

Issuance Date: July 1, 2024
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WESTERN WASHINGTON PHASE II MUNICIPAL STORMWATER PERMIT

National Pollutant Discharge Elimination System and
State Waste Discharge General Permit
for Discharges from
Large and Medium Municipal Separate Storm Sewer Systems

State of Washington
Department of Ecology
Olympia, WA 98504-7600

In compliance with the provisions of
The State of Washington Water Pollution Control Law
Chapter 90.48 Revised Code of Washington
and
The Federal Water Pollution Control Act
(The Clean Water Act)
Title 33 United States Code, Section 1251 et seq.

Until this Permit expires, is modified, or revoked, Permittees that have properly obtained coverage under this Permit are authorized to discharge to waters of the State in accordance with the special and general conditions which follow.



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Water Quality Program Manager
Washington State Department of Ecology

2. Public Education and Outreach

The SWMP shall include an education and outreach program designed to:

- Build general awareness about methods to address and reduce impacts from stormwater runoff;
- Effect behavior change to reduce or eliminate behaviors and practices that cause or contribute to adverse stormwater impacts; and
- Create stewardship opportunities that encourages community engagement in addressing the impacts from stormwater runoff.

Permittees may choose to meet these requirements individually or as a member of a regional group. Regional collaboration on general awareness or behavior change programs, or both, includes Permittees developing a consistent message, determining best methods for communicating the message, and when appropriate, creating strategies to effect behavior change. If a Permittee chooses to adopt one or more elements of a regional program, the Permittee should participate in the regional group and shall implement the adopted element(s) of the regional program in the local jurisdiction.

The minimum performance measures are:

- a. Each Permittee shall implement an education and outreach program. The program design shall be based on local or regional (or a combination of both) water quality information and priority audience characteristics to identify high priority audiences, subject areas, and/or BMPs. Based on the priority audience's demographic, the Permittee shall consider delivering its selected messages in language(s) other than English, as appropriate to the priority audience.⁷
 - i. ***General awareness.*** To build general awareness, Permittees shall annually select, at a minimum, one priority audience and one subject area from either (a) or (b):
 - (a) ***Priority audiences:*** General public (including overburdened communities, school age children, college/university, or trade students) or businesses (including home-based, or mobile businesses). Subject areas:
 - General impacts of stormwater on surface waters, including impacts from impervious surfaces.
 - Low impact development (LID) principles and LID BMPs.
 - (b) ***Priority audiences:*** Engineers, contractors, developers, property owners/managers, or land use planners. Subject areas:
 - Technical standards for stormwater site and erosion control plans.

⁷ New Permittees shall begin implementing the requirements of S5.C.2.a no later than August 1, 2027.

- LID principles and LID BMPs.
 - Stormwater treatment and flow control BMPs/facilities.
 - Source control BMPs for building materials to reduce pollution to stormwater, including but not limited to stormwater pollution from PCB-containing materials.
- (c) Permittees shall provide subject area information to the priority audience on an ongoing or strategic schedule.
- ii. **Behavior change.** To affect behavior change, Permittees shall select, at a minimum, one priority audience and one BMP.
- (a) *Priority Audiences:* Residents, landscapers, property managers/owners, developers, school age children, college/university, trade students, or businesses (including home-based or mobile businesses).

BMPs:

- Use and storage of: pesticides, fertilizers, and/or other household chemicals.
- Use and storage of: automotive chemicals, hazardous cleaning supplies, carwash soaps, and/or other hazardous materials.
- Prevention of illicit discharges.
- Yard care techniques protective of water quality.
- Carpet cleaning.
- Repair and maintenance BMPs for: vehicles, equipment, and/or home/buildings.
- Pet waste management and disposal.
- LID Principles and LID BMPs.
- Stormwater facility maintenance, including LID facilities.
- Dumpster and trash compactor maintenance.
- Litter and debris prevention.
- Sediment and erosion control.
- (Audience specific) Source control BMPs (refer to S5.C.8).
- (Audience specific) Locally important, municipal stormwater-related subject area.

- (b) Social marketing campaign development. Based on the recommendation from 2024 evaluation and report, no later than July 1, 2025, each Permittee shall follow social marketing practices and methods and develop a campaign that is tailored to the community, including development of a program evaluation plan. Each Permittee shall:⁸
 - 1. Develop a strategy and schedule to implement the existing campaign more effectively; or
 - 2. Develop a strategy and schedule to expand the existing campaign to a new priority audience or BMPs; or
 - 3. Develop a strategy and schedule for a new priority audience and BMP behavior change campaign.
 - (c) Behavior change campaign implementation. No later than September 1, 2025, begin to implement the strategy developed in S5.C.2.a.ii.(b).⁹
 - (d) Behavior change campaign evaluation. No later than March 31, 2029, evaluate and submit report on:
 - 1. The changes in understanding and adoption of behaviors resulting from the implementation of the strategy; and
 - 2. Any planned or recommended changes to the campaign to be more effective; describe the strategies and process to achieve the results.
 - (e) Behavior change campaign adaptive management. Permittees shall use results of the evaluation to continue to direct effective methods and implementation of the ongoing behavior change program.
- iii. **Stewardship.** Each Permittee shall provide, partner with, or promote stewardship opportunities to encourage residents or businesses to participate in activities or events planned and organized within the community, such as: stream teams, storm drain marking, volunteer monitoring, riparian plantings, and watershed habitat improvement. Permittees may provide, partner with, or promote stewardship opportunities created or organized by existing organizations (including non-Permittees).¹⁰

⁸ No later than August 1, 2025, New Permittees shall follow social marketing practices and methods to develop a behavior change program that is tailored to the community per S5.C.2.a.ii(b).

⁹ No later than October 1, 2025, New Permittees shall begin to implement the strategy developed in S5.C.2.a.ii(b).

¹⁰ New Permittees shall implement the stewardship requirements according to S5.C.2.a.iii no later than August 1, 2027.