



PERMIT NO. ALS000032

Public Education & Public Involvement

Permit Part II B.2.



PUBLIC EDUCATION & PUBLIC INVOLVEMENT

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The Permittee must further develop and implement a public education and outreach program to inform the community about the impacts from storm water discharges on water bodies and the steps that the public can take to reduce pollutants in storm water runoff to the MEP (Maximum Extent Practicable). The Permittee shall continuously implement this program in the areas served by the MS4.

PUBLIC EDUCATION & PUBLIC INVOLVEMENT PROGRAM SUMMARY

In accordance with the City's National Pollutant Discharge Elimination System (NPDES) Municipal Separate Storm Sewer System (MS4) Permit, issued on February 26, 2018, and effective March 1, 2018, the City is required to implement a public education and public outreach program to educate and equip citizens of Birmingham about storm water impacts on water resources and what they can do to reduce pollution into the MS4, to the maximum extent practicable (MEP). MEP is the technology-based discharge standards and controls necessary for MS4s to reduce pollutants in storm water discharges that was established by Section 402(p) of the Clean Water Act. These standards and controls may consist of a combination of best management practices (BMPs), control techniques, system design and engineering methods, and such other provisions for the

Education Pollutant Control Measures:

- ❖ Animal Waste
- ❖ Automobile
Fluids
- ❖ Automobile
Washing
- ❖ Conservation
- ❖ Citywide
Beautification
- ❖ Cooking Grease
- ❖ Environmental
Stewardship
- ❖ Flooding
- ❖ Green
Infrastructure
- ❖ Household Waste
- ❖ Industrial Waste
- ❖ Leaves and Grass
Clippings
- ❖ Littering
- ❖ Low Impact
Development
- ❖ Medicine
Flushing
- ❖ Pesticides,
Herbicides, and
Fertilizers
- ❖ Recycling
- ❖ Safety
- ❖ Soil Erosion
Control
- ❖ Water Quality



reduction of pollutants discharged from the MS4 and as described herein. At a minimum this section of the SWMPP will include:

- ✓ Seek and consider public input in the development, revision and implementation of the SWMPP;
- ✓ Identify targeted pollutant sources the Permittee’s public education program is intended to address;
- ✓ Evaluate the effectiveness of the public education and public involvement program; and
- ✓ Organize and participate in activities that target the removal of litter, floatables, and debris from area waterways. The minimum number and the waterways these activities will target will be addressed in the SWMPP

Alabama Department of Environmental Management has reported that when citizens are surveyed about pollution problems, litter and trash are usually considered the number one problem.ⁱ Whether it is garbage, construction debris deliberately/unintentionally dropped on the roadside, or paper and debris left in a parking lot, it all travels to our rivers and lakes when it rains. When considering the current NPDES permit considerable emphasis is placed on trash removal from city streams. City of Birmingham Stormwater Management and City leaders both agree that this is a persistent city problem. City of Birmingham Stormwater Management has developed a public education and public involvement program around three points:

These categories are discussed in more detail below.

- ✓ Develop and Promote Partnerships
- ✓ Targeted Pollutant Sources for Public Education
- ✓ Reduction of Litter, Floatables, and Debris

DEVELOPMENT & IMPLEMENTATION OF THE SWMPP & PROMOTE PARTNERSHIP

The City must further develop and implement a public education and outreach program to inform the community about the impacts from storm water discharges on water bodies and the steps that the public can take to reduce pollutants in storm water runoff to the MEP. The City shall continuously implement this program in the areas served by the MS4. The NPDES MS4 permit requires that the City seek and consider public input in the development, revision and implementation of the SWMPP (Part IIB.2.b). The public will be notified when their participation will assist in the implementation of the SWMPP. Public notification will be posted on the Stormwater Management Website, Facebook page, message boards, and will also be announced by the Mayor at City Council meetings. The City stormwater Management partners with many different Organizations and Municipalities with the similar missions. During this permit year Stormwater Management decided to include “Keep Birmingham Beautiful (KBB)” within the stormwater management program. The mission of Keep Birmingham Beautiful Commission” is to serve the citizens of Birmingham and all 99 neighborhoods by developing and implementing effective public education and community involvement programs, which enhance the quality of life in beautification and environmental concerns. The objective of KBB is to affect positive change in attitude and behavior regarding natural conservation, littering, recycling and beautification. City of Birmingham Stormwater Management partners with other Stormwater Municipalities and Environmental Organizations throughout the County, State, and Country.

Environmental groups such as Alabama Stormwater Association, Southeastern Stormwater Association, Birmingham Environmental Professionals Association, and many more with similar mission statements.

