

Public Education & Outreach Plan

Permittee Name:	Stormville Township	
Mailing Address:	123 Stormy Drive	City, State, Zip: Harrisburg, PA 17111
MCM #1 Contact Person:	John Doe	Title: Township Supervisor
Phone Number:	717-555-0000	Email: jdoe@stormville.org
<p>Plan Goal: To provide stormwater education to all those who live, work, or play within the Township so that they will have an increased awareness about stormwater and the impacts of stormwater discharges on local and downstream waterways and be encouraged to take part in the Township’s stormwater management program.</p>		
<p>Target Audiences: Residents, Schools, Developers, Businesses, Municipal Employees (see attached Target Audience List)</p>		
<p>Stormwater Educational Materials * at least 1 of the outreach methods in the box below is required</p>		
<p>Material Type:</p> <p><input type="checkbox"/> Newsletter</p> <p><input type="checkbox"/> Pamphlet/Flyer</p> <p><input checked="" type="checkbox"/> Website: (provide url)</p> <p><u>www.stormville.com</u></p> <hr/>	Material Name: Municipal Website	
	Distribution Method: Online	
	Distribution Audience: All traffic to municipal website	
	MCM(s) Addressed: 1, 2, 3, 4, 5	
	<p>Description of Contents: The “stormwater” tab on the municipal website includes: information on the municipal stormwater management program, instructions for reporting citizen stormwater concerns, planned BMP projects to be implemented as part of the Township Pollutant Reduction Plan requirements, links to other stormwater resources (PADEP, EPA, Storm County Conservation District, Big Creek Watershed Association), Illicit discharge identification and reporting instructions, links to the Township Stormwater Ordinance, and information on Homeowner BMP maintenance requirements.</p> <p>Additionally, the “Local Events Calendar” on the website homepage is regularly updated to include upcoming stormwater volunteer events such as riparian buffer planting and storm drain stenciling.</p>	
	Date Material Last Reviewed: 12/10/2019	
	Date Material Last Updated: 09/10/2019	

Additional Stormwater Educational Materials	
*at least 2 additional educational material distribution methods are required	
Material Type: <input type="checkbox"/> Newsletter <input type="checkbox"/> Pamphlet/Flyer <input checked="" type="checkbox"/> Display/Poster <input type="checkbox"/> Presentation/Conference <input type="checkbox"/> Newspaper <input type="checkbox"/> Radio/ TV <input type="checkbox"/> Other Advertisement: _____	Material Name: Kid’s Guide to Water Quality Poster
	Distribution Method: Delivered to Elementary School
	Distribution Audience: School children (Stormville Elementary)
	MCM(s) Addressed: 1
	Description of Educational Material: Posters for school bulletin board targeted to children about the importance of water quality and what they can do to protect it
	Date Material Last Reviewed: 12/01/2019
	Date Material Last Updated: 07/01/2019
Material Type: <input type="checkbox"/> Newsletter <input checked="" type="checkbox"/> Pamphlet/Flyer <input type="checkbox"/> Display/Poster <input type="checkbox"/> Presentation/Conference <input type="checkbox"/> Newspaper <input type="checkbox"/> Radio/ TV <input type="checkbox"/> Other Advertisement: _____	Material Name: Stormwater in Construction Industry Fact Sheet (<i>Don’t let storm water run off with your time and money! What the Construction Industry Should Know about Stormwater in our Community</i>)
	Distribution Method: All contractors coming in to Township Building for a building permit are provided with a copy of the fact sheet with their permit.
	Distribution Audience: Contractors working within Township
	MCM(s) Addressed: 4
	Description of Educational Material: General big picture water quality information, overview of storm water permit requirements, tips for implementing erosion and sediment control practices
	Date Material Last Reviewed: 12/01/2019
	Date Material Last Updated: 08/01/2019
Material Type: <input type="checkbox"/> Newsletter <input checked="" type="checkbox"/> Pamphlet/Flyer <input type="checkbox"/> Display/Poster <input type="checkbox"/> Presentation/Conference <input type="checkbox"/> Newspaper <input type="checkbox"/> Radio/ TV <input type="checkbox"/> Other Advertisement: _____	Material Name: Stormwater Management for Homeowner fliers
	Distribution Method: Available at informational area of Township Building (1 st floor lobby)
	Distribution Audience: Township residents
	MCM(s) Addressed: 1, 2, 5
	Description of Educational Material: The following brochures are included in the informational area. These documents have information for homeowners about best management of stormwater on their properties. <i>When it Rains it Drains</i> <i>After the Storm: A Citizen’s Guide to Understanding Stormwater</i> <i>Clean Water is Everybody’s Business</i>
	Date Material Last Reviewed: 12/01/2019
	Date Material Last Updated: 04/01/2019

* Attach Additional Sheets as Necessary

Additional Stormwater Educational Materials	
*at least 2 of the methods are required to be filled in below	
Material Type: <input checked="" type="checkbox"/> Newsletter <input type="checkbox"/> Pamphlet/Flyer <input type="checkbox"/> Display/Poster <input type="checkbox"/> Presentation/Conference <input type="checkbox"/> Newspaper <input type="checkbox"/> Radio/ TV <input type="checkbox"/> Other Advertisement: _____	Material Name: Township Newsletter Article – “Salting Smart”
	Distribution Method: Mail
	Distribution Audience: Township Residents
	MCM(s) Addressed: 1, 6
	Description of Educational Material: An article was included in the Winter issue of the Township newsletter with information on the effects of winter salt spreading on local waterways. The article included tips for removing winter ice in a manner that is protective of water quality.
	Date Material Last Reviewed: 12/01/2019
	Date Material Last Updated: 10/01/2019
Material Type: <input type="checkbox"/> Newsletter <input type="checkbox"/> Pamphlet/Flyer <input type="checkbox"/> Display/Poster <input checked="" type="checkbox"/> Presentation/Conference <input type="checkbox"/> Newspaper <input type="checkbox"/> Radio/ TV <input type="checkbox"/> Other Advertisement: _____	Material Name: Urban Stormwater and Fishing Creek
	Distribution Method: Public Meeting
	Distribution Audience: Fishing Creek Watershed Association Members, Community Members
	MCM(s) Addressed: 1, 2
	Description of Educational Material: Partnered with the Fishing Creek Watershed Association to do a presentation on the effect of urban runoff on Fishing Creek. The presentation showed how homeowners can help improve the health of the stream by working with the watershed association to plant riparian buffers on their properties.
	Date Material Last Reviewed: 12/01/2019
	Date Material Last Updated: 07/15/2019
Material Type: <input type="checkbox"/> Newsletter <input type="checkbox"/> Pamphlet/Flyer <input type="checkbox"/> Display/Poster <input type="checkbox"/> Presentation/Conference <input type="checkbox"/> Newspaper <input type="checkbox"/> Radio/ TV <input type="checkbox"/> Other Advertisement: _____	Material Name:
	Distribution Method:
	Distribution Audience:
	MCM(s) Addressed
	Description of Educational Material:
	Date Material Last Reviewed:
	Date Material Last Updated:

* Attach Additional Sheets as Necessary