



STORMWATER MANAGEMENT PROGRAM PUBLIC EDUCATION & OUTREACH PROGRAM

Skippack Township

Montgomery County, PA

4089 Heckler Rd.
Skippack, PA 19474

November 2025



CENTER FOR
**WATERSHED
PROTECTION**

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INTRODUCTION

Public Education and Outreach Programs (PEOP) are part of the National Pollutant Discharge Elimination System (NPDES) Municipal Separate Storm Sewer System (MS4) Stormwater Management Program. The PEOP is required under the NPDES MS4 Permit, Minimum Control Measure (MCM) #1 Public Education and Outreach on Stormwater Impacts, Best Management Practice #1 develop, implement and maintain a written PEOP. Skippack Township has an NPDES MS4 Individual Permit (PAI130073) issued by the Pennsylvania Department of Environmental Protection (PA DEP).

The goal of the PEOP is to achieve measurable improvements in the target audience's understanding of the causes and impacts of stormwater pollution and the steps they can take to prevent it. The PEOP will be reviewed annually and updated as necessary, providing a guide for:

- Distributing educational materials to communities;
- Conducting outreach activities about the impacts of stormwater discharges on water quality; and
- Providing actions for the public to reduce stormwater pollution.

Outreach, education and engagement of the public are essential and important elements of a successful MS4 program. Each resident, developer, school, municipal employee and business owner/operator has a role in reducing stormwater impacts surrounding their home and/or facilities and each citizen has a voice in how their community should grow and develop in the future. By successfully identifying the stakeholder groups, distributing materials, and involving the public in local stormwater activities, the Township will have an educated community to help improve water quality. The annual goals for the Township are provided in Table 7.

TARGET AUDIENCES

The target audience groups for the PEOP include the public, all property owners, businesses, organizations and operators within the Township. Specific target audiences indicated by this program include residents, homeowner associations, students/student activity groups, community groups, environmental groups, businesses, Township officials and staff, utility companies, and contractors/developers. These organizations should be targeted to provide education on the causes and impacts of stormwater pollution on their community, as well as actions to take on their own properties to manage stormwater pollution. Appendix A is a supplement to this section as it identifies education topics and distribution methods for education materials for each target audience group.

RESIDENTS

Skippack Township occupies a total of 13.9 square miles, 4,214 housing units, and a population of 14,443 (2023 Census data¹).

Many of the residential lots in these areas are likely to be served by stormwater infrastructure such as subsurface pipes, curbed streets, and inlets. Residential education is necessary to make the connection between residential activities and behaviors and the impact on water quality. Township residents will be targeted for educational material that raises awareness about reducing stormwater runoff and pollution from residential practices.

Specific residential outreach topics include:

- An understanding of stormwater runoff, how it is created, residential activities that affect water quality, and how the storm drain system functions.
- Best Management Practices regarding lawn maintenance, fertilizer and pesticide application, pet waste pickup, vehicle maintenance including proper disposal of spent oil, discharge of pool water and application and storage of salt and other de-icers.

HOMEOWNERS ASSOCIATIONS/HOUSING COMPLEXES

Homeowners Associations (HOAs) and housing complexes are unique as they act as individual governing entities smaller than their municipality. They provide an opportunity to efficiently reach residents through HOA Board Meetings, newsletters, and neighborhood social media pages. HOAs and housing complexes are typically responsible for maintaining stormwater management facilities on their property and could benefit from the education and outreach associated with MS4 MCMs.

