Berks County Municipal Separate Storm Sewer System Steering Committee
Public Education and Outreach Plan

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 Education and Outreach Plan (PEOP), which is detailed below and in the attached table entitled *General Public Education and Outreach 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 PEOP document. The PEOP 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) #1, #2, #6 specifically, along with certain educational information overlaps for MCM #3, #4, and #5.

Goals and Intended Use of this Plan & Matrix

The goal of the PEOP for the participating municipalities of Berks County MS4 Steering Committee is to ensure that the various target audiences are educated about the impacts of stormwater discharges on water bodies and the steps that the public can take to reduce pollutants in stormwater runoff. The Berks County MS4 Steering Committee followed the public education/outreach format provided by the PA DEP. It included target audiences, actions needed, responsible parties, etc. This narrative and matrix are intended to meet the measurable goals of MCM1, BMPs 1 through 2 (relating to creating and maintaining a Public Education and Outreach Plan and identifying and listing a target audience).

This narrative and matrix PEOP is to be reviewed, amended, and/or adopted by each participating member municipality that is a member of the Berks County MS4 Steering Committee on an annual basis.

The Education Program Partners submit a quarterly update to each participating municipality on the public education and outreach 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 education efforts in which they participated (for example: municipal community days and/or Earth Day events).

Target Audience

The below list is the PEOP's groups and individuals identified as target audiences for educational efforts. The list below also identifies community stakeholder organizations that focus on particular target audiences, provides public education materials, and educational offerings regards to stormwater in MS4 municipalities.

- *General Public*
  - Schools (Lead: Berks County Planning Commission, 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)

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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, however other groups that the target audience may interact with include:

- Residents: Watershed Associations, Trout Unlimited, Land Conservancies
- 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

Municipalities and Education Program Partners may outreach to target audiences directly (i.e., community event/fair) or they may partner with another group for the education effort (i.e., a presentation at the Berks County Public Works Association meeting).

The enclosed Matrix details specific education and outreach efforts that will be undertaken on a yearly basis, although this Matrix's main purpose is to satisfy MCM #1. The Berks County MS4 Steering Committee believes in a multi-disciplined approach to educating target audiences, thus, various education efforts for other MCMs are included here as well.

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General Public Education and Outreach Program Plan

MCM #1 – Public Education and Outreach on Stormwater Impacts					
	Residents	Businesses	Developers	Schools	Municipal Employees
BMP #1 Develop, implement and maintain a written Public Education and Outreach Program (PEOP)	- Review current education plan - Annually, update education plan using feedback from municipal contacts - Maintain Cooperative Education Plan	- Review current education plan - Annually, update education plan using feedback from local businesses & Chamber of Commerce - Maintain Cooperative Education Plan	- Review current education plan - Annually, update education plan using feedback from local development community - Maintain Cooperative Education Plan	- Review current education plan - Annually, update education plan using feedback from local education facilities - Maintain Cooperative Education Plan	- Review current education plan - Annually, update education plan using feedback from municipal contacts - Maintain Cooperative Education Plan
BMP #2 Develop and maintain lists of target audiences in area	- Review and update target listing annually - Coordinate & maintain listing	- Update target listing annually - Coordinate with municipality and Chamber of Commerce to maintain listing	- Update target listing annually - Coordinate with municipality and Conservation District to maintain listing	- Update target listing annually - Coordinate with municipality, BCIU, and School Districts to maintain listing	- Update target listing annually - Coordinate with municipality and Berks County Public Works Association to maintain listing
BMP #3 Annual Publication – Publish educational and informational items including links to DEP's and EPA's stormwater websites on municipal websites	- Include a link on respective municipal websites to the MS4 Steering Committee's Webpage on the Berks County Planning Commission's Website - Update & assess information annually - Berks County Planning Commission will update website annually	- Include a link on respective municipal websites to the MS4 Steering Committee's Webpage on the Berks County Planning Commission's Website - Update & assess information annually - Berks County Planning Commission will update website annually	- Include a link on respective municipal websites to the MS4 Steering Committee's Webpage on the Berks County Planning Commission's Website - Update & assess information annually - Berks County Planning Commission will update website annually	- Include a link on respective municipal websites to the MS4 Steering Committee's Webpage on the Berks County Planning Commission's Website Update & assess information annually - Berks County Planning Commission will update website annually	- Coordinate with municipal employees regarding all stormwater program information & formats for dissemination of information

