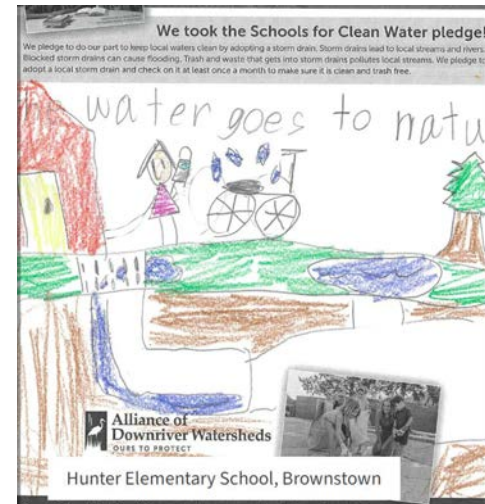
Storm Drain Labeling

- Work with community groups to engage youth in labeling storm drains.



Educational Contest for Students

- Work with school administrators to organize educational contests.
- Partner with environmental commission, sustainable Jersey committee, and home and school association



AmeriCorp Event

- Part of the mission of these AmeriCorps Ambassadors is to educate youth. Partner with your ambassador. Help them achieve their mission so your municipality can get the education and outreach points.



<https://dep.nj.gov/wms/bears/ameri-corps-nj-watershed-ambassadors/#current-ambassadors>

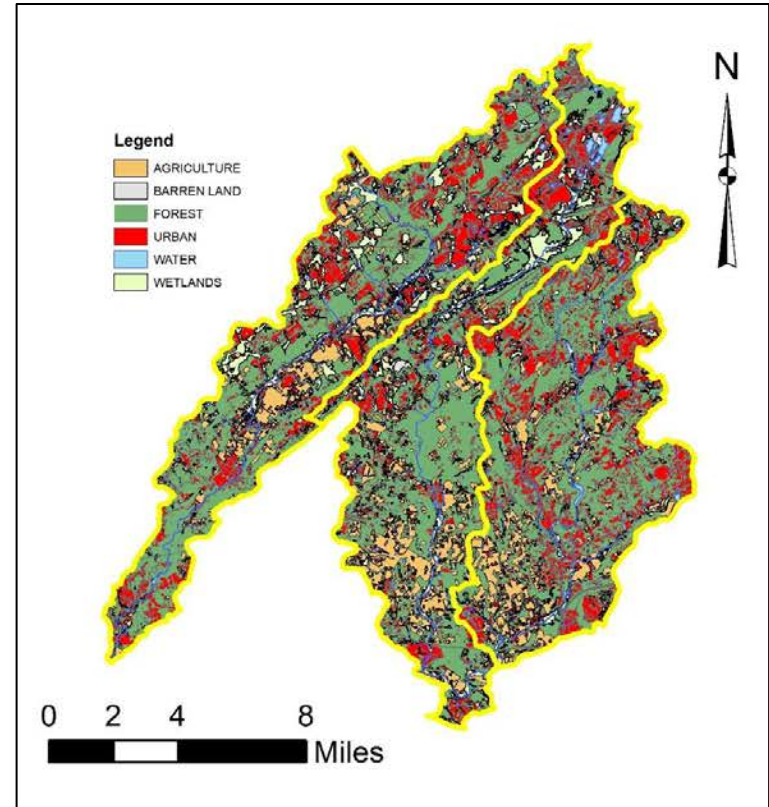
Clean-up

- Many towns have already received state funding from the Clean Communities Act to do litter clean-up but lack the resources to organize the event. Reach out to your director of public works and see if you can help organize a roadside clean-up or a stream clean-up. Partner with the Boy Scouts, Girl Scouts, Future Farmers of America, 4-H, schools, etc.



Category 4: Watershed/Regional Collaboration

- Regional Stormwater Collaboration
- Green Infrastructure Workshop
- Community Activity

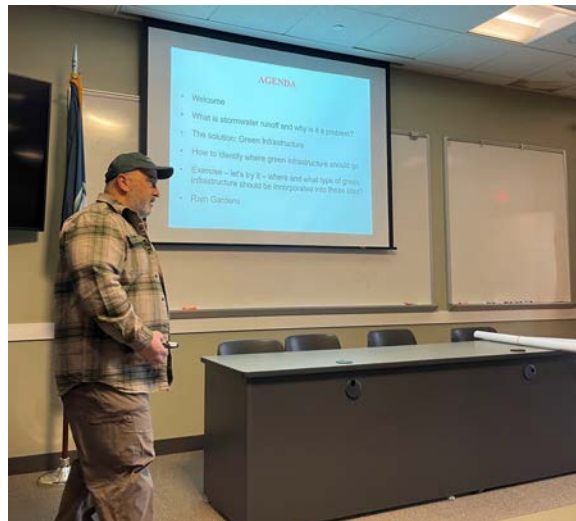


Regional Stormwater Collaboration

- The RCE Water Resources Program is currently preparing watershed restoration and protection plans for Spruce Run, Mulhockaway Creek, North Branch Raritan River, South Branch Raritan River, Lamington River, Oldmans Creek, Racoon Creek, Rancocas Creek, Doctors Creek and Miry Run. We are also preparing smaller watershed plans for five lakes in the NJ Highlands, five lakes in the NJ Pinelands, and 10 urban lakes. Get involved on behalf of your municipality. See if your municipality is already involved and ask how you can help.
- Check with NJDEP and see who has been funded to do plans.

Green Infrastructure Workshop

- The RCE Water Resources Program is partnering with Long Branch to deliver a rain garden workshop in August. This workshop is to train GI Champions on how to deliver their own rain garden design workshop for their communities.



Community Activity

- Instead of organizing a town-wide stream clean up, organize a county wide or maybe just three or four town-wide green infrastructure maintenance day. Identify rain gardens in the communities and determine what maintenance needs to be done. Organize an event to complete this maintenance.



Category 5: Community Involvement Activities

- Volunteer Stormwater Assessment or Stream Monitoring
- Rain Barrel Workshop
- Rain Garden Workshop
- Community Event
- Community Involvement

Volunteer Stormwater Assessment or Stream Monitoring

- Get some training and help your municipality assess stormwater basins, conduct stream visual assessments, or monitor water quality in stream. The Watershed Institute, Raritan Headwaters Association, or the NJDEP may offer training.



Rain Barrel Workshop

- There is train-the-train information available on how to offer a rain barrel workshop. Partner with some local groups. Find food grade barrels that are free or inexpensive. Plan and deliver a workshop. Once again, AmeriCorps Ambassadors may be a good group to partner with.



Rain Garden Workshop

- The RCE Water Resources Program is currently offering a train-the-trainer program on how to deliver a community workshop to design rain gardens for homeowners. (Flyer is in your folder)



Community Event

- This community event could be training local volunteers on how to identify sites for watershed improvement projects, which will fit nicely into helping the municipality develop its Watershed Improvement Plan. All certified GI Champions have already been trained on how to identify sites for green infrastructure.



Community Involvement

- This is a bit of an overlap with signage activities in Category 1. Identify signage location and creating/posting signs.



