

## **PHASE II STORM WATER MANAGEMENT PROGRAM PUBLIC EDUCATION AND PARTICIPATION PLAN:**

### **WORKSHEETS FOR DEVELOPING YOUR PLAN**

#### **WHY DO I NEED A PLAN?**

Creating an effective Public Education and Participation Plan for your Phase II Storm Water Management Program entails understanding the groups and individuals that affect storm water within your community. These groups and individuals are your target audiences for educational efforts and your stakeholders for public participation efforts. There are five categories of groups and individuals that you will need to consider when developing your plan: municipal employees, homeowners, businesses, schools, and developers. It is these five categories of people that have the most significant impact on storm water within your community. Therefore, they are the people most in need of educational materials and opportunities to participate in your storm water management efforts. In developing your plan, keep the following two goals in mind:

- **Public Education:** Identify the most effective means to distribute educational materials provided by PA DEP to the five categories of target audiences using existing communication channels in your community.
- **Public Participation:** Identify existing water quality-related volunteer programs and events in your community that can serve as a foundation for, and/or enhance participation in, your storm water volunteer program.

By meeting these goals, you will use the resources that currently exist within your community and avoid reinventing the wheel or duplicating efforts.

#### **WHAT ARE THE EXPECTED OUTCOMES OF DEVELOPING MY PLAN?**

In developing your plan, you will produce the following resources for use in future public education and participation activities:

- Inventory of existing communication channels by target audience, including newspapers, local web sites, local newsletters, popular radio and television stations, community information kiosks and centers, etc.
- Inventory of organizations in your community that either communicate with, or are comprised of, the five categories of target audiences/stakeholders.
- Inventory of existing volunteer programs and events in your community that address water quality.
- Strategies for using existing communication channels and recruiting volunteers.

#### **HOW DO I USE THE WORKSHEETS?**

PA DEP has developed the following worksheets to assist you in creating your Public Education and Participation Plan. The worksheets will assist you in assessing the five categories of target audiences/stakeholders within your community. They are divided into two components, one focusing on public education and the other focusing on public participation. Answer the questions contained in each of the worksheets. Using this information, develop strategies for distributing educational materials to target audiences and recruiting stakeholders to participate as volunteers.

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**PUBLIC EDUCATION COMPONENT**

Who Are We Trying to Educate?	How Large is the Audience?	How Do They Receive Information?	What Organizations Focus on Them?	Strategies for Distributing Educational Materials to this Audience
Municipal Employees	How many departments/agencies address storm water-related issues in their responsibilities? Road crew Township Manager Township Engineer Building Inspector How many employees are there in these departments? 2,1,1,and 1 respectively	What publications do employees regularly receive (e.g., new employee orientation guide; employee newsletter; paycheck)? Paycheck What is the community website? www.lowerfrederick.org Where are central information sources located at each government facility? Municipal building lobby When do staff meetings take place? As needed	What groups do local government employees belong to (e.g., unions; local watershed organizations; churches; special committees; nature centers; block clubs; etc.)? St. Mary's church (2 of 6 employees) Municipal Park Committee (2 of 6)	<ul style="list-style-type: none"> <li>Use columns 2, 3, and 4 to determine the most appropriate ways to distribute information to a majority of the target audience.                      Staff meetings                      Municipal Training</li> </ul>
Residents	What is the total population of your community? 4795 How many households are located within your community? 1730	What is the most popular newspaper in your community? Times Herald, Pottstown Mercury, Valley Item What newsletters do residents receive and how often? School district newsletter What libraries do people visit? Schwenksville Library, Bookmobile What churches do people attend? St. Mary's, Peace in Zion, St. Lukes, Mennonite Church Are there programs in place to reach new residents that move to your community? NO	What groups exist that target homeowners (e.g., homeowners associations; block clubs; neighborhood development associations; recreational groups; etc.)? Spring Mountain Homeowners Association Tax Collector Lions Club School District Newsletter	<ul style="list-style-type: none"> <li>Tax Bill inserts                      Sewer Bill Inserts</li> </ul>
Schools	How many schools are located in the community? Two: St. Mary's, PV Middle School How many are elementary schools? High schools? Colleges and/or universities? elementary /middle schools What is the approximate student population at each of these schools? 350 and 1000 students	Which schools have newspapers and how often do they go out? NO How often does the student body gather for assemblies? Twice per month during school year When are guest speakers invited to visit the schools? infrequently	What groups might students belong to at all levels (e.g., boy/girl scouts; 4-H Club; Junior Achievement; student councils; school environmental clubs; local chapters of environmental organizations; nature centers, etc.)?	<ul style="list-style-type: none"> <li>The state curriculum requires teaching of ecology and environment</li> </ul>
Businesses	How many businesses are located within your community? Less than 50	What newsletters specifically target local businesses? 422 Business Advisor What newspapers and other periodicals do business owners subscribe to? What local programs/organizations work to recruit and retain new businesses in your community? Chamber of Commerce	What groups or associations might businesses belong to or communicate with businesses (e.g., chamber of commerce; trade associations; rotary club; community foundations; small business associations; etc.)? Perkiomen Chamber of Commerce Indian Valley Chamber of Commerce Schwenksville Women's Club Central Perkiomen Rotary	<ul style="list-style-type: none"> <li>Provide promotional materials to chambers</li> </ul>

