The Mount Joy Township Public Education and Outreach Program



Stormwater Management Program MCM #1

December 21, 2020

<u>Purpose:</u> The Mount Joy Township Public Education and Outreach Program (PEOP) sets forth a strategy to distribute educational materials to the community and/or conduct 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.

The PEOP is intended to satisfy Minimum Control Measure #1 of the Township's Municipal Separate Storm Sewer System (MS4) permit. This is one of six MCMs established by the permit to reduce the discharge of pollutants from the regulated storm sewer system:

- 1. Public Education and Outreach on Stormwater Impacts
- 2. Public Involvement/Participation
- 3. Illicit Discharge Detection and Elimination
- 4. Construction Site Stormwater Runoff Control
- 5. Post-Construction Stormwater Management (PCSM) in New and Re-Development Activities
- 6. Pollution Prevention/Good Housekeeping for Municipal Operations

Target Audience Groups

Mount Joy Township maintains two key databases that are also useful in distributing water quality information via mail. We mail at least one piece of correspondence per year to each property on these lists. Approximately 3,300 residential customers and 70 commercial/industrial entities are managed through our municipal trash and recycling program. These databases are updated regularly as property owners change, new homes are built, and businesses are established.

Action Item: Continue to maintain the Township's residential and commercial/industrial contacts databases.

Distribution of the Message

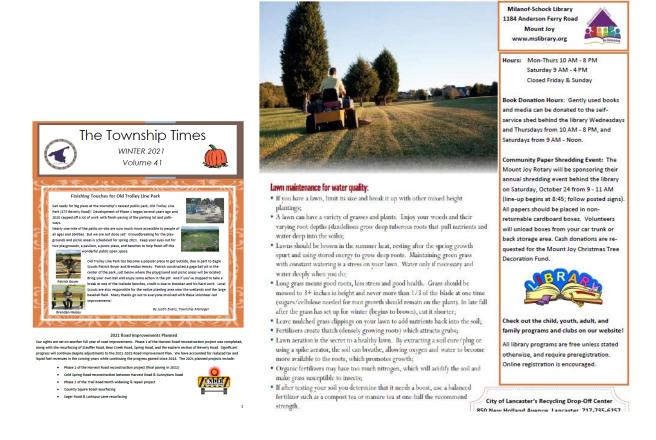
Water resources-based bill stuffers were included in the December 2020 trash and recycling mailings that were sent to over 3,300 residential customers. This is a medium that has direct contact with our citizens and a good resource to piggyback educational materials with. Likewise, our annual mailings to commercial/industrial entities will include water quality literature that is more suited to land uses that often utilize larger parking lots and have more impervious coverage contributing runoff to waterways.

Action Item: Include targeted water quality materials with annual mailings to both residential and commercial/industrial properties.

The semi-annual Township Newsletter is mailed to each property and a newsletter archive is made available on the Township website. Our primary goals for this regular publication are to update the

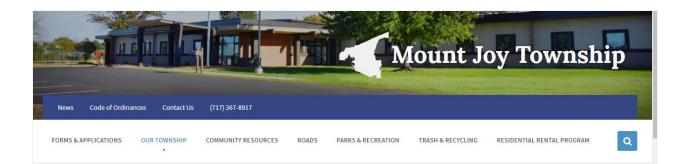
community on local issues like the Township budget, road improvements, parks and recreation, public safety, and civic resources. Water quality issues are a natural fit with this subject matter and have been included in recent newsletters.

Action Item: Publish at least one water quality segment in the Township newsletter per year.



The Township website (mtjoytwp.org) contains a dedicated Water Resources page with stormwater management and water quality information. It is also being developed as a showcase for locally-led waterway improvements like our Green Meadows Streambank Stabilization project on the Conoy Creek and our collaborative effort with Londonderry Township to restore a segment of the Conewago Creek. This mode of public outreach has significant potential as people rely more and more on digital information sources. We essentially have limitless space in which to house these educational pieces, and it is our goal to build this section of the website out over the coming years.

Action Item: Continue to post more water resources literature, practical tips, and updates for local improvement projects on the Township website.



Water Resources

Water Quality Information

Mount Joy Township began implementing its Municipal Separate Storm Sewer System (MS4) water quality program in 2018. Our storm sewer system consists of the Township-owned roads, storm pipes, swales, inlets, and basins that collect and convey rainfall to waterways. All runoff that passes through the Township's MS4 and exits through an outfall is the responsibility of the municipality. The Pennsylvania Department of Environmental Protection and U.S. Environmental Protection Agency administer the MS4 program and provide useful information on stormwater management via their websites.

It takes a collective effort to improve the quality of the runoff that ends up in our local creeks and streams. Rain and snow that does not soak into the ground flows downhill until it reaches a waterway, taking with it any soil, debris, trash, or pollutants. Remember that the storm pipes and inlets along the roads ultimately flow to surface waters, so help make sure only stormwater flows to the storm sewers!





