

MS4 Cheat Sheet: Earning Points for New 2023 Permit Renewal

Towns must earn points from at least 3 categories for a total of a minimum of 12 points

Category 1: General Public Outreach

- **Social Media — 1 pt each platform used, 3 pts max**
Post relevant stormwater materials on a municipal social media site, such as a Facebook, Instagram, or Twitter page. This information may include links to other stormwater related resources, including the municipality's stormwater webpage and the NJDEP stormwater website (www.njstormwater.org).
- **Newspaper Ad — 1 pt**
Use Department-created and approved stormwater education materials available on www.cleanwater.nj.org to publish an ad in a newspaper or newsletter that serves the municipality.
- **Radio/Television — 1 pt ea. media outlet, max 2 pts**
Broadcast a stormwater-related radio or television public service announcement from www.cleanwater.nj.org on a local radio or municipal public service channel.
- **Green Infrastructure Signage— Existing signs are maintained or upgraded receive 0.25 pts per sign. Max. 5 pt is allowed.**
Post signs at municipally owned green infrastructure sites that describe the function and importance of the infrastructure, contact phone number, municipal identification number, and/or website for more information.
- **Billboard / Sign - 1 pt.**
Post and maintain (for credit in subsequent years) a stormwater-related billboard or sign which can be displayed on a bus, bus stop shelter, recreation field (outfield sign), or other common public location.
- **Mural - 2 pts.**
Produce and maintain (for credit in subsequent years) the planning and painting of a stormwater pollution themed mural, storm drain art or other artwork at a local downtown/commercial area or other similar public venue.
- **Storm Water Facility Signage - New signs 0.5 pts per sign. Existing signs that are maintained or upgraded 0.25 pts per sign. Max of 5 pts allowed.**
Post signs at municipally owned stormwater management basins or other structural stormwater related facilities that describe the function and importance of the facility, contact phone number, municipal identification number, and/or website for more info.

Category 2: Targeted Audience Outreach

- **Storm Water Display — 1 pt**
Present a stormwater related display or materials at any municipal event (e.g., Earth Day, town picnic), at the municipal building or other similar public venue
- **Promotional Items — 2 pts**
Distribute an item or items with a stormwater related message (e.g., refrigerator magnets, temporary tattoos, key chains, bookmarks, pet waste bag dispensers, coloring books, and pens or pencils). Municipality must initially have available a minimum number of the items equal to 10% of the municipal population.
- **Private Stormwater Facilities Education — 3 pts**
Provide information to all known owners of stormwater facilities not owned or operated by the municipality (i.e., privately-owned) highlighting the importance of proper maintenance of stormwater measures. For assistance, see information at www.nj.gov/dep/stormwater/maintenance_guidance.htm.
- **Mailing or eMailing Campaign — Max 2 pts.**
Distribute any of the Department's educational brochures, tip cards, or a municipally produced equivalent (e.g., community calendar, newsletter, or recycling schedule) via a mailing to every resident and business in the municipality.
- **Ordinance Education — 3 pts.**
Distribute a letter or e-mail from the mayor or municipal official to every resident and business in the municipality highlighting the requirements and environmental benefits of the Pet Waste, Wildlife Feeding, Litter Control, Improper Disposal of Waste, Containerized Waste/Yard Waste Collection, Private Storm Drain Inlet Retrofitting, Illicit Connection, Tree, and Salt Storage ordinances. Provide a link to the municipal website where subject ordinances are posted.

Category 3: School/ Youth Education Outreach

- **School Presentations— 1 pt per presentation, Max 5 pts**
Provide water-related educational presentation(s) and/or activities to local preschool, elementary, middle, and/or high school classes using municipal staff or local partner organizations. Topics could include stormwater, 5* Permit No. NJ0141852 Tier A Permit Renewal Master Permit 46 nonpoint source pollution, watersheds, water conservation and water quality. For ideas, see information at www.nj.gov/dep/seeds.
- **Water Education Workshops— 1 pts**
Provide water-related professional development workshops for local teachers from a registered NJ Department of Education Professional Development Provider.
- **Storm Drain Labels— 3 pts**
Organize a project to label and/or maintain storm drain labels (that are not already precast with a message) with a scout troop, local school district, or faith-based group, or other community youth group for a minimum of 40 labels. This project could also include stenciling over precast labels to improve legibility.
- **Educational Contest for Schools— 3 pts**
Organize an educational contest with a local school district or a local community organization serving youth to design a poster, magnet, rain stick, rain barrel or other craft/art object. Contest themes shall have an appropriate stormwater message. Winning entries are to be displayed at publicly accessible locations within the municipality such as at the town hall, library, post office, or school. The winning design should be shown on the municipality's website or social media site, if practical.
- **AmeriCorps Events — 4 pts**
Coordinate an event (e.g., volunteer stream monitoring, educational presentations, or stormwater awareness project) through AmeriCorps NJ Watershed Ambassador Program.
- **Cleanups — 3 pts**
Sponsor or organize a litter clean up for a scout troop, local school district, faith-based group or other community youth group along a local waterway, public park, stormwater facility, or in an area with storm drains that discharge to a local lake or waterway

Category 4: Watershed/Regional Collaboration

- **Regional Stormwater Collaboration — 3 pts**
Participate in a regional stormwater, community collaborative or other watershed-based group on a regular basis to discuss impaired waterbodies, TMDLs, regional stormwater related issues, or watershed restoration plans that address those waterbodies. Evaluate, develop, and implement remedies that resolve stormwater-related issues within the affected waterbody or watershed.
- **Green Infrastructure Workshop — 3 pts**
Organize or participate in a rain barrel, rain garden or other green infrastructure workshop on a regional or watershed basis. This could be a partnership exercise with a local watershed organization, utility, university, school, youth/faith-based group, and/or other organization.
- **Community Activity — 3 pts**
Organize or participate in the organization of a regional or watershedbased event to carry out stormwater activities such as stormwater facility maintenance or litter clean-up. The municipality may identify and enter into a partnership agreement with a local group such as a watershed organization, utility, university, school, youth/faith-based group, and/or other organization to carry out these activities.
- **Volunteer Stormwater Assessment or Stream Monitoring — 3 pts**
Establish a volunteer stormwater facility assessment (inspection, inventory and/or mapping) or stream monitoring program for a waterbody within the municipality to gauge the health of the waterway through chemical, biological or visual monitoring protocols. Contact NJDEP's AmeriCorps NJ Watershed Ambassador Program or review USEPA National Directory of Volunteer Monitoring Programs.
- **Rain Barrel Workshop — 3 pts**
Organize or participate in a rain barrel workshop. This could be a partnership exercise with a local watershed organization, university, school, youth/faith-based group, and/or another nonprofit.
- **Rain Garden Workshop — 3 pts**
Organize or participate in a rain garden training or installation workshop. This could be a partnership exercise with a local watershed organization, university, school, youth/faith-based group, and/or another nonprofit.
- **Community Event — 3 pts**
Organize or participate in the organization of a community event to carry out stormwater activities such as stormwater measure maintenance or a stream buffer restoration. The municipality may identify and enter into a partnership agreement with a local group such as a watershed organization, university, utility, school, youth/faith-based group, and/or other nonprofit to carry out these activities.
- **Community Involvement — Signs 0.5 pts per sign. Max of 5 pts is allowed.**
Organize a project with a local organization to create and post signs at either green and/or gray stormwater infrastructure sites or facilities that describe the function and importance of the facility, contact phone number, municipal identification number, and/or website for more information.