



PIPE Program

Stormwater Public Involvement & Public Education in Your Community

Definitions

MS4– Municipal Separate Storm Sewer System

NPDES– National Pollutant Discharge Elimination System

OEPA– Ohio Environmental Protection Agency

Phase 2– Refers to the application of municipal stormwater permit requirements, beginning in 2003, to “Small” MS4s under the USEPA’s NPDES program. In Ohio, the program is administered by the Ohio EPA.

PIPE– Public Involvement & Public Education

SWCD– Soil & Water Conservation District

Cuyahoga Soil & Water Conservation District

3311 Perkins Ave., Ste. 100
Cleveland, OH 44114
www.cuyahogawcd.org

Claire Posius
Phone: 216-524-6580 x1004
Fax: 216-524-6584
cposius@cuyahogawcd.org

The Ohio EPA’s NPDES General Permit for Small MS4 Communities establishes six Minimum Control Measures for stormwater management. Minimum Control Measures 1 & 2 are Public Education and Public Involvement, respectively.

Cuyahoga SWCD’s PIPE program is designed to fulfill three overall objectives:

1. to meet the performance standards for Minimum Control Measures 1 & 2 as established by the Community’s OEPA-issued stormwater permit;
2. to meet the *intent* of the permit’s stormwater Public Involvement and Public Education requirements by demonstrating behavior change by residents that ultimately leads to improved water quality, and;
3. to address priority stormwater and water quality education needs as identified by the Community.

Minimum Performance Standards

Over the course of the five-year permit cycle, your community is required, *at a minimum*, to reach 50 percent of its population with a targeted message, conduct at least five public involvement activities, incorporate more than one outreach mechanism and utilize at least five different stormwater themes or messages. At least one of these themes or messages must be targeted to the development community. Furthermore, the community must identify target audiences and priority pollutant sources, develop an annual outreach strategy, document program activities and evaluate the effectiveness of individual activities and of the Public Involvement and Public Education program as a whole.

Intent of the Permit

The intent of the municipal stormwater permit is to reduce water pollution from stormwater runoff in the community. This means that PIPE program activities should ultimately lead to a voluntary change of behavior, from that which negatively impacts local water quality to behavior that has a positive impact.

Community Priorities

While OEPA studies and reports are generally used to identify priority pollutants to be addressed through the PIPE program, each community has its own unique set of circumstances with regard to stormwater issues such as stream bank erosion, flooding and water quality. A community’s Engineer, Service Department and elected officials are often highly aware of these issues, since residents bring them directly to their attention. Please let us know if there are specific issues or areas of your community that you would like to see addressed by the PIPE program.

Getting conservation on the ground since 1949!

2017 PIPE Program

Cuyahoga SWCD

The PIPE Theme for 2017 is *Lake Erie - Don't Waste It!* Everyone lives in a watershed, and in our community everyone lives in the Lake Erie watershed. Because of this watershed connection, our activities at home, at school, at work and throughout the community directly impact not only Lake Erie, but also our local waterways. The theme promotes the reduction of stormwater pollution from pet waste, human waste (HSTS/Illicit Discharge), Household Hazardous Waste, Yard Waste and Commercial Waste (e.g. restaurant grease).

Waste materials that are improperly managed or disposed of negatively impact water quality and aquatic ecosystems. Waste from pets and nuisance wildlife such as geese are carried in runoff to sewer systems and surface waters. Underperforming off-lot discharging Home Sewage Treatment Systems and improperly connected household sewer lines discharge human waste. Uninformed residents and businesses improperly dispose of waste such as paint, used oil, cooking grease and yard

wastes in streams and the storm drains that lead to them. These wastes degrade aquatic ecosystems both locally, at the watershed scale and in Lake Erie.

In addition to the distribution of specialized educational materials, the outreach poster, and the targeted mailing to residents, one or more rain barrel, Green Cleaning and/or Sustainable Lawn Care workshops, or stream cleanups will be conducted as the community's Public Involvement activities for the year.

CSWCD will coordinate directly with the community's Stormwater Manager or designee regarding the delivery of PIPE services. CSWCD Staff are also available to attend City Council or Committee meetings, upon request.

If you have any questions about the PIPE program, please don't hesitate to contact your CSWCD PIPE coordinator:

Claire Posius, Euclid Creek Watershed Coordinator
216-524-6580 x1004, cposius@cuyahogawcd.org



2017 PIPE Program Deliverables
Theme: Lake Erie - Don't Waste It!
Annual Outreach Strategy Document
Development and Delivery of Quarterly Online and Print Materials to be distributed via web and social media, and at Community Buildings and Libraries
Stormwater Education Article for distribution on the Community website and/or newsletter (X 3)
Rain Barrel, Green Cleaning, and/or Sustainable Lawn Care workshop
Presentations to Community and School Groups
Annual River/Creek Cleanups
Delivery of Annual Outreach Poster for display in the community
Mailing of Educational Materials to Target Audiences (licensed dog owners, riparian HSTS owners, restaurants, commercial properties larger than 3 acres in size).
Annual PIPE Report Document for Submittal to Ohio EPA