**Notice of Intent (NOI) for coverage under Small MS4 General Permit (continued)**

Part Ill: Stormwater Management Program Summary

Identify the Best Management Practices (BMPs} that will be employed to address each of the six Minimum Control Measures (MCMs). For municipalities/organizations whose MS4 discharges into a receiving water with an approved Total Maximum Daily Load (TMDL) and applicable waste load allocation (WLA), identify any additional BMPs employed to specifically support the achievement of the WLA in the TMDL section at the end of Part Ill.

For each MCM list each existing or proposed BMP by category and provide a brief description, responsible parties/departments, measurable goals and the year the BMP will be employed (Public education and outreach BMPs also requires a target audience). **Use the drop-down menus in each table or enter your own text to override the drop down menu.**

MCM 1: Public Education and Outreach

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| --- | --- | --- | --- | --- | --- |
| **BMP Media/Category**  (enter your own text to override the drop down menu) | **BMP Description** | **Targeted Audience** | **Responsible Department/ Parties**  (enter your own text to override the drop down menu) | **Measurable Goal** | **Beginning Year of BMP Implementation** |
| Press Release | Pet Waste Disposal | Residents |  | Website visits  Stories placed  Estimated Audience | 2018 |
| Press Release | Proper Waste Disposal | Businesses, Institutions and Commercial Facilities |  | Website visits  Stories placed  Estimated Audience | 2018 |
| Press Release | Erosion and Sediment Controls | Developers (construction) |  | Website visits  Stories placed  Estimated Audience | 2018 |
| Press Release | Fleet Management | Industrial Facilities |  | Website visits  Stories placed  Estimated Audience | 2018 |
| Shared Social Media Post | Pet Waste Disposal | Residents |  | Followers  Views  Likes  Comments  Shares | 2018 |
| Shared Social Media Post | Proper Waste Disposal | Businesses, Institutions and Commercial Facilities |  | Followers  Views  Likes  Comments  Shares | 2018 |
| Shared Social Media Post | Erosion and Sediment Controls | Developers (construction) |  | Followers  Views  Likes  Comments  Shares | 2018 |
| Shared Social Media Post | Fleet Management | Industrial Facilities |  | Followers  Views  Likes  Comments  Shares | 2018 |
| Flyers | Pet Waste Disposal | Residents |  | # distributed from town offices  # distributed at public events | 2018 |
| Flyers | Proper Waste Disposal | Businesses, Institutions and Commercial Facilities |  | # distributed from town offices  # distributed at public events | 2018 |
| Flyers | Erosion and Sediment Controls | Developers (construction) |  | # distributed from town offices  # distributed at public events | 2018 |
| Flyers | Fleet Management | Industrial Facilities |  | # distributed from town offices  # distributed at public events | 2018 |

# 2019

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| --- | --- | --- | --- | --- | --- |
| **BMP Media/Category**  (enter your own text to override the drop down menu) | **BMP Description** | **Targeted Audience** | **Responsible Department/ Parties**  (enter your own text to override the drop down menu) | **Measurable Goal** | **Beginning Year of BMP Implementation** |
| Press Release | Yard Care | Residents |  | Website visits  Stories placed  Estimated Audience | 2019 |
| Press Release | Lawn/Landscaping Care BMPs | Businesses, Institutions and Commercial Facilities |  | Website visits  Stories placed  Estimated Audience | 2019 |
| Press Release | Permeable Pavement | Developers (construction) |  | Website visits  Stories placed  Estimated Audience | 2019 |
| Press Release | Lawn/Landscaping Care BMPs | Industrial Facilities |  | Website visits  Stories placed  Estimated Audience | 2019 |
| Shared Social Media Post | Yard Care | Residents |  | Followers  Views  Likes  Comments  Shares | 2019 |
| Shared Social Media Post | Lawn/Landscaping Care BMPs | Businesses, Institutions and Commercial Facilities |  | Followers  Views  Likes  Comments  Shares | 2019 |
| Shared Social Media Post | Permeable Pavement | Developers (construction) |  | Followers  Views  Likes  Comments  Shares | 2019 |
| Shared Social Media Post | Lawn/Landscaping Care BMPs | Industrial Facilities |  | Followers  Views  Likes  Comments  Shares | 2019 |
| Flyers | Yard Care | Residents |  | # distributed from town offices  # distributed at public events | 2019 |
| Flyers | Lawn/Landscaping Care BMPs | Businesses, Institutions and Commercial Facilities |  | # distributed from town offices  # distributed at public events | 2019 |
| Flyers | Permeable Pavement | Developers (construction) |  | # distributed from town offices  # distributed at public events | 2019 |
| Flyers | Lawn/Landscaping Care BMPs | Industrial Facilities |  | # distributed from town offices  # distributed at public events | 2019 |

