

Minimum Control Measure 1: PUBLIC EDUCATION AND OUTREACH



Key to Unique BMP ID Numbers	Required BMP Title	Permit Reference
1a-1	Distribute Educational Materials	V.G.1.a
1b-1	Implement an Education Program	V.G.1.b
1c-1	Education Program: Public Education and Outreach	V.G.1.c
1c-2	Education Program: Public Participation	V.G.1.c
1c-3	Education Program: Illicit Discharge Detection and Elimination	V.G.1.c
1c-4	Education Program: Construction Site Run-off Control	V.G.1.c
1c-5	Education Program: Post-Construction Stormwater Management in New Development and Redevelopment	V.G.1.c
1c-6	Education Program: Pollution Prevention/Good Housekeeping for Municipal Operations	V.G.1.c
1d-1	Coordination of Education Program	V.G.1.d
1e-1	Annual Public Meeting	V.G.1.e
1f-1	Storm Water Utility	NA

BMP Summary Sheet

MS4 Name: City of Hibbing, Minnesota

Minimum Control Measure: 1-PUBLIC EDUCATION AND OUTREACH

Unique BMP Identification Number: 1a-1

BMP Title: Distribute Educational Materials

BMP Description:

The City will continue to produce and maintain a website that will communicate water resource activities and projects at <http://www.hibbing.mn.us>.

The City will obtain and/or develop a series of informational handouts that will be made available at City facilities. These handouts (flyers) may also be distributed at times in direct mailings to reach businesses and residents regarding general storm water issues.

Measurable Goals:

1. Maintain City web page for water resources information.
2. Update education materials, as needed, and make available at City.

Timeline/Implementation Schedule:

1. Ongoing/Annually
2. Ongoing/Annually

Specific Components and Notes:

Audience or audiences: All City residents; community groups and visitors to Hibbing.

Increased awareness: The flyers will educate the target audiences by giving them a good understanding of a variety of water quality topics and how citizens can make a difference.

Responsible Party for this BMP:

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BMP Summary Sheet

MS4 Name: City of Hibbing, Minnesota

Minimum Control Measure: PUBLIC EDUCATION AND OUTREACH

Unique BMP Identification Number: 1b-1

<p>BMP Implement an Education Program</p> <p>Title:</p>
<p>BMP Description:</p> <p>The City's education program consists of a wide range of activities as described in the BMP summary sheets in MCM 1 and 2, including newspaper articles, mailings, public meetings, public participation program and web-based information access.</p>
<p>Measurable Goals:</p> <ol style="list-style-type: none">1. Distribute storm water-related literature to the public.2. Maintain a list of available information.
<p>Timeline/Implementation Schedule:</p> <ol style="list-style-type: none">1. Ongoing/Annually2. Ongoing/Annually
<p>Specific Components and Notes:</p>
<p>Responsible Party for this BMP:</p> <p>Name: John Suihkonen</p> <p>Department: City Engineer</p> <p>Phone: 218.262.3486 ext. 122</p> <p>E-mail: jsuihkonen@ci.hibbing.mn.us</p>

BMP Summary Sheet

MS4 Name: City of Hibbing, Minnesota

Minimum Control Measure: PUBLIC EDUCATION AND OUTREACH

Unique BMP Identification Number: 1c-1

BMP Title: Education Program: Public Education and Outreach

Audience(s) Involved:

All City residents, business owners, City Council and committees, developers, contractors, and others.

Educational Goals for Each Audience:

Increased awareness: BMPs have been selected to increase awareness by making positive impressions on individuals that will help to change attitudes and behaviors towards storm water issues. The desired end result is improvements in the water quality of City lakes and water resources.

Activities Used to Reach Educational Goals:

1. Distribution of educational and informational flyers.
2. Maintain web site postings of storm water program information.
3. Post opportunities for public participation on the water resources web page.