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BMP #4 Distribute stormwater educational materials to target audiences	- Distribute stormwater education materials: 1. At community events 2. Newsletter article - Review distribution format each year to determine effectiveness	- Distribute stormwater education materials 1. Brochures at Chamber of Commerce 2. Newsletter article - Review distribution format each year and work with business community to determine effectiveness	Distribute Stormwater education materials: 1. Flyer attached to all Erosion & Sediment Control Plans and NPDES Permits 2. Workshop Presentation - Review distribution format each year and work with development entities to determine effectiveness	- Distribute stormwater education materials: 1. In-Class Presentations 2. Intermediate Unit email distributions - Review distribution format each year and work with education community to determine effectiveness	- Coordinate distribution of education materials - Determine additional needs, if any, for distribution
MCM #2 – Public Involvement / Participation** **(**See specific Public Involvement and Participation Plan for Specific Activities/Goals)**					
	Residents	Businesses	Developers	Schools	Municipal Employees
BMP #1 Develop, implement and maintain a written Public Involvement and Participation Program (PIPP)	- Review current PIPP practices - Update practices to expand public involvement where possible	- Review current PIPP practices - Work with business community to encourage input	- Review current PIPP practices - Work with development community to encourage input	- Review current PIPP practices - Work with educational facilities to encourage input	- 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	- Encourage public review, input and feedback	- Encourage review, input and feedback	- Encourage review, input and feedback	- Encourage review, input and feedback	- Review advertising requirements with municipalities for ordinance adoption process - Determine if other opportunities exist for encourage involvement

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BMP #3 Solicit public involvement and participation from the target audience groups	- Conduct one public meeting each year to discuss the Stormwater Management Plan - Encourage feedback for future meetings - Document all PIPP activities	- Conduct one public meeting each year to discuss the Stormwater Management Plan - Encourage feedback for future meetings - Document all PIPP activities	- Conduct one public meeting each year to discuss the Stormwater Management Plan - Encourage feedback for future meetings\ - Document all PIPP activities	- Conduct one public meeting each year to discuss the Stormwater Management Plan - Conduct education programs regarding water topics at various schools - Encourage feedback for future meetings - Document all PIPP activities	- Review effectiveness of public meeting to determine content and format for future meetings and activities - Document all PIPP activities
MCM #3 – Illicit Discharge Detection and Elimination (IDD&E)					
	Residents	Businesses	Developers	Schools	Municipal Employees
BMP #6 Provide educational outreach to public employees, business owners and employees, property owners, the general public and elected officials about IDD&E	- Distribute educational materials that explain the IDD&E program - Educate the target audiences regarding what is an illicit discharge - Educate the target audiences regarding recycling programs for common wastes - Work with local organizations to inspect outfalls and storm drain stenciling				
MCM #4 – Construction Site Stormwater Runoff Control					
	Residents	Businesses	Developers	Schools	Municipal Employees
	- Berks County Conservation District will send out construction activities information with NPDES approval notices for those municipalities that have enacted an MOU with the District - Track complaints (response, actions, and results) and provide to municipalities as part of the MOU - Review education programs for developers/designers and revise for future as appropriate based upon feedback from attendees and other stakeholders - Berks County Planning Commission will continue to make comments regarding stormwater management activities and recommendations for managing stormwater through Best Management Practices				- Work with municipalities to determine if there are any issues with existing program - Identify future needs
MCM #5 – Post-Construction Stormwater Management (PCSM) in New and Re-Development Activities					

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	Residents	Businesses	Developers	Schools	Municipal Employees
BMP #5 Encourage the use of Low Impact Development (LID) in new, re-development and retrofits	- Provide comments and information regarding LIDs during review processes				
BMP #6 Education regarding maintenance of BMPs	- Provide guidance and education to target audiences regarding maintenance and operation of stormwater BMPs				
MCM #6 – Pollution Prevention/Good Housekeeping for Municipal Operations					
	Residents	Businesses	Developers	Schools	Municipal Employees
BMP #1 Identify and document all facilities and activities that are owned or operated by the permittee and have a pollution potential to stormwater.					- Educate municipal employees on how to maintain and update facilities and activities that have pollution potential through workshops
BMP #2 Develop, implement and maintain a written O & M program for all municipal operations and facilities ID in #1.					- Work with municipalities to maintain and update their O & M program for their operations and activities from BMP #1
- Management practices, policies and procedures					
- Maintenance activities, schedules and inspection procedures					
- Controls for reducing or eliminating discharge of pollutants					

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- Proper disposal procedures for wastes removed					
BMP #3 Develop and Implement Employee Training Program					- Hold annual employee training event to educate municipal employees regarding preventing or reducing the potential for the discharge of pollutants - Training will include other relevant parts - Identify and include other personnel that may have contact with stormwater

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