# 2020

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| --- | --- | --- | --- | --- | --- |
| **BMP Media/Category**  (enter your own text to override the drop down menu) | **BMP Description** | **Targeted Audience** | **Responsible Department/ Parties**  (enter your own text to override the drop down menu) | **Measurable Goal** | **Beginning Year of BMP Implementation** |
| Press Release | Relevant LID Practices | Residents |  | Website visits  Stories placed  Estimated Audience | 2020 |
| Press Release | Relevant LID Practices | Businesses, Institutions and Commercial Facilities |  | Website visits  Stories placed  Estimated Audience | 2020 |
| Press Release | Relevant LID Practices | Developers (construction) |  | Website visits  Stories placed  Estimated Audience | 2020 |
| Press Release | Relevant LID Practices | Industrial Facilities |  | Website visits  Stories placed  Estimated Audience | 2020 |
| Shared Social Media Post | Relevant LID Practices | Residents |  | Followers  Views  Likes  Comments  Shares | 2020 |
| Shared Social Media Post | Relevant LID Practices | Businesses, Institutions and Commercial Facilities |  | Followers  Views  Likes  Comments  Shares | 2020 |
| Shared Social Media Post | Relevant LID Practices | Developers (construction) |  | Followers  Views  Likes  Comments  Shares | 2020 |
| Shared Social Media Post | Relevant LID Practices | Industrial Facilities |  | Followers  Views  Likes  Comments  Shares | 2020 |
| Flyers | Relevant LID Practices | Residents |  | # distributed from town offices  # distributed at public events | 2020 |
| Flyers | Relevant LID Practices | Businesses, Institutions and Commercial Facilities |  | # distributed from town offices  # distributed at public events | 2020 |
| Flyers | Relevant LID Practices | Developers (construction) |  | # distributed from town offices  # distributed at public events | 2020 |
| Flyers | Relevant LID Practices | Industrial Facilities |  | # distributed from town offices  # distributed at public events | 2020 |

# 2021

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| --- | --- | --- | --- | --- | --- |
| **BMP Media/Category**  (enter your own text to override the drop down menu) | **BMP Description** | **Targeted Audience** | **Responsible Department/ Parties**  (enter your own text to override the drop down menu) | **Measurable Goal** | **Beginning Year of BMP Implementation** |
| Press Release | Septic System Maintenance | Residents |  | Website visits  Stories placed  Estimated Audience | 2021 |
| Press Release | Motor Vehicle Care | Businesses, Institutions and Commercial Facilities |  | Website visits  Stories placed  Estimated Audience | 2021 |
| Press Release | Septic System Design & Maintenance | Developers (construction) |  | Website visits  Stories placed  Estimated Audience | 2021 |
| Press Release | Motor Vehicle Care | Industrial Facilities |  | Website visits  Stories placed  Estimated Audience | 2021 |
| Shared Social Media Post | Septic System Maintenance | Residents |  | Followers  Views  Likes  Comments  Shares | 2021 |
| Shared Social Media Post | Motor Vehicle Care | Businesses, Institutions and Commercial Facilities |  | Followers  Views  Likes  Comments  Shares | 2021 |
| Shared Social Media Post | Septic System Design & Maintenance | Developers (construction) |  | Followers  Views  Likes  Comments  Shares | 2021 |
| Shared Social Media Post | Motor Vehicle Care | Industrial Facilities |  | Followers  Views  Likes  Comments  Shares | 2021 |
| Flyers | Septic System Maintenance | Residents |  | # distributed from town offices  # distributed at public events | 2021 |
| Flyers | Motor Vehicle Care | Businesses, Institutions and Commercial Facilities |  | # distributed from town offices  # distributed at public events | 2021 |
| Flyers | Septic System Design & Maintenance | Developers (construction) |  | # distributed from town offices  # distributed at public events | 2021 |
| Flyers | Motor Vehicle Care | Industrial Facilities |  | # distributed from town offices  # distributed at public events | 2021 |

# 2022

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| --- | --- | --- | --- | --- | --- |
| **BMP Media/Category**  (enter your own text to override the drop down menu) | **BMP Description** | **Targeted Audience** | **Responsible Department/ Parties**  (enter your own text to override the drop down menu) | **Measurable Goal** | **Beginning Year of BMP Implementation** |
| Press Release | Household Hazardous Waste Disposal | Residents |  | Website visits  Stories placed  Estimated Audience | 2022 |
| Press Release | Pest Control | Businesses, Institutions and Commercial Facilities |  | Website visits  Stories placed  Estimated Audience | 2022 |
| Press Release | Vegetated Filter Strips | Developers (construction) |  | Website visits  Stories placed  Estimated Audience | 2022 |
| Press Release | Vegetated Filter Strips | Industrial Facilities |  | Website visits  Stories placed  Estimated Audience | 2022 |
| Shared Social Media Post | Household Hazardous Waste Disposal | Residents |  | Followers  Views  Likes  Comments  Shares | 2022 |
| Shared Social Media Post | Vegetated Filter Strips | Businesses, Institutions and Commercial Facilities |  | Followers  Views  Likes  Comments  Shares | 2022 |
| Shared Social Media Post | Vegetated Filter Strips | Developers (construction) |  | Followers  Views  Likes  Comments  Shares | 2022 |
| Shared Social Media Post | Fleet Management | Industrial Facilities |  | Followers  Views  Likes  Comments  Shares | 2022 |
| Flyers | Household Hazardous Waste Disposal | Residents |  | # distributed from town offices  # distributed at public events | 2022 |
| Flyers | Pest Control | Businesses, Institutions and Commercial Facilities |  | # distributed from town offices  # distributed at public events | 2022 |
| Flyers | Vegetated Filter Strips | Developers (construction) |  | # distributed from town offices  # distributed at public events | 2022 |
| Flyers | Vegetated Filter Strips | Industrial Facilities |  | # distributed from town offices  # distributed at public events | 2022 |