

**MCM 1**  
Public Education and Outreach  
Permit Part 2.3.2

## Requirements - Year 1

### BMP #1.1: Septic System Maintenance – Brochures/Pamphlets

**Description:** Information on regular pumping and maintenance of septic systems.

**Targeted Audience:** Septic System Owners

**Responsible Department/Parties:** Bedford Public Works Department

**Measurable Goal(s):** Increase residents' awareness of septic system maintenance and water quality impacts.

**Message Date:** TBD

---

### BMP 1.2: Pet Waste Disposal – Brochures/Pamphlets

**Document Name and/or Web Address:**

"Every Drop" post cards or flyer [https://www4.des.state.nh.us/nh-ms4/?page\\_id=54](https://www4.des.state.nh.us/nh-ms4/?page_id=54)

**Description:** Distribution and promotion of "Every Drop" post cards or flyer with proper pet waste management, impacts of improper management, pet waste ordinance, and disposal requirements messaging. May include pledge to pick up pet waste to be made available during dog registration and other events or venues (veterinarians, dog training, groomers, etc.). Every Drop is a collaborative education effort with PREP, NHDES and other partners. Flyers will be available at the Town office and will also be posted online (Bedfordnh.org).

**Targeted Audience:** Residents - Pet Owners.

**Responsible Department/Parties:** Bedford Public Works Department.

**Measurable Goal(s):** Dog owners and/or dog walkers are aware of the potential water quality impacts from pet waste, local pet waste ordinances, and how to dispose of pet waste properly. If pledges are signed, there will be an increase of dog owners committed to picking up pet waste.

**Message Date:** Spring or time of license renewal, 2019.

---

### BMP 1.3: Grass and Fertilizer – Brochures/Pamphlets

**Document Name and/or Web Address:**

Green Grass & Clear Water Brochure: [https://www4.des.state.nh.us/nh-ms4/?page\\_id=54](https://www4.des.state.nh.us/nh-ms4/?page_id=54).

**Description:** Distribution and promotion of four- fold flyer produced by UNH Cooperative Extension and NH Sea Grant outlining simple recommendations to keep lawns healthy while reducing water quality impacts - including proper fertilizer techniques and disposal of grass clippings.

**Targeted Audience:** Residences, Businesses and Institutions.

**Responsible Department/Parties:** Bedford Public Works Department.

**Measurable Goal(s):** Lawn care enthusiasts' residents understand the potential water quality impacts from fertilizer and improper disposal of grass clippings and are aware of the proper lawn care management

techniques for reducing those impacts. Measurement includes materials distribution methods and numbers and change in visits to UNH Cooperative Extension or municipal stormwater webpages.

**Message Date:** Spring, 2019

---

**BMP 1.4: Leaf Litter – Brochures/Pamphlets (SOP's)**

**Document Name and/or Web Address:**

Standard Operating Procedures for Disposal of Leaf Litter: [https://www4.des.state.nh.us/nh-ms4/?page\\_id=54](https://www4.des.state.nh.us/nh-ms4/?page_id=54).

**Description:** Distribution and promotion of Standard Operating Procedures for encouraging the proper disposal of leaf litter for municipalities or areas with nitrogen or phosphorous impairments or TMDLs.

**Targeted Audience:** Residences, Businesses and Institutions.

**Responsible Department/Parties:** Bedford Public Works Department.

**Measurable Goal(s):** Measurement includes materials distribution methods and numbers and change in visits to UNH Cooperative Extension or municipal stormwater webpages. Track observations of any changes in known dumping sites.

**Message Date:** Fall, 2019.

---

**BMP #1.5: Town Website**

**Description:** Information on MS4 permit requirements and posting of related documents, notices and materials regular pumping and maintenance of septic systems.

**Targeted Audience:** All target audiences

**Responsible Department/Parties:** Bedford Public Works Department/Website Administrator.

**Measurable Goal(s):** Maintain an up-to-date website for dissemination and posting of MS4 permit and stormwater information.

**Message Date:** Annually/ongoing beginning 2019.

**Town Website:** [www.bedfordnh.org/366/Public-Works](http://www.bedfordnh.org/366/Public-Works)

---

**BMP 1.6: Salt Storage and Use – Brochures/Pamphlets**

**Document Name and/or Web Address:**

**Description:** Information on storage/use of salt or deicing materials. Information will be direct mailed to target audiences and will be available at Town Office and on the website.

**Targeted Audience:** Businesses, institutions, commercial facilities, landscaping companies and private maintenance and snowplowing contractors.

**Responsible Department/Parties:** Bedford Public Works Department

**Measurable Goal(s):** Increase awareness of effects that salt or deicing materials have on surrounding

environment and water quality; Increase awareness to better manage and reduce the amount of salt or deicing materials used; Increase awareness of proper storage of salt or deicing materials.

**Message Date:** Fall 2019 or Fall 2020.

---

#### **BMP 1.7: Salt Storage and Use – Brochures/Pamphlets**

**Document Name and/or Web Address:**

**Description:** Information on storage/use of salt or deicing materials. Information will be direct mailed to target audiences and will be available at Town Office and on the website.

**Targeted Audience:** Industrial facilities.

**Responsible Department/Parties:** Bedford Public Works Department

**Measurable Goal(s):** Increase awareness of effects that salt or deicing materials have on surrounding environment and water quality; Increase awareness to better manage and reduce the amount of salt or deicing materials used; Increase awareness of proper storage of salt or deicing materials.

**Message Date:** Fall 2019 or Fall 2020.

---

#### **BMP 1.8: Training**

**Document Name and/or Web Address:**

**Description:** Town staff will participate in training as provided by NHDES, local stormwater coalitions, or other agencies or groups.

**Targeted Audience:** Town employees and department managers.

**Responsible Department/Parties:** Bedford Public Works Department

**Measurable Goal(s):** Increase awareness of and education of Town staff pursuant to MS4 permit requirements. Training Highway Department staff on good Housekeeping requirements.

**Message Date:** Annually beginning 2020.

---

#### **BMP 1.9: Site and Subdivision Regulations**

**Description:** Promote Low Impact Development (LID) by ensuring that each site plan of subdivision application includes information on LID. Town regulation to be modified to require LID practices. Information will be available in the site plan and subdivision regulations and on the Town website.

**Targeted Audience:** Developers/Construction

**Responsible Department/Parties:** Bedford Planning Department.

**Measurable Goal(s):** Increased awareness and use of Low Impact Development (LID) principles and technologies.

**Message Date:** Early 2021.