

Londonderry Township

MCM #1: Public Education and Outreach on Storm Water Impacts

- **Objective1:** Develop, implement, and maintain a written Public Education and Outreach Program (PEOP).
- **Objective2:** Develop and maintain lists of target audience groups; including schools, businesses in urbanized areas, residents, farmers and municipal employees.
- **Objective3:** Publish public outreach campaigns including but not limited to; posters, pamphlets, web-publishing will be updated quarterly, or as necessary.
- **Objective4:** Distribute stormwater educational materials and information marketing to the target audiences.
- **Objective5:** Operations training program for Township staff, Public Works, and Golf Course Maintenance (See MCM #6)

Londonderry Township, Dauphin County, PA is a Township of approximately 5,200 residents that has decided to conduct a general outreach campaign using the bi-annual newsletter and other outreach materials to reach the majority of their residents. The Township has also identified other key areas to focus attention; including school aged children, local business owners, farmers, and other campaign materials like posters. Londonderry Township proposes the following BMPs and measurable goals in order to best motivate the local community:

Minimum Measure Objective: The Township will educate the general public by making about 10,000 impressions per year with a storm water quality message via print, web publishing, or other appropriate media. Using the Delaware DOT as a reference the goal is to reach 2 impressions per person per year. (2 impressions/year x 5,200 residents ≈ 10,000 impressions)

- **Objective1:** Develop, implement, and maintain a written Public Education and Outreach Program (PEOP)
 - The township will publish stormwater articles in the spring and fall newsletters and continually update the environmental section of its website with information regarding:

stormwater BMPs, stormwater management for homeowners, volunteer opportunities, and illicit discharge detection.

- The website contains a link for users to report a stormwater concern and additional education links to organizations such as Stormwater PA, Chesapeake Bay Foundation, Alliance for the Chesapeake Bay, Center for Watershed Protection, DEP, and EPA.
 - The township will update its Facebook page monthly, with information regarding stormwater management for homeowners, volunteer opportunities, and illicit discharge detection.
 - The Township will present stormwater education material monthly, at each Board of Supervisors meeting. These presentations will address what the Environmental Department is currently working on and any volunteer opportunities for residents. Each permit year, a public stormwater awareness meeting will be held at the Board of Supervisors meeting. The presentation will address general stormwater management concepts, the Township's MS4 program, and the MS4 permit.
 - The Township will provide yearly education to BOS, office staff, Public Works and Golf Course employees. (See MCM#6)
 - The Township will post information regarding projects, stormwater BMPs, illicit discharge reporting, and stormwater management information at Sunset Park and Sunset Golf Course. Posters will be affixed to each of the three pavilions, snack bar, and on the sign at the entrance of the walking trail. Posters will also be affixed on the front and back doors of the Sunset Golf Course Clubhouse.
 - The Township will utilize table space in its meeting room to provide visitors with stormwater management pamphlets and flyers.
 - The Township will utilize a bulletin board in the central hallway to provide visitors with stormwater management education and information. This information will be updated annually.
- **Objective2: Develop and maintain lists of target audience groups; including schools, businesses in urbanized areas, residents and municipal employees.**
 - **See excel sheet for specifics within audiences.**
 - **Schools:** During the school year, the Township will collaborate with the Londonderry Elementary School to host an Earth Day celebration (in conjunction with Earth Week) to educate students (targeting grades 3-5) about water pollution and conservation that will culminate with an action project.

- **Accountability:** Educating school children on storm water and water quality practices, including water conservation measures, will help promote better public awareness. Londonderry Township wants to encourage youth to participate, educate, and support their local community. Londonderry's youth outreach program also receives guidance and assistance from Penn State Extension and the 4H "Stream Teams" program. The Township maintains lesson plans from previous environmental programs in order to continue to expand and improve these presentations.

- **Businesses in urbanized areas:** Outreach materials on proper stormwater management practices for businesses will be sent out during the third quarter of the current permit year (Nov-January).
 - The Township will also make available stormwater education materials for construction permit applicants such as developers, construction managers, residents, and contractors.
 - The Township will send an environmental questionnaire with the annual junk yard permit applications. The questionnaire allows the department to evaluate the permittees knowledge of stormwater management. An MS4 representative from the Township will accompany the Codes and Zoning Officer to inspect each junk yard property. Any violations/suggestions will be noted. An informational sheet regarding junk yard best practices for stormwater management will be provided to permit applicants on the day of inspection.
 - **Accountability:** Local business operations, especially auto repair and junk yards, have been identified as a significant contributor of oil and grease into the MS4 system. The targeted education campaign will make local business owners aware of proper disposal and recycling practices for oil and grease, and inform them of potential fines for illegal dumping into the MS4. In addition, informing permit applicants of regulations within the MS4 will educate and help to prevent illicit discharge and other prohibited activities.

- **Local farmers:** Outreach on proper storm water management practices for Township farmers will be conducted by providing advertising for resources on the website and facebook. The Township will work with partner organizations to host Farmer's Field Day's to educate farmers on better practices such as BMPs for farming around waterways, cover cropping, no-till farming, reduced use of pesticide applications, etc. The Township plans to invite PSU extension (to incentivize the event with possible pesticide credits), seed companies, equipment retailers, and organic farmers (Rodale Institute).

- **Accountability:** The Township can directly use these materials to educate and inform the public, particularly farmers about the MS4 program. Outreach material can be mailed to farmers and also disseminated at various events, such as the Farmer's Field Day.
 - o Residents: See Objective3
 - o Municipal employees: See MCM6 Objective3

- **Objective3:** Other public outreach campaigns including but not limited to; newsletter, posters, pamphlets, Facebook, website will be updated quarterly, or as necessary.
 - o **Measurable Goal:** The Township will produce and distribute educational materials via newsletters, posters, pamphlets and online via Facebook and the township website. Information includes but is not limited to:
 - Stormwater issues
 - Stormwater Best Management Practices
 - Important phone numbers and information on reporting illicit discharge.
 - And other environmental issues and solutions, when possible
 - o These materials can be used at Township events, golf course events, Sunset Park events, and other gatherings within the Township to increase exposure to this issue. In addition, the Township will use these outreach materials to pass out to; permit applicants and target audiences.
 - **Accountability:** By having material to pass out and place at different locations, the Township can utilize different techniques to spread the message. The Township will emphasize distributing educational materials to construction permit applicants, agriculture groups, businesses, schools, and local residents. This targeted education campaign will make local groups aware of illegal practices and inform them of potential fines for not following proper procedures.

- **Objective4:** Distribute stormwater educational materials and information marketing to the target audiences.
 - o Londonderry will specifically target previously referenced audiences;

- **Schools:** As part of the Earth Day celebration, Londonderry Township will distribute informational material to be taken home to parents.
- **Businesses in urbanized areas:** Outreach materials on proper stormwater management practices for businesses will be sent out during the third quarter of the current permit year (Nov-January).
- **Local farmers:** Outreach material on proper storm water management practices for Township farmers distributed to property owners utilizing land for farm space. The Township will host a Farmer's Field Day in conjunction with Partner Organizations.

Updated to reflect current Township programs and abilities 1/8/2021.

Updated to reflect current Township programs and abilities 5/13/2020.

Updated to better align with permit requirements 7/25/2019.

Updated to reflect current Township programs and abilities 5/2/2019.

- Removed programs that no longer exist
- Added in training Township staff, Public Works and Golf Course Employees