Activity Implementation Plan:

1. Ongoing/Annually
2. Ongoing/Annually
3. Ongoing/Annually

Performance Measures:

1. Quantity of flyers distributed.
2. Web site access to storm water management pages.
3. Participation levels for public events.

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BMP Summary Sheet

MS4 Name: City of Hibbing, Minnesota

Minimum Control Measure: PUBLIC EDUCATION AND OUTREACH

Unique BMP Identification Number: 1c-2

BMP Title: Education Program: Public Participation

Audience(s) Involved:

Residents, developers, businesses, volunteers, etc.

Educational Goals for Each Audience:

Increased awareness: The program will make known the importance of storm water issues and how people can make an impact on a larger scale. Activities may include storm drain stenciling, picking up trash near the stenciled storm drains and by noting where maintenance is needed.

Activities Used to Reach Educational Goals:

1. Work with RSPT to find opportunities for public participation.
2. Maintain and update flyers at City offices.

Activity Implementation Plan:

1. Ongoing/Annually.
2. Ongoing/Annually.

Performance Measures:

1. Number of participation events.
2. Number of flyers maintained.

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BMP Summary Sheet

MS4 Name: City of Hibbing, Minnesota

Minimum Control Measure: PUBLIC EDUCATION AND OUTREACH

Unique BMP Identification Number: 1c-3

BMP Title: Education Program: Illicit Discharge Detection and Elimination

Audience(s) Involved:

Residents, developers, businesses, volunteers, visitors to the City, City staff.

Educational Goals for Each Audience:

The program will make known the importance of storm water issues and how people can make an impact on a larger scale. The City will publish a complaint telephone number as one method residents can use to notify the City of potential illicit discharges. Using unified messaging, calls received will be forwarded to an email account or by another method, creating a log of all calls received. Follow-up action for each call and email will be documented.

Activities Used to Reach Educational Goals:

1. Maintain telephone number to collect notices of potential illicit discharges.
2. Post at least one article on the City website relating to Minimum Control Measure #3.
3. Submit at least 1 article to the Hibbing newspaper relating to MCM #3.

Activity Implementation Plan:

1. Ongoing/Annually
2. Annually
3. Annually

Performance Measures:

1. Number of calls to hotline relating to potential illicit discharges.
2. Article posted.
3. Article Submitted.

Responsible Party for this BMP:

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BMP Summary Sheet

MS4 Name: City of Hibbing, Minnesota

Minimum Control Measure: PUBLIC EDUCATION AND OUTREACH

Unique BMP Identification Number: 1c-4

BMP Title: Education Program: Construction Site Run-off Control

Audience(s) Involved:

Residents, developers, businesses, volunteers, contractors.

Educational Goals for Each Audience:

The program will make known the importance of storm water issues and how people can make an impact on a larger scale. An article on construction site run-off and erosion control will be posted on the city's website and could be accessed via links on the city's dedicated storm water page. Links to the MPCA website will be posted also.

Activities Used to Reach Educational Goals:

1. Post at least one article on the City website relating to Minimum Control Measure #4.
2. Submit at least 1 article to the Hibbing Newspaper relating to MCM #4.
3. Distribute and make available standard guidance information to developers as initial contacts are made (materials may include MnDOT guide manual, MPCA guidance, City Standard Details, etc.).

Activity Implementation Plan:

1. Annually
2. Annually
3. Ongoing/Annually

Performance Measures:

1. Article posted.
2. Article Submitted
3. Summary of material/number of developers sent erosion control guidance materials.

Responsible Party for this BMP:

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BMP Summary Sheet

MS4 Name: City of Hibbing, Minnesota

Minimum Control Measure: PUBLIC EDUCATION AND OUTREACH

Unique BMP Identification Number: 1c-5

BMP Title: Education Program: Post-Construction Stormwater Management in New Development and Redevelopment

Audience(s) Involved:

Residents, developers, businesses, volunteers, contractors.

