

For existing permittees, the program shall, at a minimum, implement the requirements shown in Table 4.2.1(a) below and include descriptions of how they are implemented in the SWMP:

Table 4.2.1(a) Public Education - Best Management Practices (Existing Permittees)

BMPs	Measurable Goals
1. Public Education Program	<p>1.a. Evaluate your existing program to ensure that it meets the needs of your community. Continue to implement, and revise if necessary, the stormwater education program described in the SWMP. The Public Education Program must include BMPs chosen from the following list, or other BMPs proposed for EPD approval:</p> <ul style="list-style-type: none"> • School presentations; • Brochures placed in public places; • Municipal website; • Presentations to government officials; • Newsletter; • Utility Bill Insert; • Ongoing Social Media program; • Promotional items/giveaways; • Booth at community event; • Local access channel educational postings. <p>1.b. The measurable goal must be specified for each BMP. Each BMP must be executed at least annually.</p> <p>1.c. For newly added BMPs, implement the BMP in accordance with the implementation schedule specified for that BMP. Details on the implementation of each BMP must be provided in each annual report.</p>

For new permittees, the program shall, at a minimum, implement the requirements shown in Table 4.2.1(b) below and include descriptions of how they are implemented in the SWMP:

Table 4.2.1(b) Public Education – Best Management Practices (New Permittees)

BMPs	Measurable Goals
1. Public Education Program	1.a. Develop a stormwater public education program. Describe the stormwater public education program in the SWMP and submit the program to EPD for review and