



U.S. Environmental Protection Agency National Pollutant Discharge Elimination System (NPDES)

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Public Education and Outreach on Storm Water Impacts

Trash Management

Description

Trash and floating debris in waterways have become significant pollutants, especially in areas where a large volume of trash is generated in a concentrated area. Trash in waterbodies contributes to visual pollution and detracts from the aesthetic qualities of the landscape. It also poses a threat to wildlife and human health (e.g., choking hazards to wildlife and bacteria to humans). Additionally, trash and debris can clog the intake valves on boat engines, which results in expensive repairs.



Applicability

When developing control strategies for trash, municipalities should consider the following points:

- Implement a control structure designed to target the most prevalent types of trash and identify the source or sources of the trash.
- Evaluate the costs for each control. Develop a budget that takes into consideration what services and facilities are already available and can be utilized at the lowest cost.
- Regular cleaning and maintenance are necessary to prevent the accumulating trash at control structures from being hazardous itself.
- Control strategies should not just transport trash to another waterbody, but should reduce the quantity of trash in the water as a whole.

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Implementation

Citizen awareness is key to a successful trash management program. Citizens should be informed about the environmental consequences of littering. Pictures are especially effective at describing the problem.



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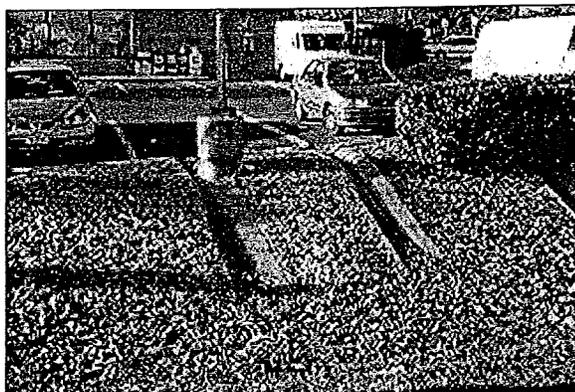
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Low-Impact Development

Description

Using low-impact development (LID) approaches for new development can help to achieve storm water pollution reduction goals. Through LID approaches, storm water runoff can be controlled while development objectives are achieved.



Directing runoff from impervious surfaces, such as parking lots, onto vegetated areas using curb cuts can achieve pollutant removal and reduce runoff quantity through infiltration.

An important component of a municipal LID program is public outreach. The first step in achieving LID is to encourage developers to adopt such approaches. This is followed by the development and implementation of a program to ensure that design standards are met and that homeowners are adequately informed of their responsibilities. The latter should be the responsibility of the developer and homebuilder. This outreach takes the form of the developer's communicating maintenance instructions and pollution prevention measures to the property owners. The public outreach program informs property owners of their responsibilities to the environment. When successfully implemented, LID education and awareness programs accomplish the following:

- Establish a marketing tool that allows developers to attract environmentally conscious buyers
- Create more landscaped areas, enhancing the aesthetics of developed areas
- Educate property owners on effective pollution prevention measures
- Promote the proper maintenance of best management practices
- Inform commercial property owners of potential cost savings from using LID approaches

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