

# Lowndes County Storm Water Management Program

## MCM-A Public Education and Outreach on Storm Water Impacts

40 CFR Part 122.34(b)(1) Requirement: The permittee must implement a public education program to distribute educational materials to the community and/or conduct equivalent outreach activities about the impacts of storm water discharges on water bodies and the steps that the public can take to reduce pollutants in storm water runoff. **See Table 4.2.1(a) of the Permit**

### **A. Best Management Practice (BMP) #1: Public Education Program**

1. Target audience: Homeowners, students, contractors and general public.
2. Description of BMP: Lowndes County (LC) maintains a website to educate homeowners, businesses, schools and the general public about the impacts that stormwater runoff has on local water bodies at [www.lowndescounty.com](http://www.lowndescounty.com) (To view, select Engineering; then NPDES Information). The information will be promoted through various educational and promotional materials.
3. Measurable goal(s): LC website will be updated a minimum of one time per year.
4. Documentation to be submitted with each annual report: The County will provide a summary of the stormwater related webpages and the dates that they were updated in each annual report.
5. Schedule:
  - a. Interim milestone dates (if applicable): N/A
  - b. Implementation date (if applicable): January 2013
  - c. Frequency of actions (if applicable): Once a year
  - d. Month/Year of each action (if applicable): Annually
6. Person (position) responsible for overall management and implementation of the BMP: Stormwater Technician
7. Rationale for choosing BMP and setting measurable goal(s): A variety of stormwater subjects can be posted regularly on the webpage.
8. How you will determine whether this BMP is effective in accordance with Part 5.1.4 of the Permit: Although it is difficult to precisely measure the effect that educational materials via website has, there is little disagreement about the effect that awareness has on human attitude and behavior