

MAIDENCREEK TOWNSHIP

MUNICIPAL STORM SEWER SYSTEM PUBLIC EDUCATION AND OUTREACH PLAN

PUBLIC EDUCATION AND OUTREACH PROGRAM (PEOP)	BMP#1
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Maidencreek Township, Berks County (pop. 9126) is home to a portion of Lake Ontelaunee, which serves as the drinking water supply for the City of Reading, three water wells and two wells in development 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. **The purpose of this Public Education and Outreach Plan is to build support for Maidencreek Township’s stormwater management program, increase awareness about issues that affect water quality and increase compliance so that water quality can be improved through collective action.**

MCM #1 requires Maidencreek Township to:

“Implement a public education program to distribute educational materials to the community or conduct equivalent outreach activities about the impacts of stormwater discharges on water bodies and the steps that the public can take to reduce pollutants in stormwater runoff.” There are four Best Management Practices required under this MCM.

GOALS

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 July 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 an annual public meeting.

RESIDENTS:

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.” Homeowners with on-lot septic systems will receive additional education on maintaining their septic systems.

Renters - a list is found on Township server at T:\MS4 Education\Target Audiences\2018 Renter List.xlsx 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.

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 each year.

BUSINESSES:

Commercial, Retail 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.

DEVELOPERS:

Developer/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.

SCHOOLS:

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 MS4 Steering Committee through the Berks County Conservation District and Berks Nature 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.

MUNICIPAL EMPLOYEES:

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 article in the spring and fall newsletter and annual calendar each year that will be mailed to residential, agricultural, commercial, industrial and institutional property owners, and renters.

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 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, 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 and combines the efforts of thirty-six municipalities within the county to implement public education, outreach and involvement.

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 National Night Out event at the Schuylkill Valley School Campus in August and at 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.	All Target Audiences
“Agriculture and Your Drinking Water”	Includes information on agricultural storm water BMPs.	Mailed in July	Agricultural Community
“Protecting Your Drinking Water”	Includes information about on lot septic systems	Mailed in July	Properties with on lot systems
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, Pens with Township phone # to report illicit discharge	Illustrates actions everyone of any age can take to care for the stream.	Park and Rec Board Members will attend National Night Out in August and 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