TARGETED POLLUTANT SOURCES FOR PUBLIC EDUCATION

The City must also target pollutant sources for public consideration those pollutants that the SWMPP intends to address (Part IIB.2.b.2.). This particular BMP control specifically addresses permit sections (PartIIB.2.b.2, 4, 5, 6) and many more that we find important to improving the Water Quality and Beatification of the City. The City of Birmingham analyze water quality data as well as 303d listings to determine and develop education opportunities and topics each year. Detailed descriptions of the education program will be included in each year’s annual report.

IDENTIFY AND ENGAGE PARTNERS FOR OUTREACH OPPORTUNITIES

The City of Birmingham Stormwater Management Division mission is “to strive to bring an enhanced quality of life through services and partnerships that promote a quality environment and economic development opportunities.” Stormwater Management believes in partnering with others with similar missions to create behavior change and promote environmental stewardship to develop a more sustainable future. Through partnering with others are able to develop programs and materials to educate the general public, businesses, and others about storm water management best management practices (BMP’S). There is a list of Education Pollution Control Measures on first page of this chapter, which have been predetermined a priority topic for stormwater education and outreach. Our goal is to maximize the education points as often as possible. The chart in attachment a represents yearly educational opportunities that we have installed or developed in order to create our outreach program. Each opportunity has been carefully modified to reach its pivotal educational potential.

REDUCTION OF LITTER, FLOATABLES, AND DEBRIS

The City of Birmingham Stormwater Management Division takes pride in educating the public of Stormwater Management “BMP”. We developed the slogan “Only Rain Down the Drain” to summarize our number one goal is to keep the stormwater as clean as possible. Education opportunities is created yearly by ways of neighborhood, roadside, and creek cleanups. We believe that the more behavior change education we can provide will one day result in the end of litter.



CONCLUSIONS

- Major findings such as water quality improvements or degradation;
 - ✓ Stormwater “101” Public Surveys
- Major accomplishments;
 - ✓ Stormwater Webpage and Facebook Page
 - ✓ Village Creek Watershed Management Plan
 - ✓ Partnering with KBB
- Overall program strengths
 - ✓ Storm Water “101”
 - ✓ Partnerships
 - ✓ Webpage and Facebook
 - ✓ Stormwater Calendar
- Overall program weaknesses;
 - ✓ 100% Participation in Roadside Clean ups (all 18 communities)
 - ✓ Stormwater Signage
 - ✓ Trash
- Future direction of the program;
 - ✓ “Put a Lid on It” Project
 - ✓ HHW (Household Hazardous Waste) Day
 - ✓ KBB School Ambassador Program
 - ✓ Extend Partnership Opportunities

Appendix A
Public Education & Public Involvement Control Measures Matrix



Education Pollution Control Measures

Education Opportunities	Animal Waste	Automobile Fluid	Automobile Washing	Citywide Beautification	Conservation	Cooking Grease	Environmental Stewardship	Flooding	Green Infrastructure	Household Waste	Industrial Waste	Leaves and Grass Clippings	Littering	Low Impact Development	Medicine Flushing	Pesticides, Herbicides and Fertilizers	Recycling	Safety	Soil Erosion Control	Water Quality	Total Pollution Control Measures
Brown Bag Lunch and Learn	X	X			X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	17
Calendar	X	X	X		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	20
Centennial Tree Program					X	X		X		X						X	X	X	X	X	11
Cooking Grease Campaign					X	X	X	X		X						X	X	X	X	X	11
Do Dah Day	X				X	X	X	X		X				X	X	X	X	X	X	X	11
Drug Take Back							X								X	X	X	X	X	X	7
Earth Day At The Gardens		X				X	X	X	X	X				X	X	X	X	X	X	X	13
Electronic Take Back					X	X			X	X				X	X	X	X	X	X	X	9
EMA Be Ready Day	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	15
Facebook Page	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	19
Fishing Rodeo	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	12
Friends of Birmingham Botanical Gardens	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	11
Jefferson Cou Water Festival	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	18
Plant Dig					X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	11
Seedling Give Away					X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	11
Stormwater 101	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	20
Stormwater 102 Water Quality Testing	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	18
Stormwater 103 Water Quality Drainage-Flooding	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	18
Stormwater Signage	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	18
Urban Forestry Fair	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	18
Video Competition(Litter Quitters)	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	20
Website	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	20
TOTAL EDUCATION ELEMENT COUNT	15	14	14	20	22	16	22	16	14	14	10	17	19	6	9	19	22	22	15	22	

i [Alabama Department of Environmental Management](#)

