

ELIZABETH TOWNSHIP

MCM #1

Public Education and Outreach Plan (PEOP)



Last Reviewed: July 2024

Revised: July 2024

MS4 Permit Cycle: 2018-2023

DEP has extended the MS4 Permit expiration until further notice

MCM #1 Requirements:

BMP No. 1: Develop, implement, and maintain written PEOP. Annually review and revise as necessary.

BMP No. 2: Develop and maintain lists of target audiences and materials distributed (Table 2)

BMP No. 3 & 4: Annually distribute a minimum of 1 stormwater educational material using 2 methods of distribution to target audiences (Table 1)

Options for Materials: booklets, brochures, displays, door hangers, fact sheets, flyers, pamphlets, postcards, posters, signs, storm drain stenciling, etc.

Options for Distribution Methods: mail, email, newsletters, billboards, bill stuffers, bulletin boards, council meetings, presentations, school handouts, website, handouts at meetings, magazine pages, etc.

Reporting Period:	Objectives/Achievements:	Complete?	
July 1, 2023 - June 30, 2024	<ul style="list-style-type: none">- Updated website for MS4 materials and MS4 page- Distribute materials to target audiences – main lobby, website, newsletters to every resident, and fall fest- created new flyers/informational material regarding leaf pick up and trash and handed out materials to residents	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>

Goals for Next Reporting Period - Continue to provide educational materials to the public.

<u>Previous Reporting Period(s):</u>	<u>Objectives/Achievements:</u>
July 1, 2022 – June 30, 2023	<ul style="list-style-type: none"> - Revised website and uploaded MS4 materials to it. - Provided outreach to community using a flyer for community clean up. - Presented MS4 material at Board Meeting – June 2023

Table 1: Distribution of Stormwater Educational Materials

Type	Description of material	Method	Date Distributed
Brochure – Be stormwater Smart	Understanding how water affects the area	Website/Main lobby	Ongoing
Storm Drain Stenciling	No Dumping – Drains to waterway	Throughout Municipality	TBD
Activity Books – Youth	Booklet that is designed to teach children about water resources and stormwater pollution	Website/Schools	TBD
Homeowners Guide to Stormwater BMP Maintenance	Information to residents on BMP installation and maintenance	Website/Main lobby	Ongoing
Stormwater and Business Flyers	Information regarding stormwater handling at businesses	Website	Ongoing
Elizabeth Township Newsletter	Misc. information regarding township and rain garden material	Mail	Spring 2024

Table 2: Target Audience List

Target Audience	Location/Address	Material Distributed & Method	Date Distributed
Residential Properties			
All residential properties within municipality	Multiple	See above materials	Ongoing
Business Owners			
All commercial properties within municipality	Multiple	Elizabeth Township Newsletter	Spring 2024
Car Wash locations	Multiple	Multiple - website	Ongoing
Restaurants	Multiple	Multiple - website	Ongoing
Industrial Properties	Multiple	Multiple - website	Ongoing
Schools			
Elizabeth Forward School District	Rock Run Road, Elizabeth, PA 15037	Stormwater Activity Book	TBD
Misc.			
Boy Scouts Group		Storm Drain Stenciling	TBD