MAIDENCREEK TOWNSHIP

MUNICIPAL STORM SEWER SYSTEM PUBLIC EDUCATION AND OUTREACH PLAN

PUBLIC EDUATION AND OUTREACH PROGRAM (PEOP) BMP#1

According to the 2010 U.S. Census, Maidencreek Township, Berks County has a population of 9, 126 people. The Township is home to a portion of Lake Ontelaunee, which serves as the drinking water supply for the City of Reading, three water wells which serve as Maidencreek Township's drinking water supply and the Willow Creek, a high quality cold water stream. Storm water runoff is collected through inlets, pipes, swales, and basins with much of the storm water discharging into the Willow Creek and its tributaries which flow into the Maidencreek, Lake Ontelaunee and eventually the Schuylkill River. With a mix of homes, businesses, industry and agriculture, water quality can be negatively impacted. Successful public education and outreach targets the population that live, work and play in Maidencreek Township to increase awareness about issues that affect water quality. With increased awareness, water quality can be improved through collective action. The purpose of the Public Education and Outreach Plan (PEOP) for Maidencreek Township is to distribute educational materials and perform outreach to citizens about the impact of polluted storm water runoff on water quality of bodies of water and explain how to recognize and report illicit discharge into the storm water system.

To communicate effectively and achieve positive results, Maidencreek Township has set the following goals:

1. Meet the requirements of the MS4 Individual Permit.
2. Make target audiences aware that their daily activities impact the quality of the water in the ground and in the streams and lakes.
3. Educate target audiences about the causes of storm water pollution and how to recognize and report illicit discharge.
4. Offer cost efficient and natural based solutions with simple techniques to common practices and problems.

This PEOP identifies Maidencreek Township's target audience and determines the most effective ways to convey information to each group. In March of each year, Maidencreek Township staff will review and update the PEOP, the target audience list and content of the website and published articles then seek comment at a public meeting held in April.

Home Owners – a list is found on Township server at T:\MS4 Education\Target Audiences\Propertyowners.xls and is maintained yearly by the County of Berks Assessment Office. This group will receive newsletters, education when picking up building and zoning permits and have access to the webpage. The Township will develop a list of homeowners with BMPs on their property and provide them with the booklet "Homeowners Guide to Storm water BMP Maintenance."

Renters - a list is found on Township server at T:\MS4 Education\Target Audiences\2018 Renter List.xlxs and is maintained by the Township receptionist by mailing letters in the fall of each year to landlords asking for an update on who is renting the property. Landlords are listed in the Propertyowners.xls spreadsheet. This group will receive newsletters and have access to the webpage.

Community Groups – Boy Scouts, Girl Scouts, Fleetwood Area School District, area churches and Home Owners Associations. Communication with these groups is primarily through email to leaders and executive boards. An email list will be developed and notices of clean up events and activities will be sent. This group usually has individuals looking for community service and merit badge activities and is the first place the Township will target for waterway cleanup projects and riparian restoration activities. The Berks County Conservation District coordinates educational opportunities such as the Envirothon for school age children and it is important to remember that future generations hold the key to success in improving water quality.

Agricultural Security Area and Agricultural Community – a list is found on Township server at T:\MS4 Education\Target Audiences\Ag Security Members.docx and is maintained by the Township manager. Farmers not in the Ag Security Area are listed in the Propertyowners.xls spreadsheet. This group will receive newsletters, education when picking up building and zoning permits and have access to the webpage. Because sediment is a large contributor to stream impairment, this group will receive an additional mailing from "A Farmer's Guide for Healthy Communities" in July.

Commercial, and Industrial Properties - a list is found on Township server at T:\MS4 Education\Target Audiences\Propertyowners.xls and is maintained yearly by the County of Berks Assessment Office. The Township also keeps a list of businesses for recycling purposes. This group will receive newsletters, education when picking up building and zoning permits and have access to the webpage.

Building Permittees – all active building permits for the year are kept in the filing cabinet in the manager's office, top drawer, right side in a folder titled, "Building Permits". This group will receive education when picking up building and zoning permits and have access to the

webpage. Additionally, the Berks County Conservation District offers workshops annually to contractors.

Municipal Employees – a list is found on Township server at T:\MS4 Education\Target Audiences\Municipal Employees.xls and is maintained by the Township manager. The list is updated yearly in January. Municipal employees will have access to all materials supplied by the Township and will receive annual training from the Berks County Public Works Association and the Berks County Conservation District. The Township will continue to implement proper operational practices to reduce impacts on water quality through its Good Housekeeping Operation and Maintenance Program.

ANNUAL PUBLICATION BMP#3

Maidencreek Township maintains a webpage at www.Maidencreek.net/Stormwater.html. On this webpage are links to the Berks County MS4 Steering Committee webpage, links to articles regarding agricultural storm water runoff, septic systems, the PA DEP publication When It Rains, It Drains and proper disposal of prescription medications. The page also contains the most recent MS4 annual report and information on the Reading Area Water Authority's Source Water Protection Program.