Specific HOA and housing complex outreach topics include:

- An understanding of how to implement green stormwater infrastructure on their properties and understand the importance of environmental improvements to the community
- General workshops and trainings targeting topics such as rain barrels and/or rain gardens installation, pollution prevention, and stormwater BMP operations and maintenance

SCHOOLS/STUDENT ACTIVITY GROUPS

The Perkiomen Valley School District serves Skippack Township, the Boroughs of Collegeville, Trappe, Schwenksville and the Townships of Lower Frederick, Perkiomen,

¹ Census Reporter, Skippack Township, Montgomery County, Pennsylvania (censusreporter.org)

and Skippack in Montgomery County. The School District has four elementary schools, two middle schools and one high school. Only one school is located in the Township:

- Skippack Elementary, 4081 Heckler Road, Collegeville, PA 19426

Schools, school clubs, and student activity groups such as Boy Scouts and Girl Scouts can be targeted for educational material and engagement activities related to stormwater management. Students of all ages can benefit from stormwater educational material such as worksheets, puzzles, and other engaging activities and materials to teach students how to have a role in keeping local waterways clean. In addition, working with students provides access to a wider audience including teachers, parents and administrators who live in the surrounding community.

COMMUNITY GROUPS

Community groups regularly bring people together and can be result in a wide distribution of information on the impacts of stormwater runoff. Local organizations focused on community outreach and community building share similar values for maintaining and improving the quality of local resources.

The Perkiomen Valley Public Library and the Farm, Home, and Youth Complex provide central locations to hold community events to engage the community and share MS4 education and outreach materials. While the library is not located within the Township boundary, it regularly hosts public events open to members of Skippack Township. The location of the library and Farm, Home, and Youth Complex are provided:

- Perkiomen Valley Public Library, 290 2nd Street, Schwenksville, PA 19473
- Farm, Home, and Youth Complex, 1015 Bridge Road, Collegeville, PA 19426

Community groups also include athletic groups, business groups such as the Skippack Township Business Association, places of worship, fire companies, senior services, and health support groups. A list of local sports organizations and youth sports organizations are maintained on the Township website (<https://skippacktownship.org/departments/parks-recreation/>). Some of these community groups may exist through online platforms and social media groups, which could offer an opportunity to spread stormwater education and outreach through digital means.

The Township is located within the Skippack Creek Watershed that flows into the larger Perkiomen Watershed and is a member of the Perkiomen Watershed Conservancy (PWC) that provides educational information, public outreach, and volunteer and educational events hosted by PWC. The main website is found at: www.perkiomenwatershed.org/.

MUNICIPAL OFFICIALS AND STAFF

The Township owns and maintains municipal offices and other buildings and properties. At each of these locations, there are opportunities to utilize proper operational practices to reduce impacts of stormwater pollution on local waterways.

Specific outreach topics for municipal officials and staff include:

- Proper stormwater pollution prevention practices at municipal buildings and community parks to help maintain water quality and provide a positive example to the public.
- Operations and Maintenance of municipal facilities must comply with MCM #6 Pollution Prevention/Good Housekeeping requirements and practices as required in the MS4 permit. These topics, including proper storage and disposal of materials, are covered by the Employee Training Programs, a requirement of MCM #6, Pollution Prevention and Good Housekeeping.

BUSINESSES

Businesses include commercial and industrial, and retail establishments that sell goods and/or offer services. It is important to include businesses within the MS4 Program for management and prevention of stormwater pollution as these properties have features such as parking lots, building footprints, and other impervious surfaces that contribute to stormwater runoff.

Specific outreach topics for businesses include:

- Proper disposal of oil, grease and washwater, connecting floor drains to the sewer system, other material storage and disposal and equipment/vehicular maintenance and cleaning.

UTILITIES

Utility companies for electricity, gas, etc. operate within the right-of-way in public roads where MS4 infrastructure is located. It is important for the utility crews that complete improvements and/or maintenance to understand the potential for stormwater pollution during construction activities and how to report an illicit discharge. Providing stormwater education information and resources for utility companies can help strengthen their relationship with the Township and establish a path of communication for pollution prevention.

CONTRACTORS AND DEVELOPERS

Contractors and developers work directly on construction sites where pollution prevention activities are common. They manage stormwater pollution from their site through practices that control erosion and sediment, manage on-site stormwater, and

other practices. There are opportunities to educate contractors about pollution prevention before construction begins, through the land development and building permit application processes. This education provides awareness of potential stormwater pollution activities and encourages best practices on construction sites.

