



Municipal Separate Storm Sewer System (MS-4)

Minimum Control Measure 1 (MCM #1)

Public Education and Outreach on Stormwater Impacts

Purposes: Implement a public education program to educate the public on how and why Fairview Township monitors stormwater and the impacts stormwater has on water quality.

EPA Requirements:

- Implement a public education program to distribute educational materials to the community or conduct equivalent outreach activities about the impacts stormwater discharges on water bodies and steps that the public can take to reduce pollutants in stormwater runoff (40CFR Part 122.34(b)(1)(i)).
- Determine the appropriate best management practices (BMPs) and measurable goal for this minimum control measure.

Guidelines & BMPs:

- **BMP #1-Develop, implement and maintain a written Public Education and Outreach Program (PEOP)**
 - Re-evaluate the PEOP each permit year
 - Review and revise PEOP as necessary
- **Measurable Goal** - Fairview Township will re-evaluate the public Education and Outreach Program during each permit year. The plan will be reviewed and revised as necessary to ensure that the target audience understands the impacts of stormwater pollution and steps they can take to prevent it.
- **BMP #2 – Develop and maintain a list of target audience groups**
 - Maintain and update a list of the audience that Fairview Township will try to reach
- **Measurable Goal** - Fairview Township is establishing the target audience as follows: township residents, businesses/business owners, developers & scout groups.
- **BMP #3 and BMP #4 – Publish and Distribute informational materials**
 - Annually publish at least one issue of a newsletter, pamphlet, flyer, a website that includes general stormwater information, a general description of the Stormwater Management Program, and/or information about the stormwater management activities.
 - Publications should include a list of references or links to refer the reader to additional information that may be helpful.

- **Measurable Goal** – Fairview Township has printed and distributed the “When It Rains It Drains” pamphlet. This pamphlet is at the township office front desk and readily available for the public to take a copy. Fairview Township also has inserted educational materials in the quarterly newsletter that is distributed to all township residents. On June 26, 2014 Fairview Township, along with 35 other municipalities, ran a ¼ page ad in the Harrisburg Patriot News. The Township set up an informational booth at the Fairview Township National Night Out on August 5, 2014 and had several different educational materials on hand as well as MS-4 staff to answer any questions from the public.
- **Measureable Goal Assessment**
 - Fairview Township is continuing to reach out to the public with educational materials, find new groups to educate and also find ways to make the educational process interesting.