

# Public Education & Outreach Program



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## Executive Summary

The Borough of Southmont has developed a Public Education and Outreach Program (PEOP) to meet the requirements of the Small Municipal Separate Storm Sewer Systems (MS4) General Permit. The objective of this PEOP is to communicate the appropriate information to target audiences in the Borough to educate and inform the community about water pollution prevention and the MS4 Program. The PEOP should also help the community become aware of the actions that individuals, businesses, and developers in the area can take to protect and improve water quality locally, as well as within the watershed.



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## Acronyms

BMP	Best Management Practice
CCCD	Cambria County Conservation District
CWA	Clean Water Act
EPA	Environmental Protection Agency
PEOP	Public Education and Outreach Program
GP	General Permit
IP	Individual Permit
MCM	Minimum Control Measure
MOU	Memorandum of Understanding
NPDES	National Pollutant Discharge Elimination System
PADEP	Pennsylvania Department of Environmental Protection

## Introduction

This Public Education and Outreach Program (PEOP) has been developed and implemented to satisfy the requirements of the of the federal Clean Water Act which is administered under the Pennsylvania Department of Environmental Protection's (PADEP) National Pollutant Discharge Elimination System (NPDES) Municipal Separate Storm Sewer (MS4) Program. This PEOP is part of the Best Management Practices (BMPs) and Measurable Goals that make up the Borough's required Stormwater Management Program. Permittees are required to incorporate six Minimum Control Measures (MCMs) into their Stormwater Management Program. Each MCM includes a series of suggested Best Management Practices and Measurable Goals to guide permit holders in development, tracking and reporting. This PEOP is designed to satisfy MCM#1 "Public Education and Outreach on Stormwater Impacts." The objective of this PEOP is to communicate the appropriate information to target audiences in the Borough to educate and inform the community about water pollution prevention and the MS4 Program. The PEOP should also help the community become aware of the actions that individuals, businesses and developers in the area can take to protect and improve water quality locally, as well as within the watershed. This PEOP shall be re-evaluated on an annual basis and reviewed and revised as necessary.

### Minimum Control Measures

- Public Education and Outreach
- Public Involvement and Participation
- Illicit Discharge Detection and Elimination (IDD&E)
- Construction Site Stormwater Runoff Control
- Post-Construction Stormwater Management (PCSM) in New and Re-Developed Activities
- Pollution Prevention and Good Housekeeping for Municipal Operations

## **MCM #1: Public Education and Outreach on Stormwater Impacts**

Requirements for MCM#1 included in the Federal Regulations:

*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 (40 CFR Part 122.34(b)(1)(i))*

### **MCM#1: Public Education and Outreach on Stormwater Impacts Summary**

 <p><b>BMP 1: Public Education &amp; Outreach Program</b></p> <ul style="list-style-type: none"> <li>• Developed</li> <li>• Implemented 5/18/2020</li> </ul>	 <p><b>BMP 2: Target Audience</b></p> <ul style="list-style-type: none"> <li>• Residents</li> <li>• Businesses</li> <li>• Developers</li> <li>• Contractors</li> <li>• Educational Groups</li> <li>• Municipal Employees</li> </ul>	 <p><b>BMP 1: Publications</b></p> <ul style="list-style-type: none"> <li>• Municipal Website</li> <li>• Community Forums</li> <li>• Mailed materials</li> </ul>	 <p><b>BMP 1: Material Distribution</b></p> <ul style="list-style-type: none"> <li>• Bills</li> <li>• Building Permit Applications</li> <li>• Public Meetings</li> </ul>
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### **BMP #1 Public Education and Outreach Program**

The Borough of Southmont's PEOP contained herein addresses the distribution of educational materials to the community, outreach programs and activities regarding the impacts of stormwater discharges on water bodies and the actions the target audience can take to reduce pollutants in stormwater runoff. The PEOP previously developed as part of the 2012 permit submission to PADEP had been replaced with this current revision which reflects updates and changes to the original format as well as recommendations provided in the EPA document "Getting In Step, A Guide for Conducting Watershed Outreach Campaigns" (EPA 841-B-03-002, December, 2003).

Measurable Goal(s): Annually review and revise the Borough's written PEOP. The PEOP must achieve measurable improvements in the target audience's understanding of the causes and impacts of stormwater pollution and the steps they can take to prevent it. This document represents the written Public Education and Outreach Program.

Action Items: Review and revise the PEOP annually to identify deficiencies and establish goals for the upcoming year. Document the annual review using the form included in Appendix 1.1

## **MCM #1: Public Education and Outreach on Stormwater Impacts**

### **BMP #2 Target Audience**

The Borough of Southmont's target audience was developed with the four common groupings in mind; geographic location, demographics, occupations or links to certain activities and attitudes and behavior patterns. The current target audience groups consist of township and county residents/homeowners, businesses, developers and contractors, civic organizations, educational groups and municipal employees.

Measurable Goal(s): Annually review and update the Borough's Target Audience list. The list should be accurate and up to date, taking into consideration the potential change in contact information, services provided or continuation of business or education on the part of specific individuals, businesses, and organizations included within each target audience group

Action Items: Review and update the target audience list annually to ensure accuracy. Develop ways for the material that is distributed to be better utilized by those who receive the information

### **BMP #3 Publishing**

The Borough of Southmont publishes and distributes stormwater educational material. Some educational links are available on the Borough's website and additional information regarding stormwater management will be included with mailings sent out by the Borough to its residents. Currently, the EPA and DEP stormwater website links are included on the Borough's website.

Measurable Goal(s): Publish and produce publications containing stormwater educational information that addresses one or more of the 6 MCMs.

Action Items: Annually review and revise published materials to ensure resources are up-to-date with current PADEP & EPA information. Add new information, as necessary, and document the review using the form included in Appendix 1.3. Additional educational resources are available at: [www.depweb.state.pa.us](http://www.depweb.state.pa.us) Keyword: Stormwater. Include information regarding stormwater in local Borough bill mailings. Include PDF copies of educational information on Borough website.

### **BMP #4 Material Distribution**

In addition to the publications listed in BMP#3, stormwater is also discussed at various Borough meetings, which the public is encouraged to attend. There are also several informational sheets and packets available at the Borough's main office. These informational materials include: "After the Storm" EPA, "Maintain your BMPs" EPA, "Make your Home the Solution to Stormwater Pollution" EPA, "When it Rains it Drains" DEP, "What the Construction Industry Should Know About Stormwater in Our Community" DEP, "Where Does All the Dirty Water Go?" EPA, "Sanitary Sewer, Flush Responsibly" EPA, and "Take the Stormwater Runoff Challenge" activity sheet EPA.

Measurable Goal(s): Utilize at least two distribution methods in each permit year. (In addition to the newsletter/website provisions of BMP#3)

Action Items: Utilize the educational resources and materials available from [www.depweb.state.pa.us](http://www.depweb.state.pa.us) Keyword: Stormwater, i.e. "When It Rains, It Drains" as wells as customizable material at water.epa.gov, Keyword: Stormwater Outreach Materials and Reference Documents, etc.

In addition to information being available at the Borough, in the coming year information will be mailed to residents with their garbage and sewer maintenance invoice and information may be displayed throughout the building.

In the upcoming year, the Borough of Southmont plans to establish, adopt, and implement a Memorandum of Understanding (MOU) with the Cambria County Conservation District. The Conservation District is involved in a variety of projects that educate the public about stormwater and its effects on a community and the environment.