

MCM #1 – Public Education & Outreach on Stormwater Impacts

Date of Last Revision: 6/1/2024

Public Education & Outreach Plan

Permittee Name:	Doylestown Township	
Mailing Address:	425 Wells Road	City, State, Zip: Doylestown, Pa 18901
MCM #1 Contact Person:	Andrea Mergner	Title: Assistant Township Manager
Phone Number:	215-348-9915	Email: amergner@doylestownpa.org
<p>Plan Goal: Maintain Stormwater Management page on Township website to address current issues impacting water quality. Distribute literature during land development pre-construction conferences and building permit applications. Broadcast "After the Storm" twice a week for six months on Government Access Channel. Publish newsletter pertaining to stormwater management to all residents. Distribute site plans, O&M maintenance responsibilities, educational material for all homeowners and businesses that have stormwater management facilities on their property. Communicate environmental activities weekly through email via (E-News) Distribute appropriate messages with Septage Management Programs. Distribute information with Doylestown Municipal Authority Bills. Make readily accessible to all municipal staff information distributed to students, developers, and homeowners. Provide at least one annual training for municipal employees. Environmental Advisory Council offer Environmental workshops Advise Environmental Advisory Council to encourage residents to adapt property with appropriate BMPs (i.e raingardens) Distribute stormwater stickers at Parks and Recreation events such as concerts in the park</p>		
<p>Target Audiences: Developers, Residents, Students, Municipal Employees, business owners, stormwater management BMP owners</p>		
<p>Stormwater Educational Materials * at least 1 of the outreach methods in the box below is required</p>		
<p>Material Type:</p> <p><input type="checkbox"/> Newsletter</p> <p><input type="checkbox"/> Pamphlet/Flyer</p> <p><input checked="" type="checkbox"/> Website: (provide url)</p> <p><u>doylestownpa.org</u></p> <p>_____</p>	Material Name: Stormwater Management Page	
	Distribution Method: Online	
	Distribution Audience: All	
	MCM(s) Addressed: MCM #1 : BMP # 3	
	<p>Description of Contents:</p> <p>Describes the impact development can have on water quality and runoff rates which can lead to flooding and erosion. The MS4 and NPDES requirements are highlighted with informational links and resources that can be easily accessed. The resources are included in Appendix MCM #1 : BMP #3.1 Website Material Attachments</p>	

MCM #1 – Public Education & Outreach on Stormwater Impacts

Date of Last Revision: 6/1/2024

	Date Material Last Reviewed: 6/1/2024
--	---------------------------------------

Additional Stormwater Educational Materials	
*at least 2 additional educational material distribution methods are required	
Material Type: <input checked="" type="checkbox"/> Newsletter <input type="checkbox"/> Pamphlet/Flyer <input type="checkbox"/> Display/Poster <input type="checkbox"/> Presentation/Conference <input type="checkbox"/> Newspaper <input type="checkbox"/> Radio/ TV <input type="checkbox"/> Other Advertisement: _____	Material Name: Heritage Tree Program
	Distribution Method: Mail
	Distribution Audience: Residents
	MCM(s) Addressed: MCM #1; BMP #4, MCM #2; BMP #3
	Description of Educational Material: Doylestown’s Environmental Council has revived a program called the Heritage tree Program to honor champion trees or trees of significance. Large trees out perform smaller trees in carbon sequestration, mitigation of stormwater runoff, pollution control.
	Date Material Last Reviewed: 6/1/2024
	Date Material Last Updated:9/2023
Material Type: <input checked="" type="checkbox"/> Newsletter <input type="checkbox"/> Pamphlet/Flyer <input type="checkbox"/> Display/Poster <input type="checkbox"/> Presentation/Conference <input type="checkbox"/> Newspaper <input type="checkbox"/> Radio/ TV <input type="checkbox"/> Other Advertisement: _____	Material Name: Hart’s Wood Clean-Up
	Distribution Method: Mail
	Distribution Audience: Residents
	MCM(s) Addressed: MCM #1, BMP #4, MCM #2; BMP #3
	Description of Educational Material: Doylestown Township’s Environmental Advisory Council spent 3 hours on their Volunteer Day removing invasive shrub, Burning Bush, from the Old Growth Forest, Hart’s Woods in Central Park. The volunteers removed an area equivalent to the size of a football field of invasive shrub.
	Date Material Last Reviewed: 6/1/2024
	Date Material Last Updated:9/2023
Material Type: <input checked="" type="checkbox"/> Newsletter <input type="checkbox"/> Pamphlet/Flyer <input type="checkbox"/> Display/Poster <input type="checkbox"/> Presentation/Conference <input type="checkbox"/> Newspaper <input type="checkbox"/> Radio/ TV <input type="checkbox"/> Other Advertisement: _____	Material Name: Leaf and Yard Waste Drop-Off Hours
	Distribution Method: Mail, Email
	Distribution Audience: Residents
	MCM(s) Addressed: MCM #1; BMP #4, MCM #2, BMP #3
	Description of Educational Material: Provides information on yard waste removal drop off dates to eliminate litter/debris entering storm sewer and eventually surface waters.
	Date Material Last Reviewed: 6/1/2024
	Date Material Last Updated: 9/2023

