



Massachusetts Municipal Association

MMA BEST PRACTICES SERIES

Recommendations for Effective Local Government Administration and Management from MMA Policy Committees

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MMA Policy Committee on Energy and the Environment **Best Practice Recommendation: Join a Stormwater Management Coalition**

BEST PRACTICE: Municipalities are encouraged to join a stormwater coalition to share resources with neighboring communities for the primary purpose of educating the public on the need to protect the environment from damaging stormwater pollution. There are already five such coalitions in eastern Massachusetts, serving more than 85 municipalities. These stormwater coalitions combine resources and expertise, reducing the individual burden on member cities and towns and developing more effective and affordable educational materials. Many of the coalitions provide materials to communities for free or at a reduced cost. Coalitions can also provide help with GIS mapping, illicit detection programs, technical assistance and procurement.

The draft Small Municipal Separate Storm Sewer System (MS4) General Permit for Massachusetts issued in 2014 by the U.S. Environmental Protection Agency (EPA) would require cities and towns to substantially expand their activities to meet the new permit rules. These proposed required actions include increased street sweeping, catch basin cleaning and repairs, GIS mapping, drainage improvements, public awareness campaigns, and illicit detection programs. For the mandated public awareness campaigns alone, cities and towns would be required to develop and distribute educational materials to multiple audiences and document the method of distribution, the evaluation methodology, and the effectiveness of the education program. Many Massachusetts communities are combining efforts to develop and implement their public education efforts by forming stormwater coalitions, pooling resources and reducing the overall cost to each participating city and town.

Resources

Massachusetts Municipal Association:

Regional Stormwater Coalitions

www.mma.org/resources-mainmenu-182/cat_view/148-public-works-energy-and-utilities/214-water-wastewater-and-stormwater

U.S. Environmental Protection Agency (EPA):

Municipal Separate Storm Sewer System (MS4) Main Page

http://www3.epa.gov/region1/npdes/stormwater/MS4_MA.html