

Resources to Get Started on Your Municipal Separate Storm Sewer System (MS4) Program

The following are resources to help as you get started creating your MS4 Program



Stormwater Smart

Free communication tools to energize MS4 public education and engagement

www.epa.gov/npdes/stormwater-smart-outreach-tools

Main Goals	Materials Included	Examples
------------	--------------------	----------

INCREASE AWARENESS of Stormwater Effects

- Know What Happens When It Rains brochure
- Stormwater Flow infographic
- Social media posts/graphics

PROMOTE PRACTICES to Manage Stormwater

- Take Steps to Protect Our Waterways brochure series
- Stormwater Smart infographic
- Social media posts/graphics
- One page tip sheets for small businesses

INSPIRE INVESTMENT in the Community

- Invest in Your Community brochure
- Be Stormwater Smart Slides
- Stormwater Investment Benefits infographic
- Social media posts/graphics
- Green Infrastructure in Action Case Studies



Menu of BMPs

Fact sheets that provide examples of practices that can be used as part of a Stormwater Management Program grouped by six minimum control measures:

Stormwater Best Management Practice
Litter Management

Minimum Measure: Public Education and Outreach on Stormwater Impacts
Subcategory: Education for Residents

Description
In many communities, litter has become a significant pollutant. Improper disposal on land can cause trash to wash into waterways, where large amounts of it can concentrate in small areas. Trash can become litter when it falls out of improperly secured bins, blows out of garbage trucks, or accumulates at an illegal dump site. Litter on streets and sidewalks and floating trash mar the aesthetics of a landscape and pose threats to wildlife and human health (e.g., choking hazards for wildlife, bacterial infection for humans). Litter can also clog storm sewer pipes, which can damage infrastructure and disrupt operations. Plastic litter can also break down into microplastics, which are challenging to remove from the environment and can be potentially toxic when consumed by wildlife. Municipalities can tackle trash management issues in various ways. Community outreach and education programs are an effective way to reduce litter and engage residents in being part of the solution. This fact sheet presents approaches that municipalities can use to educate their residents and promote responsible litter management.

effectively educate residents about litter management and remove barriers for participation.

Determine a Program Approach
After a municipality has identified its residents' knowledge gaps and current practices, it can draft a program that addresses responsible practices on paper.

- Public education & outreach
- Public involvement
- Illicit discharge detection & elimination
- Construction
- Post-construction
- Pollution prevention/good housekeeping

www.epa.gov/npdes/national-menu-best-management-practices-bmps-stormwater

Water Infrastructure and Resiliency Finance Center

Provides financing information to help local decision makers make informed decisions for stormwater and other infrastructure to protect human health and the environment.



www.epa.gov/waterfinancecenter

Water Finance Clearinghouse

An easily navigable web-based portal to help communities locate information and resources to assist them in making informed decisions for their stormwater and other infrastructure needs.



<https://ordspub.epa.gov/ords/wfc/f?p=165:12:5032709379169:::12::>

Water Technical Assistance

EPA's free water technical assistance (WaterTA) supports communities to identify water challenges, develop plans, build technical, financial, and managerial capacity, and develop application materials to access water infrastructure funding.



www.epa.gov/water-infrastructure/water-technical-assistance

Sewer Overflow and Stormwater Reuse Municipal Grants Program

This grant program provides funding for critical stormwater infrastructure projects in communities. Funds can be used for the planning, designing, and construction of combined sewer overflows (CSOs), sanitary sewer overflows (SSOs), and stormwater management projects.



www.epa.gov/cwsrf/sewer-overflow-and-stormwater-reuse-municipal-grants-program

Green Infrastructure Funding Opportunities

Summarizes federal funding opportunities for green infrastructure projects.



<https://www.epa.gov/green-infrastructure/green-infrastructure-funding-opportunities>

Municipal Ombudsman Clean Water Corner Weekly Email

Subscribe to a weekly update on federal clean water resources with a municipal focus by sending an email to municipalombudsman@epa.gov with the word "subscribe" in the subject line.

