
EAST HANOVER TOWNSHIP PUBLIC EDUCATION AND OUTREACH PROGRAM (MCM#1)

Background

As part of Minimum Control Measure (MCM) #1 of the National Pollutant Discharge Elimination System (NPDES) Municipal Separate Storm Sewer System (MS4) Permit, the Township will put into place a Public Education and Outreach Program. This Program allows the Township to reach and educate all of the target audiences within the Township on the importance of stormwater management. The MS4 Coordinator will ensure that the educational information referred to in this plan is distributed appropriately.

Target audiences that the Township wishes to educate on the importance of stormwater management will be identified during this permitting cycle and will include: elected municipal officials, municipal planning and zoning boards, municipal staff, homeowners, business owners, schools, agricultural organizations and operations, developers, and construction firms that are located in or work in the Township.

The following steps have been taken to ensure that all target audiences listed above have received the appropriate information on stormwater management:

- 1) Inform individuals and households about the steps they can take to reduce stormwater pollution and illicit discharges, such as proper septic system maintenance, ensuring the proper use and disposal of landscape and garden chemicals including pesticides and fertilizers, protecting and restoring riparian vegetation, and properly disposing of used motor oil or household hazardous wastes. Education efforts will be as follows:
 - a) Running a Stormwater Newspaper Advertisement – The Dauphin County Conservation District (DCCD) runs a newspaper ad each year. The Township will become one of the sponsors of this advertisement each year. This advertisement is targeted toward homeowners.
 - b) Linking to the PA DEP Stormwater Management website on the Township Website – The Township will implement and maintain a link to the Stormwater Management website on the Township Website. This link provides quick and easy reference to stormwater information for all concerned citizens and stakeholders within the Township.
 - c) Linking to the Stormwater Management, NPDES, and ESPC Website – The DCCD maintains stormwater management information pages on its website, as well as NPDES and Erosion and Sediment Control pages.
 - d) Providing a Stormwater Runoff Municipal Presentation – The DCCD will present a yearly overview of runoff problems and regulatory programs to municipal officials.

- 2) Inform individuals and groups how to become involved in local stream restoration activities as well as activities that are coordinated by youth service and conservation groups or other citizen groups. Involvement will be encouraged by:
 - a) Participation in Earth Day Fair – DCCD Staff maintains educational displays at an earth day fair for all county MS4 Municipalities.
 - b) Informing homeowners about the Stormwater BMP Tour – The DCCD maintains and conducts tours of a stormwater BMP demonstration project.
 - c) The Township is a supporter of the Manada Conservancy. The Township will promote their activities at the Township building and on the Township website.
- 3) Tailor the public education program using a mix of locally appropriate strategies to target specific audiences and communities. Educational materials will be distributed according to the following:
 - a) Distribute Educational Materials to Developers – The Township will provide the PA DEP fact sheet "Don't Let Stormwater Run Off With Your Time and Money!" to all applicants requesting a building permit.
 - b) Distribute Public Educational Materials to Homeowners – The Township will include educational material within the Township Newsletter which reaches every home and business within the municipality.
 - c) Distribute Educational Posters to Businesses and Organizations – Each year the township will provide interested businesses and civic organizations with a selected poster from the PADEP MS4 Resource CD.
 - d) Distribute Educational Posters to Dauphin County Administrators (Schools) – Each year the DCCD provides educational posters to all school administrators within the County on behalf of the MS4 municipalities.
 - e) NPDES ESPC Workshop for Construction Site Managers – The DCCD presents information on permit procedures to construction site managers.
- 4) In the event that there is interest in a special forum to discuss a stormwater topic, the Township will invite neighboring municipalities or attempt to participate in neighboring municipality events.
- 5) In the event of Township Employee trainings or educational meetings, these employees will be contacted through email or over the phone and will receive training in person or via a Zoom meeting.
- 6) Township contractors are contacted through email and are provided with the MS4 FAQs informational sheet which gives an overview of the MS4 Program and outlines the appropriate procedures to follow in the case of illicit discharges.