



# Section One

# Section 1

## Control Measure 1: Public Education and Outreach

Control Measure 1, Public Education and Outreach, requires the City to educate its residents about the impacts of their activities on stormwater, and the impacts of polluted stormwater discharges on water quality. Educating the public about the importance of stormwater management can help lead to greater support for and compliance with the Stormwater Management Plan.

To comply with Control Measure 1, the City must “implement a public education program to distribute educational materials to the community or conduct equivalent outreach activities about the impacts of stormwater discharges on water bodies and the steps to reduce stormwater pollution. The public education program should inform individuals and households about the problem and the steps they can take to reduce or prevent stormwater pollution.”<sup>1</sup>

BMPs in Haverhill’s Stormwater Management plan designed to address Control Measure 1 include activities that the City is already doing, such as maintaining signage at various outfalls around the City. Additional BMPs have been added to round out the City’s program, including naming a Stormwater Coordinator, outreach to local watershed organizations, distributing information in the form of brochures, and development of a stormwater website. Together these BMPs will provide information to the public through print, electronic media, and personal contact with City staff, thus reinforcing the message that residents can protect the quality of stormwater with their own actions.

### **BMP #1-1: Designate Stormwater Coordinator**

*Description:* The Mayor of the City of Haverhill intends to designate an existing employee as the citywide Stormwater Coordinator to work with the various City departments and agencies, coordinate implementation of selected BMPs, coordinate permit compliance and reporting, and oversee all remaining aspects of the SWMP. Note, this BMP is listed here under Control Measure 1, but it applies to all six control measures.

*Measurable Goal:* Officially designate and support Stormwater Coordinator.

*Schedule:* First 3 months of permit term.

*Responsible person/department:* Mayor

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<sup>1</sup> United States Federal Register, Volume 64, No. 235, December 8, 1999 – Final Rule of the NPDES – Regulations for Revision of the Water Pollution Control Program Addressing Storm Water Discharges

*Cost:* No cost as the designee will likely already be a City employee.

### **BMP #1-2: Add Stormwater Information to the City's Website**

*Description:* The City is currently devoting significant resources into developing and implementing a City website. The goal of this site will be to inform residents and business owners on a variety of issues. The Stormwater Coordinator will develop a stormwater page on this site that adds information relevant to protecting stormwater quality. The stormwater page will likely include links to other sites, information about household hazardous waste collection days, information on street sweeping and other City initiatives, and information about the hazards of illicit discharges and the improper disposal of wastes into the stormwater system.

*Measurable Goal:* Incorporate a stormwater page onto the City website.

*Schedule:* Spring 2004. Update as necessary.

*Responsible person/department:* Stormwater Coordinator

*Cost:* Staff time to pull together existing information from various sources (i.e. EPA).

### **BMP #1-3: Conduct Outreach/Coordinate City Program with Initiatives of Local Watershed Organizations**

*Description:* The City's Stormwater Coordinator will work with local watershed organizations such as the Haverhill Trails Committee, Haverhill Bright Sides, and the Merrimack River Watershed Council to inform members of ongoing City initiatives (brochures, website, etc.) and dovetail City programs with the outside groups' programs (clean ups, grant applications, etc.). Coordinating timing of projects and working together to get information out, both the City and the outside organizations can look forward to more effective outreach to residents.

*Measurable Goal:* Identification of groups interested in City programs. Annual contact with these interested groups. Sharing of information.

*Schedule:* Formal contact once per year, informal contact throughout permit term.

*Responsible person/department:* Stormwater Coordinator

*Cost:* Initial staff time to identify interested contacts in watershed organizations, continuing staff time for meetings, phone calls.

### **BMP #1-4: Develop Brochures and Distribute to the Public**

*Description:* Brochures covering such subjects as explanations of a stormwater system, household hazardous waste, illicit discharges and improper disposal of contaminants will be developed. Brochures will be distributed to the residents in their tax bills and made available at City Hall and the Public Library.

*Measurable Goal:* Development of 2 separate brochures will be completed and disseminated.

*Schedule:* Brochures developed during permits year 1 and 2. Brochures will be distributed in tax bills in years 2 and 4. Brochures distributed in tax bills every other year thereafter. Brochures will be continually available at City Hall and the Public Library.

*Responsible person/department:* Stormwater Coordinator

*Cost:* To amass and prepare information - cost varies on method (i.e. using existing material available from EPA and other sources, or developing City specific brochures). To produce the brochures - cost varies on type (i.e. black and white requires minimal staff time to copy and restock brochures, while color requires additional printing costs).

### **BMP #1-5: Install and Maintain Signs at Key Stormwater Outfalls**

*Description:* Haverhill has installed signs at various outfalls along the Merrimack River. Many of the signs are currently only visible from the shoreline near the regulator structures. Since the river is used for recreational purposes, the City will post additional signs that can be viewed from the river. In addition, the city will explore other areas to post signs (such as near ponds and streams with public access) as an effective way to raise awareness of local environmental resources.

*Measurable Goal:* New outfall signs installed at 5 locations. Develop a list of parks, streams, ponds, etc. suitable for future signage

*Schedule:* Installation of outfall signs will be completed during summer of 2004. Future signage locations will be determined by the end the permit period.

*Responsible person/department:* Stormwater Coordinator

*Cost:* Cost for procurement of signs and staff time for installation.

### **BMP #1-6: Distribute Pet Waste Fact Sheet with Dog Licenses.**

*Description:* A fact sheet will be developed and handed to owners registering their dogs at the City Clerks office, and mailed to owners registering their dogs by mail.

*Measurable Goal:* Pet waste fact sheet to all licensed dog owners.

*Schedule:* Fact sheets will be developed during permit year 1 and distributed as licenses come up for renewal.

*Responsible person/department:* Stormwater Coordinator and/or City Clerk

*Cost:* One time cost of preparing the fact sheet and printing costs.