Additional Stormwater Educational Materials	
*at least 2 additional educational material distribution methods are required	
Material Type: <input checked="" type="checkbox"/> Newsletter <input type="checkbox"/> Pamphlet/Flyer <input type="checkbox"/> Display/Poster <input type="checkbox"/> Presentation/Conference <input type="checkbox"/> Newspaper <input type="checkbox"/> Radio/ TV <input type="checkbox"/> Other Advertisement: _____	Material Name: Tips to Control Stormwater on Your Property
	Distribution Method: Mail
	Distribution Audience: Residents
	MCM(s) Addressed: MCM #1; BMP #4, MCM #2; BMP #3
	Description of Educational Material: Discusses tips and modifications to residential properties to promote stormwater infiltration and reduce runoff potential with the use of disconnecting downspouts into lawn areas, planting trees, meadow grass, pervious pavers and rain gardens.
	Date Material Last Reviewed: 6/1/2024
	Date Material Last Updated: 9/2023
Material Type: <input checked="" type="checkbox"/> Newsletter <input type="checkbox"/> Pamphlet/Flyer <input type="checkbox"/> Display/Poster <input type="checkbox"/> Presentation/Conference <input type="checkbox"/> Newspaper <input type="checkbox"/> Radio/ TV <input type="checkbox"/> Other Advertisement: _____	Material Name: EAC Earth Day and Arbor Day Activities
	Distribution Method: Mail, Email
	Distribution Audience: Residents
	MCM(s) Addressed: MCM #1, BMP #4, MCM #2; BMP #3
	Description of Educational Material: Doylestown Township planted 50 native trees of eleven different species along Neamand Trail. The trees will play a vital role in the community, such as soil stabilization, providing food, offering nesting sites, and enhancing the area's beauty.
	Date Material Last Reviewed: 6/1/2024
	Date Material Last Updated: 9/2023
Material Type: <input checked="" type="checkbox"/> Newsletter <input type="checkbox"/> Pamphlet/Flyer <input type="checkbox"/> Display/Poster <input type="checkbox"/> Presentation/Conference <input type="checkbox"/> Newspaper <input type="checkbox"/> Radio/ TV <input type="checkbox"/> Other Advertisement: _____	Material Name: Native Plant Garden Party Invitation
	Distribution Method: Mail, Email
	Distribution Audience: Residents
	MCM(s) Addressed: MCM #1; BMP #4, MCM #2, BMP #3
	Description of Educational Material: Invitation from the Environmental Advisory Council to learn about native plants. The Lenape Garden was unveiled with the installation of a new sign, offering visitors a glimpse into its significance and providing educational content.
	Date Material Last Reviewed: 6/1/2024
	Date Material Last Updated: 9/2023