METHODS OF REACHING TARGET AUDIENCE

The Township is required to distribute stormwater educational materials and/or information to at least two (2) groups of targeted audiences, noted above, utilizing a minimum of two (2) of the distribution methods per year provided below and described in Appendix A.

- Displays, posters, or signs
- Website and social media posts
- Newsletter articles
- Pamphlets, booklets, fact sheets, brochures, or other printed materials
- Radio, local cable television, or newspaper advertisements
- Newspaper articles
- Presentations, conferences, or meetings
- Storm drain stenciling, stream clean-up, and/or educational events

The Township currently educates target audiences by posting stormwater educational material on their stormwater webpage, Facebook page and their newsletter. PWC assists the Township in fulfilling MCM #1 PEOP goals by providing stormwater education materials outlined in this program.

This following section provides an overview of distribution methods for educational materials.

WEBSITES

Websites are a useful tool for sharing stormwater management information with the public. A website is a central location to post digital brochures and/or pamphlets, newsletters, presentations, meeting recordings, and resource links. The Township has a dedicated Stormwater Management webpage

(<https://skippacktownship.org/information/stormwater-management>). Table 1 outlines the contents of the stormwater management webpage as well as website improvement goals for each.

Table 1. Skippack Township Stormwater Management Webpage

The Township Stormwater webpage (<https://skippacktownship.org/information/stormwater-management>) includes general information about stormwater, the MS4 program, MCM requirements, pollution prevention measures for construction professionals, illicit discharge explanation and hotline number, and links to additional online resources.

WEBSITE IMPROVEMENT GOALS

- General information provided on the webpage should be reviewed and updated regularly.
- Links on the website should be reviewed and updated regularly.
- As the Township produces or distributes stormwater educational material, digital versions of these resources can be shared on the website or social media.
- Include a link to the Perkiomen Watershed Conservancy (PWC) website www.perkiomenwatershed.org/
- Elaborate on the list of illicit discharge examples by including images and/or links to additional information on illicit discharge detection and pollution prevention practices.

SOCIAL MEDIA

Social media can be a useful tool for the Township to reach audiences online. Regular posts and online interactions are important in maintaining an online presence. Social media outlets can be useful in documenting shared resources as well as post interactions.

The Township's Facebook page includes posts about Council meetings, public meetings, general Township information, ordinance updates and stormwater events. Table 2 provides recommendations for social media improvement goals.

Table 2. Social Media Improvement Goals

- Regularly share information and events related to stormwater management and water quality on social media to raise awareness for these topics online.
- Tag targeted groups (the PWC, community organizations, business organizations, etc.) in social media posts to encourage more views and engagement.
- Provide informative social media posts geared towards seasonal stormwater practices to raise awareness on these topics.
- Encourage other business and community groups that organize stormwater or watershed related events to share their posts on the Township social media page to help spread awareness and potentially garner more interest in such events.
- When creating stormwater posts related to target audiences, link to their social media pages or websites to reach the intended audience and encourage post interaction.

PUBLICATIONS

Even with the rise of social media, printed materials and other publications can be effective methods of public education. Printed materials include brochures, flyers, posters, billboards or articles in a local newspaper or newsletter. Publications can be distributed through placing printed materials in community meeting places (i.e. library, municipal offices), through mailing inserts, or handouts at community events.

Educational materials may also be published through online formats and distributed through email mailing lists, etc. The educational materials can contain illicit discharges detection and elimination information, notice of outfall or BMP inspections, general information about the Stormwater Management Program, and/or upcoming stormwater-related events.

As part of the Township's PWC Membership, the Township receives education and outreach material that can be shared in print or online. Table 3 lists goals to improve how stormwater management information is shared through printed and online publications.