Educational Goals for Each Audience:

The program will make known the importance of storm water issues and how people can make an impact on a larger scale. The City will continue to maintain and update flyers and the City website.

Activities Used to Reach Educational Goals:

1. Post at least one article on the City website relating to Minimum Control Measure #5.
2. Submit at least 1 article to the Hibbing newspaper relating to MCM #5.
3. Distribute and make available treatment system standards and guidance documents to developers as initial contacts are made.

Activity Implementation Plan:

1. Annually
2. Annually
3. Ongoing/Annually

Performance Measures:

1. Article posted.
2. Article submitted.
3. Summary of material/number of developers guidance materials.

Responsible Party for this BMP:

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BMP Summary Sheet

MS4 Name: City of Hibbing, Minnesota

Minimum Control Measure: PUBLIC EDUCATION AND OUTREACH

Unique BMP Identification Number: 1c-6

BMP Title: Education Program: Pollution Prevention/Good Housekeeping for Municipal Operations

Audience(s) Involved:

Residents, developers, businesses, volunteers, City staff.

Educational Goals for Each Audience:

The program will make known the importance of storm water issues and how people and city staff can make an impact on a larger scale. This information will also let residents know what the City is doing on a regular basis to actively improve water quality throughout the City.

City maintenance staff will better understand the potential impacts of operations and maintenance activities on water resources. Topics will be discussed at regularly scheduled staff meetings.

Activities Used to Reach Educational Goals:

1. Conduct annual staff meeting on municipal operations and potential impacts on water quality.
2. Submit at least 1 article to the Hibbing newspaper relating to pollution prevention/good housekeeping for municipal operations.

Activity Implementation Plan:

1. Annually
2. Annually

Performance Measures:

1. Meeting held.
2. Article Submitted

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BMP Summary Sheet

MS4 Name: City of Hibbing, Minnesota

Minimum Control Measure: PUBLIC EDUCATION AND OUTREACH

Unique BMP Identification Number: 1d-1

BMP Title: Coordination of Education Program

BMP Description:

The City will work with the RSPT to distribute general information on non-point source pollution, water resource impacts and needs for and benefits of reduction. The most efficient method of coordinating these programs is by maintaining links to related programs on the various website.

Measurable Goals:

1. Provide web link/access to material available from MPCA.
2. Provide web link/access to material available from the RSPT.

Timeline/Implementation Schedule:

1. Annually
2. Annually

Specific Components and Notes:

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BMP Summary Sheet

MS4 Name: City of Hibbing, Minnesota

Minimum Control Measure: PUBLIC EDUCATION AND OUTREACH

Unique BMP Identification Number: 1e-1

BMP Title: Annual Public Meeting

BMP Description:

The City will hold an annual public meeting at a Council meeting in approximately May of each year to present progress to date on the City's SWPPP for the past year and required activities for the following year. The City will follow applicable public notice requirements and solicit public opinion about the adequacy of the SWPPP. The City will consider both written and oral public comments.

Measurable Goals:

1. Time and Date of Annual meeting
2. Record number of people in attendance
3. Record of questions and responses to the plan. (The session will be taped. Only significant questions and/or comments will be noted.)

Timeline/Implementation Schedule:

1. Annually
2. Annually
3. Annually

Specific Components and Notes:

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BMP Summary Sheet

MS4 Name: City of Hibbing, Minnesota

Minimum Control Measure: PUBLIC EDUCATION AND OUTREACH

Unique BMP Identification Number: 1f-1

BMP Title: Storm Water Utility Fund

BMP Description:

The City has a Storm Water Utility Fund that is used to help fund storm water related projects and maintenance activities. While not a required BMP under the NPDES MS4 permit, the City will maintain this BMP.

Measurable Goals:

1. Review rate structure annually (in accordance with annual financial audit process).
2. Make changes to rates as needed to support program needs.

Timeline/Implementation Schedule:

1. Annually
2. As needed.

Specific Components and Notes:

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