MCM #1 – Public Education & Outreach on Stormwater Impacts

Date of Last Revision: 6/1/2024

Additional Stormwater Educational Materials *at least 2 additional educational material distribution methods are required	
Material Type: Newsletter <input type="checkbox"/> Pamphlet/Flyer <input type="checkbox"/> Display/Poster <input type="checkbox"/> Presentation/Conference <input type="checkbox"/> Newspaper <input type="checkbox"/> Radio/ TV x Other Advertisement: _____	Material Name: E-News
	Distribution Method: Email
	Distribution Audience: Residents
	MCM(s) Addressed: MCM #1; BMP #4, MCM #2; BMP #3
	Description of Educational Material: Updates residents on current events in Township while highlighting stormwater related information such as hazardous waste recycling events, yard debris drop off dates, and Environmental Advisory Council events.
	Date Material Last Reviewed: 6/1/2024
	Date Material Last Updated: 9/2023
Material Type: Newsletter <input type="checkbox"/> Pamphlet/Flyer <input type="checkbox"/> Display/Poster <input type="checkbox"/> Presentation/Conference <input type="checkbox"/> Newspaper <input type="checkbox"/> Radio/ TV <input type="checkbox"/> Other Advertisement: <u>Site specific informational packet</u>	Material Name: Private BMP Inspection Packets
	Distribution Method: Hand Delivery
	Distribution Audience: Residents
	MCM(s) Addressed: MCM #1, BMP #4, MCM #2; BMP #3, MCM #5
	Description of Educational Material: Doylestown Township acquired a consultant firm, Gilmore and Associates, to perform private BMP inspections and to provide guidance and information to all BMP owners. Site plans, inspection reports, O&M agreements, and BMP Manual literature were prepared and distributed to BMP owners.
	Date Material Last Reviewed: 6/1/2024
	Date Material Last Updated: 9/2023
Material Type: x Newsletter <input type="checkbox"/> Pamphlet/Flyer <input type="checkbox"/> Display/Poster <input type="checkbox"/> Presentation/Conference <input type="checkbox"/> Newspaper <input type="checkbox"/> Radio/ TV X Other Advertisement: <u>Mailer</u>	Material Name: Septic Mailings
	Distribution Method: Mail, Email, Newsletter
	Distribution Audience: Septic System Owners
	MCM(s) Addressed: MCM #1; BMP #4, MCM #2, MCM #3
	Description of Educational Material: Reminds owners of their responsibility to have their septic system pumped and well water tested to ensure their continued functioning and avoid contamination.
	Date Material Last Reviewed: 6/1/2024
	Date Material Last Updated: 2024

MCM #1 – Public Education & Outreach on Stormwater Impacts

Date of Last Revision: 6/1/2024

Additional Stormwater Educational Materials	
*at least 2 additional educational material distribution methods are required	
Material Type: Newsletter <input type="checkbox"/> Pamphlet/Flyer <input type="checkbox"/> Display/Poster <input type="checkbox"/> Presentation/Conference <input type="checkbox"/> Newspaper <input checked="" type="checkbox"/> Radio/ TV Other Advertisement: _____ 	Material Name: After the Storm
	Distribution Method: TV
	Distribution Audience: All
	MCM(s) Addressed: MCM #1; BMP #4
	Description of Educational Material: Highlight the potential pollution effects of stormwater runoff and offers solutions for activities associated with residential, commercial, agricultural, construction, automotive, and forestry uses.
	Date Material Last Reviewed: 6/1/2024
Date Material Last Updated: 9/2023	
Material Type: Newsletter <input type="checkbox"/> Pamphlet/Flyer <input type="checkbox"/> Display/Poster <input type="checkbox"/> Presentation/Conference <input type="checkbox"/> Newspaper <input type="checkbox"/> Radio/ TV <input checked="" type="checkbox"/> Other Advertisement: <u>Application</u> 	Material Name: Building Permit Application
	Distribution Method: Online/ Township Office
	Distribution Audience: Residents, Businesses, Construction
	MCM(s) Addressed: MCM #1, BMP #4, MCM #4
	Description of Educational Material: Educational information is provided with the application and highlight the impact pollutants such as dirt, construction debris, oil, and paint etc. can have on local stream and rivers.
	Date Material Last Reviewed: 6/1/2024
Date Material Last Updated: 9/2023	
Material Type: <input checked="" type="checkbox"/> Newsletter <input type="checkbox"/> Pamphlet/Flyer <input type="checkbox"/> Display/Poster <input type="checkbox"/> Presentation/Conference <input type="checkbox"/> Newspaper <input type="checkbox"/> Radio/ TV <input checked="" type="checkbox"/> Other Advertisement: - 	Material Name:
	Distribution Method:
	Distribution Audience:
	MCM(s) Addressed:
	Description of Educational Material:
	Date Material Last Reviewed:
Date Material Last Updated:	