

City of Ferndale

Phase II MS4 Permit WWA - 2024-2029 Permit S.5.C.2.a.ii.(b) requires Permittees evaluate the effectiveness of an ongoing behavior change campaign, document lessons learned and recommendations no later than July 1, 2025. Additionally, 2019-2024 Permit S.5.C.2.a.ii.(e) requires Permittees to evaluate and report on changes in understanding and adoption of targeted behaviors resulting from implementation, and any planned or recommended changes to the campaign by March 31, 2024. These requirements are very similar and have closely spaced deadlines given the scope of the work required to implement and assess a campaign. Will the same report and recommendations be acceptable for both deadlines/deliverables, or can the 2024-2029 requirements be amended to use the evaluation required by March 31, 2024?