

BOROUGH OF BRADFORD WOODS

Minimum Control Measure 1

**Public Education and Outreach on Storm Water
Impacts**

Permit No PAG136263

MCM 1 PUBLIC EDUCATION AND OUTREACH ON STORM WATER IMPACTS

Introduction

The goal of this plan is to implement a Public Education and Outreach (PEOP) Program to distribute storm water education materials to all target audiences in the Borough. The ultimate goal of the MS4 Program is to reduce, or if possible, prevent pollutant runoff from storm water. To reduce or prevent the pollutant runoff, all persons in the Borough have to be informed of the routes that pollution can enter the water ways via storm water and how they can help contribute to the program. This plan will be updated as needed, and no less than once per year. The plan has input from all department heads, as every department contributes, in some form, to the program. Per the Pennsylvania Department of Environmental Protection Agency (PADEP) NPDES Permit, there are 4 Best Management Practices (BMPs) that the Borough must comply with.

BMP #1

Develop, implement and maintain a written Public Education and Outreach Program. This document shall serve as the written Public Education and Outreach Program (PEOP). The PEOP was created by the Borough Manager with the input from Roads Superintendent in the Borough, as storm water involves the entire Borough. This program is reviewed and updated as needed, but no less than once per year.

BMP #2

Develop and maintain lists of target audience groups that are present within the areas served by the Borough's regulated small MS4s.

According to the 2010 US Census, Bradford Woods has a population of 1,171. The Borough is primarily residential. Having a target audience list can provide the Borough with a means of understanding who can impact surface water through storm water runoff. Bradford Woods believes that everyone who lives, works, or frequents the Borough can have an impact on storm water, whether it be positive or negative. The target audiences will be provided storm water information tailored to how they can negatively or positively affect storm water. The target audiences will all be provided general information pertaining to the Borough's Stormwater Management Program as well as information pertaining to illicit discharges and how to reduce generating storm water pollution runoff. The following is the target audiences that the Borough has compiled.

Residents: The Borough has approximately 1,171 residents. A complete listing of all residents in the Borough can be found in the tax office. Residents can have a large impact on storm water pollution and it is essential that the Borough educate the residents on how they can do their part helping storm water. Residents must have at least an acre to build a house, which does help with stormwater management.

Businesses: The Borough has one business building on a 12,000 square foot lot. There are multiple businesses in the one building. Educating each business on the impact of stormwater is important for their understanding on appropriate actions.

Contractors: The Borough has few contractors that work in the surrounding area. Education to contractors is essential due to the materials that are being used at construction sites, as well as the physical moving of earth and how that can impact water ways by entering the MS4. Mud and soil on a construction site should stay on the site or it could be picked up in runoff and carried into the MS4 conveyances creating sedimentation and high turbidity. Contractors will be informed that all materials and mediums used on site, such as concrete, should be properly used and disposed of. Contractors also need to ensure that all Erosion & Sediment (E&S) Controls are in place and properly installed.

Schools: The Borough's school district is North Allegheny. Schools are an essential route of communicating the importance of storm water to youth. Students and teachers can also get involved with the community and help spread storm water education to their families. West Allegheny School is located at:

41 Forest Road
Bradford Woods, PA 15015

Churches: The church within the Borough are considered a target audience because of the potential of generating storm water pollution run off. Churches often hold benefit dinners and events that produce food waste (i.e. grease). The Borough will provide educational material to the churches of how to properly dispose of these wastes, as well as detecting illicit discharges.

Boy/Girl Scouts: Boy/Girl Scouts is an environmentally friendly, active group in the Borough that strives to make the community a better place for everyone. The Scouts provide the Borough with the opportunity to solicit their volunteer hours to making the water ways a cleaner environment. The Scouts will also be provided informational education materials pertaining to storm water through pamphlets, flyers, or brochures.

Municipal Employees: Municipal employees include all administrative personnel, public works, police, fire, all emergency response personnel, elected officials, and all others employed by the Borough. All municipal employees have been given MS4 related information and have been trained. Training is further discussed in MCM #6 Written Plan. At all training sessions, the employees are given the presentations for their use. Documentation of training and information

given to employees is recorded by a sign in sheet that is placed in the MS4 files. Please refer to Appendix D for a complete list of municipal employees.

BMP #3

The Borough must annually publish at least one issue of a newsletter, a pamphlet, a flyer, or a web site that includes general storm water educational material, a general description of the Borough's Storm Water Management Program (SWMP), and/or information about the storm water management activities. Bradford Woods strives to not only meet the requirements set for the Borough, but also to help positively influence the surrounding municipalities and their waterways. Bradford Woods is in constant contact with multiple municipalities, in the immediate area, to discuss the opportunities of educating the public pertaining to storm water. When able, Bradford Woods Borough will collaborate with other municipalities in appropriate projects, to meet the requirements in MCM #1. The list of publications and the content of the publications must be reviewed and updated at least once during each year of permit coverage. Publications should include a list of references (or links) to refer the reader to additional information (e.g., PADEP and US EPA storm water websites, and any other sources that will be helpful to readers).

Newsletters: Bradford Woods Borough publishes 2 newsletters a year and provides them to all residents via mail (Appendix D). The residents also have access to the Borough newsletters on the website. Hard copies of the newsletters are also on file at the municipal building. The newsletters contain MS4 related material in them to inform the target audiences on different topics and aspects of the storm water program.

Website: The Borough has a municipal website located at <http://www.bradfordwoodspa.org>. The website has a page dedicated to storm water information. The information given to the viewers describes the overall Borough Storm Water Management Program and that the Borough is under a permit to comply with MS4 regulations. The storm water page also gives tips and information to residents and business owners on ways they can help reduce storm water pollution. The site describes the six Minimum Control Measures (MCMs) and what they are. Illicit discharges are also on the site and inform the public what an illicit discharge is, as well as how to report them. There is a link to a complaint form on the website that anyone can fill out and turn in to the Borough to correct. This is true for construction site reporting as well. There is a form for construction site complaints that residents can utilize. Lastly, the Borough's storm water page has links to additional resources such as PADEP, Three Rivers Wet Weather, and Allegheny County Conservation District.

BMP #4

Distribute storm water educational materials and/or information to the target audiences using a variety of distribution methods. All permittees shall select and utilize at least two distribution methods in each permit year. These are in addition to BMP#3.

Pamphlets: Bradford Woods utilizes many different pamphlets to provide the public with storm water information. Pamphlets are uploaded to the website for viewing and are frequently changed. The changes in the pamphlets are documented via filling out a spreadsheet. Trifolds and pamphlets, such as “When It Rains, It Drains” and “Homeowners Guide to Storm Water Management” are available for the public at the municipal building.

Storm Water Books: The Borough plans to team up with neighboring municipalities to buy stormwater books to donate to Northland Library. The Borough wishes to have a designated area in the library in regards to stormwater education.

Presentations: Bradford Woods Borough presents educational materials on a yearly basis during public meetings. The Borough is planning to create presentations during community events, such as Earth Day. The Borough would like to also team up with Bradford Woods Elementary School to present stormwater information to students on a yearly basis.

Newsletter: The Borough publishes a newsletter twice a year. Within the newsletter, there is an informative article about stormwater, usually pertaining to the season. For instance, in winter, we will write about salt; in spring we will write about run off; in summer we will write about pesticides; in fall we will write about leaves in catch basins.

Website: The website has a plethora of information for homeowners to help them manage their own stormwater, as well as information relating to facts about MS4 and stormwater in general.