Table 3. Publications Improvement Goals

- Consider including stormwater education material in the Township newsletters.
- Utilize municipal mailing lists to distribute stormwater management education materials to the community.
- Include stormwater education materials provided by PWC on the Township website and newsletter.

PERFORMANCE MEASURES

To measure the success of the PEOP and evaluate the overall effectiveness of public education and outreach efforts, the Township should consider utilizing performance measures. The performance measures include but are not limited to:

- Create and circulate a survey among residents to measure knowledge on stormwater
- Tracking interactions with websites and social media pages
- Evaluating the accuracy of illicit discharge detection and reporting
- Tracking attendance at stormwater events

SURVEY

Providing a stormwater survey to the public and/or specific target audiences can offer valuable insights into how well the education and outreach program is working, provide feedback and suggestions on the program. A survey can be circulated by mail, posted on the Township website, provided through an email distribution list, or completed in person at a public event or meeting. Consider distributing a survey to coincide with recent educational campaigns. An example survey is provided in Table 4.

Table 4. Example Survey Questions

Multiple Choice Sample Questions ([answers in blue](#)):

1. What is stormwater? Select all that apply.
 - a. Rain, snow, and snowmelt from a natural storm event.
 - b. Water from a precipitation event that soaks into the ground, runs off natural and man-made surfaces, and/or flows into storm sewers and other drainage facilities.
 - c. Runoff that may carry pollutants such as fertilizers, bacteria, sediment, or road salt into drainage facilities and waterways.
 - d. [All of the above](#)
2. Where do you think stormwater goes after it enters a storm drain? Select all that apply.
 - a. [A sewage/wastewater treatment facility](#)
 - b. [A separate stormwater treatment facility](#)
 - c. [Nearby fields and yards](#)
 - d. [Nearby lakes and streams](#)
3. What are potential causes of stormwater pollution? Select all that apply.
 - a. [Excess lawn fertilizer](#)
 - b. Using a dishwasher
 - c. [Leaves and litter in a storm drain](#)
 - d. [Oil from vehicles and mechanical equipment](#)
4. What is an illicit discharge? Select all that apply.
 - a. When a storm sewer pipe backs water up onto a street.
 - b. [When a spill of oil, paint, or other chemicals enters a storm drain, pipe or ditch.](#)
 - c. [Any discharge to a municipal separate storm sewer that is not composed entirely of stormwater.](#)
 - d. A natural stream flowing close to a storm sewer pipe outfall.
5. How did you learn about stormwater?
 - a. I have not learned about stormwater
 - b. Township website, newsletter, or Facebook page
 - c. School/Student Activity Group
 - d. News story online or in print
 - e. Through a non-profit watershed organization or volunteer activity
 - f. Other: _____

Short Answer Sample Questions:

6. What type of stormwater-related information are you interested in learning more about?
7. What type of workshop or event relating to stormwater management, pollution prevention, or water quality are you interested in attending?
8. Are there specific locations where you have experienced stormwater issues in your neighborhood?

Yes/No Sample Questions (Circle Yes or No):

9. Have you interacted with the Township Stormwater Management webpage? (Yes / No)
10. Have you seen advertisements for stormwater activities and events posted on the Township website or Facebook page? (Yes / No)
11. Do you know the difference between a Storm Sewer System and a Sanitary Sewer System? (Yes / No)

12. Are you interested in learning more about how to protect water quality in your community?
(Yes / No)

WEBSITE/SOCIAL MEDIA VIEW TRACKER

A website tracker can be a useful tool for measuring the effectiveness of the stormwater education and outreach program by providing insights into how visitors are engaging with the program's online content. A website tracker counts the number of visitors, page views, and/or sessions on a website. If there is an increase in website traffic after certain outreach campaigns or activities, this may indicate that the public is engaging with online resources.

The Township Facebook page measures interactions with posts through likes, shares, and comments. The Township can utilize these tools to assess if educational posts are successfully reaching audiences and measure their reactions. Targeting other related organizations such as the PWC BY tagging posts can increase the amount of traffic to educational posts.