Who Are We Trying to Educate?	How Large is the Audience?	How Do They Receive Information?	What Organizations Focus on Them?	Strategies for Distributing Educational Materials to this Audience
Developers	<p>How many developers and contractors work within your community? <b>About 50</b></p> <p>How many developers have submitted building permit requests?</p>	<p>Where do developers go to get information on the community's development requirements? <b>Building Inspector, ordinance code</b></p> <p>What newsletters specifically target developers in your area? <b>None</b></p> <p>What newspapers and other periodicals do developers subscribe to?</p>	<p>What groups or associations might developers belong to or communicate with developers (e.g., chamber of commerce; trade associations; rotary club; community foundations; small business associations; etc.)? <b>HBA</b></p>	<ul style="list-style-type: none"> <li>• <b>Require compliance through permitting and ordinances</b></li> </ul>

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**PUBLIC PARTICIPATION COMPONENT**

<b>Who Are We Trying to Involve?</b>	<b>What Organizations Do They Belong To?</b>	<b>What Volunteer Programs Do These Organizations Run?</b>	<b>What is the Scope of these Programs and How Often Do They Take Place?</b>	<b>Strategies for Partnering with Community Organizations to Involve the Public in Storm Water Management</b>
Municipal Employees	What groups do local government employees belong to (e.g., unions; local watershed organizations; churches; special committees; nature centers; block clubs; etc.)?	List the volunteer programs that each organization listed in Column 1 administers within the community.	Describe the goals of each program listed in Column 2 and provide details on when and where volunteer activities take place.	<ul style="list-style-type: none"> <li>Using the information in Columns 2, 3, and 4, describe the most appropriate ways to establish partnerships with existing volunteer programs in the community and incorporate storm water activities such as storm drain stenciling, stream clean-ups, and volunteer water quality monitoring.</li> </ul>
Residents	What groups exist that target homeowners (e.g., homeowners associations; block clubs; neighborhood development associations; recreational groups; etc.)?			<ul style="list-style-type: none"> <li></li> </ul>
Schools	What groups might students belong to at all levels (e.g., boy/girl scouts; 4-H Club; Junior Achievement; student councils; school environmental clubs; local chapters of environmental organizations; nature centers, etc.)?			<ul style="list-style-type: none"> <li></li> </ul>
Businesses	What groups or associations might businesses belong to or communicate with businesses (e.g., chamber of commerce; trade associations; rotary club; community foundations; small business associations; etc.)?			<ul style="list-style-type: none"> <li></li> </ul>
Developers	What groups or associations might developers belong to or communicate with developers (e.g., chamber of commerce; trade associations; rotary club; community foundations; small business associations; etc.)?			<ul style="list-style-type: none"> <li></li> </ul>