The Township will publish a storm water newsletter in August of each year that will be mailed to residential, agricultural, commercial, industrial and institutional property owners, and renters. Additional articles will be placed in the spring newsletter and annual calendar.

DISTRIBUTION OF STORM WATER EDUCATION TO TARGET AUDIENCES BMP#4

Additional educational efforts beyond the Township newsletter and website are:

1. A public meeting will be held once a year in April to educate municipal officials on the MS4 Program, update the Public Education and Outreach Plan and to accept public comment and questions on the Maidencreek Township's MS4 Program.
2. Maidencreek Township will continue membership in the Berks County Municipal Separate Storm Sewer System Steering Committee and utilize and make available to its target audiences all educational opportunities the Berks County MS4 Steering Committee provides through the Berks County Conservation District and Berks Nature. The Steering Committee is instrumental in outreach to the Fleetwood Area School District.
3. Educational materials on storm water runoff and construction will be sent out with every building and zoning permit issued in the Township.
4. The Township Park and Recreation Board will assist in education efforts by handing out Storm Water Education materials at the annual Safe Halloween Event held at the Blandon Fire Company, 36 W Wesner Road, Blandon in October.

5. Signs will be maintained to educate the public as well. All storm drains are marked with a circle that states "Drains to Stream" and the Willow Creek Stream Restoration Project has six educational signs about aquatic life that are maintained along the stream corridor.
6. A bulletin board will be at the Township office specifically for storm water education.

Educational Effort	Information Conveyed	How and When Conveyed	Target Audience Reached
Website	Includes information on storm water runoff, septic tank maintenance and water source protection.	Online all year at www.maidencreek.net/Stormwater.html	All Target Audience Groups
"Homeowner's Tips on Improving Water Quality"	Information on reducing pollution to protect drinking water.	Handed out with all building permits all year.	All Target Audiences except Community Groups.
Public Meeting	The meeting will cover the purpose of the MS4 Program and review the PEOP.	Advertised in the Reading Eagle. Meeting held in April.	All Target Audiences
"A Farmer's Guide for Healthy Communities"	Includes information on agricultural storm water BMPs.	Mailed is July	Agricultural Community
Newsletter and "Homeowner's Guide to BMP Maintenance"	Includes information on storm water runoff and how to identify illicit discharge.	Mailed in August and as homes with BMPs are occupied by new owners.	All Target Audience Groups except Developers and Community Groups
Handout/Love your Stream Poster	Illustrates actions everyone of any age can take to care for the stream.	Park and Rec Board Members will attend Safe Halloween in October.	All Target Audiences
Signs	Fish Circles on each drain and 6 signs in the Willow Creek Stream Corridor	Permanently affixed to a physical location all year.	All Target Audiences
Bulletin Board	Information on taking care of streams, what storm water pollution is and how to report illicit discharge.	Hung in Township Office lobby all year and updated with new material as published.	All Target Audiences

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)

Approved by the Berks County MS4 Steering Committee, January 15, 2015
Reviewed, updated, and approved by Berks County MS4 Steering Committee, April 28, 2016

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

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.

Approved by the Berks County MS4 Steering Committee, January 15, 2015
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Berks County Municipal Separate Storm Sewer System Steering Committee
Public Education and Outreach Plan

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
BMP #4	- Distribute stormwater	- Distribute stormwater	Distribute Stormwater	- Distribute stormwater	- Coordinate

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

Distribute stormwater educational materials to target audiences	education materials: 1. At community events 2. Newsletter article - Review distribution format each year to determine effectiveness	education materials 1. Brochures at Chamber of Commerce 2. Newsletter article - Review distribution format each year and work with business community to determine effectiveness	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	education materials: 1. In-Class Presentations 2. Intermediate Unit email distributions - Review distribution format each year and work with education community to determine effectiveness	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
BMP #3 Solicit public involvement and participation from the target	- Conduct one public meeting each year to discuss the	- Conduct one public meeting each year to discuss the Stormwater	- Conduct one public meeting each year to discuss the Stormwater	- Conduct one public meeting each year to discuss the	- Review effectiveness of public meeting to determine content

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audience groups	Stormwater Management Plan - Encourage feedback for future meetings - Document all PIPP activities	Management Plan - Encourage feedback for future meetings - Document all PIPP activities	Management Plan - Encourage feedback for future meetings\ - Document all PIPP activities	Stormwater Management Plan - Conduct education programs regarding water topics at various schools - Encourage feedback for future meetings - Document all PIPP activities	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					
	Residents	Businesses	Developers	Schools	Municipal Employees
BMP #5 Encourage the use of Low	- Provide comments and information regarding LIDs during review processes				

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

Impact Development (LID) in new, re-development and retrofits					
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					
- Proper disposal procedures for wastes removed					

Approved by the Berks County MS4 Steering Committee, January 15, 2015
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Berks County Municipal Separate Storm Sewer System Steering Committee
Public Education and Outreach Plan

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

Approved by the Berks County MS4 Steering Committee, January 15, 2015
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