
Public Involvement & Participation Plan

Maidencreek Township is a participating member of the Berks County MS4 Steering Committee. This committee combines the efforts of multiple agencies and thirty-six municipalities to implement public education, outreach and involvement as required in their respective MS4 Permits. This combined effort has provided more resources and opportunities to educate the public than any one municipality could do alone. While Berks County Planning Commission, Berks County Conservation District and Berks Nature implement the Berks County Cooperative Education Program on behalf of the steering committee members, Maidencreek Township realizes the importance of developing its own Public Involvement and Participation Plan to work in conjunction with the steering committee efforts.

GOAL

The goal of this plan is to provide the opportunity for the various target groups identified in the Public Education and Outreach Plan to be actively involved with MS4 decision making process for the development, implementation and update of MS4 programs, ordinances, the Lake Ontelaunee TMDL plan and pollutant reduction plans.

STRATEGIES TO ACHIEVE GOALS

1. When updates and decisions are required, the public will be given the opportunity to provide input at an advertised public meeting. Advertisements will be placed in the Reading Eagle and on the Township website. Public meetings will be held on new ordinances, revisions to the Lake TMDL Plan and revisions to the Willow Creek pollutant reduction plan.
2. Annually, the township will hold an advertised public meeting to solicit feedback on the current storm water management program and to review the PEO and PIPP.
3. Membership in the Berks County MS4 Steering Committee will be maintained, and this organization will provide activities, stream cleanups, educational events such as Aquapalooza and the Envirothon to educate and engage the target audience.

METHODS OF COMMUNICATING WITH THE TARGET AUDIENCE

1. The Berks County MS4 Steering Committee will distribute through emails and newsletters and maintain a website that educates and makes the target audience aware of stormwater related activities throughout the county.
2. Maiden creek Township will make stormwater information available on its website, and through newsletters, the annual calendar, and through handouts at National Night Out and Safe Halloween. Handouts will also be available in the township lobby where a stormwater bulletin board is maintained.
3. Signs will be Maintained in the Willow Creek Greenway. These signs were developed by Berks Nature and PA Fish Commission and provide information on the stream and stormwater.
4. A special meeting will be held annually to review the storm water management plan.

TARGET AUDIENCE

The target audience is described in detail in the Public Education and Outreach Plan. It includes:

- Homeowners
- Renters
- The Farming Community
- Commercial, Industrial and Retail Businesses
- Developers and Building Permit Holders
- Schools and Community Groups
- Municipal Employees and Officials