Berks County Municipal Separate Storm Sewer System Steering Committee
Public Involvement and Participation Program

Background

Portions of municipalities throughout Berks County are located within the United States Bureau of the Census' designated urbanized areas. Therefore, the specific municipality is required to have a Small Municipal Separate Storm Sewer System (MS4) permit as outlined by Pennsylvania Department of Environmental Protection's (PA DEP) National Pollutant Discharge Elimination System (NPDES) Program. The MS4 permit includes the development of a stormwater management program. This program requires that each MS4 permittee develop a Public Involvement and Participation Program (PIPP), which is detailed below and in the attached table entitled *General Public Involvement and Participation Program Plan*.

In accordance with the PA DEP MS4 Permit requirements, the municipalities that comprise the Berks County MS4 Steering Committee are implementing the public education, outreach, and involvement requirements of the Permit through a cooperative effort. (See attached list for municipalities) Each MS4 Permit Holder, who is located within Berks County and has signed an intergovernmental agreement, are participating in the Berks County Cooperative Education Program. The Berks County Planning Commission, Berks County Conservation District and Berks Nature (formally the Berks Conservancy) (in this document, referred to as the Education Program Partners) implement the Berks County Cooperative Education Program on behalf of and in cooperation with the participating MS4 Permit Holders. The Berks County Cooperative Education Program will implement the various items that are described in this PIPP document. The PIPP was developed by the Berks County MS4 Steering Committee and follows the PA DEP Protocol for the education/outreach portions of the Minimum Control Measures (MCM) #2.

Goals and Intended Use of this Plan & Matrix

By the implementation of this PIPP, the Berks County MS4 Steering Committee will provide the opportunity for the target groups/individuals, which were identified in the Public Education and Outreach Document to have an active involvement with MS4 operations, ordinances, and help prevent and/or reduce the discharge of pollutants contained in the stormwater runoff. The Goal of this PIPP document is intended to meet the measurable goals of MCM2, BMP 1. This narrative and matrix PIPP is to be reviewed, amended, and adopted by each participating member municipality that is a member of the Berks County MS4 Steering Committee on an annual basis. **Any review, amendments, and/or changes to the narrative and/or matrix should be done so at a public meeting to allow for appropriate public comment.**

Strategies to Achieve Measurable Goals

The PIPP program for Berks County MS4 Steering Committee Members initially followed the worksheets provided by PA DEP. As in the Public Education and Outreach Plan, there were sections to identify the target audiences (residents, schools, businesses, developers, municipal employees), identifications of local organizations that the target audiences interact with, and strategies/opportunities to partner with those organizations on public involvement. Developing the initial program consisted of filling in the work sheet, determining the audiences, and brainstorming which community groups would be most interested in joint efforts. The below list and the included matrix details the plan and actions that the Berks County MS4 Committee will take to fulfill MCM #2

- Public Participation in the Decision-Making Processes
  - When decisions are needed at a local municipal level in regards the development, implementation, and update of programs and activities related to the municipal MS4 Permit, then the public will be given the opportunity to participate at various public meetings. The public will be notified of these public meetings by means of traditional notice in the newspaper and on the municipality's website.
  - This PIPP will be publicly reviewed annually in order to keep it up to date and effective. The PIPP will be posted on the Berks County MS4 Steering Committee Webpage. Each participating municipality in the MS4 Steering Committee will have a link to this PIPP on their respective websites.
- Methods of Routine Communication with Target Audiences
  - The Berks County MS4 Steering Committee has identified that the target audiences primarily interact with the Berks County Planning Commission, the Berks County Conservation District and Berks Nature. Other groups that target audiences interact with include:
    - Residents: Watershed Associations, Trout Unlimited, Land Conservancies

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  - Business/Developers: Chamber of Commerce, Economic Development Agencies
  - Schools: Berks County Intermediate Unit
  - Municipal Employees: Berks County Public Works Association, Albright College's Center for Excellence in Local Government, PA State Association of Township Supervisors
- As with the Public Education and Outreach Plan, the Education Program Partners submit a quarterly update to each participating municipality on the public involvement opportunities that the Education Program Partners have offered in the corresponding quarter. The municipalities are to file this information for their records and progress reports, as well as include any other public involvement efforts in which they participated.
- The Berks County MS4 Steering Committee Education Program Partners responsibilities are outlined below in regards to Routine Communication. Municipalities and Education Program Partners will communicate with target audiences directly (i.e., a stream clean up) or they may partner with another group for the public involvement effort (i.e., a presentation at the Berks County Public Works Association meeting)
  - *General Public*
    - Schools (All educational partners)
    - Residents/Homeowners (Lead: Berks Nature, all educational partners)
    - Agricultural Community (Lead: Berks County Conservation District, all educational partners)
  - *Businesses*
    - Developers/Engineers (Lead: Berks County Conservation District, all educational partners)
  - *Municipal Employees*
    - Public Works(Lead: Berks County Planning Commission, all educational partners)
    - Solicitors (Lead: Berks County Planning Commission, all educational partners)

The enclosed Matrix details specific activities that will be accomplished on a yearly basis to satisfy MCM #2 BMPs #1-3. This matrix as well as the above narrative are to be updated yearly.

Berks County Municipal Separate Storm Sewer System Steering Committee
Public Involvement and Participation Program

General Public Involvement and Participation Program

MCM #2 – Public Involvement / Participation					
	Residents	Businesses	Developers	Schools	Municipal Employees
BMP #1 Develop, implement and maintain a written Public Involvement and Participation Program (PIPP)	- Annually review current PIPP practices - Update practices to expand public involvement where possible	- Annually, review current PIPP practices - Work with business community to encourage input	- Annually review current PIPP practices - Work with development community to encourage input	- Annually review current PIPP practices - Work with educational facilities to encourage input	- Annually review current PIPP practices - Determine effectiveness of practices and re-vise where needed
BMP #2 Prior to any adoption of ordinances with regard to the Permit provide notice & opportunities for review input and feedback	- Advertise any proposed MS4 Stormwater Management Ordinance in local newspaper and document comments and response. - Encourage public review, input and feedback	- Advertise any proposed MS4 Stormwater Management Ordinance in local newspaper and document comments and response. - Encourage review, input and feedback	- Advertise any proposed MS4 Stormwater Management Ordinance in local newspaper and document comments and response. - Encourage review, input and feedback	- Advertise any proposed MS4 Stormwater Management Ordinance in local newspaper and document comments and response. - Encourage review, input and feedback	- Review advertising requirements with municipalities for ordinance adoption process - Determine if other opportunities exist for encourage involvement
BMP #3 Solicit public involvement and participation from the target audience groups	- Conduct one public meeting each year to discuss the Stormwater Management Plan and to solicit public reporting of suspected illicit discharges - Encourage feedback for future meetings - Document all PIPP activities.	- Conduct one public meeting each year to discuss the Stormwater Management Plan and to solicit public reporting of suspected illicit discharges - Conduct one public meeting each year to discuss the Stormwater Management Plan - Encourage feedback for future meetings	- Conduct one public meeting each year to discuss the Stormwater Management Plan and to solicit public reporting of suspected illicit discharges - Conduct one public meeting each year to discuss the Stormwater Management Plan - Encourage feedback for future meetings	- Conduct one public meeting each year to discuss the Stormwater Management Plan and to solicit public reporting of suspected illicit discharges - Conduct education programs regarding water topics at various schools	- Review effectiveness of public meeting to determine content and format for future meetings and activities - Document all PIPP activities

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		- Document all PIPP activities. -	- Document all PIPP activities.	- Encourage feedback for future meetings - Document all PIPP activities.	

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