EVENT ATTENDANCE

Tracking attendance at stormwater related events provides insight into how well the PEOP is engaging the community, raising awareness of stormwater issues, and inspiring action. Event attendance and participation is required by MCM#2, Public Involvement and Participation.

EDUCATIONAL MATERIAL SOURCES

Educational materials will be developed or obtained to increase the public's knowledge of stormwater issues and BMPs used to manage stormwater. Educational materials should address one or more of the MS4 six MCMs listed in the NPDES MS4 permit:

1. Public Education and Outreach
2. Public Involvement and Participation
3. Illicit Discharge Detection and Elimination
4. Construction Site Stormwater Runoff Control
5. Post-Construction Stormwater Management in New Development and Redevelopment
6. Pollution Prevention and Good Housekeeping

Through the partnership with the PWC, the Township receives stormwater education material. In addition, Table 5 provides a list of other organizations that offer resources for stormwater education available for free download on their websites.

Table 5. Organizations with Stormwater Educational Material

Organization Name	Website
Alliance for the Chesapeake Bay	https://www.allianceforthebay.org/
Chesapeake Stormwater Network	https://chesapeakestormwater.net/
Environmental Protection Agency (EPA)	http://epa.gov
Montgomery County, PA- Stormwater Management & Flooding	www.montgomerycountypa.gov/1738/Stormwater-Management-Flooding
Montgomery County Conservation District	montgomeryconservation.org/
Perkiomen Watershed Conservancy	www.perkiomenwatershed.org/
Pennsylvania Department of Environmental Protection (PA DEP)	https://www.dep.pa.gov/Business/Water/CleanWater/StormwaterMgmt/Stormwater/MCM/Pages/default.aspx
Penn State Extension, Master Watershed Steward Program	https://extension.psu.edu/programs/watershed-steward

STORMWATER EDUCATION TOPICS

The education and outreach program should provide a wide variety of stormwater related topics to educate the public on the impacts of their behaviors and actions on water quality. Each target audience will require a specific topic of interest unique to their needs. Table 6 provides general stormwater education topics for target audiences that includes the basics of stormwater, the NPDES MS4 permit, and how audiences can participate in stormwater topics. Additional targeted stormwater education and outreach topics are included in Appendix A.

Table 6. General Stormwater Topics

- The importance of clean stormwater to individual residents, the connection to local waterbody health and overall watershed health, along with the harmful effects of pollution.
- An overview of the NPDES MS4 permit.
- Local water quality pollutants generated from common behaviors (i.e., fertilizer use, litter, pet waste, motor oil, leaves, swimming pool discharges, etc.)
- Pollution reduction practices to address local pollutants (i.e., limit fertilizer use, prevent leaves from entering storm drains, proper trash and motor oil disposal, pet waste clean-up, etc.)
- Common Stormwater BMPs, such as basins, pervious pavement, subsurface infiltration beds, vegetated swales, rain gardens, downspout disconnection, wet ponds, etc.
- Stormwater BMPs available to be used on residential properties:
 - Rain gardens to promote increased water filtration and infiltration
 - Rain barrels to collect and reuse rainwater
 - Disconnection of rooftop downspouts to vegetated area

ANNUAL GOALS

The Township is required to complete specific goals annually to meet the Minimum Control Measure #1 MS4 permit requirements. The MS4 permit requirements and minimum annual goals for compliance are provided in Table 7.

Table 7. NPDES MS4 Permit Requirements and Compliance Annual Goals for MCM#1.
Public Education and Outreach

PERMIT REQUIREMENTS	MINIMUM COMPLIANCE GOAL
BMP #1 Develop, implement, and maintain a written PEOP.	Skippack Township has a written PEOP that is reviewed annually and revised as necessary.
BMP #2 Develop and maintain lists of target audience groups.	Skippack Township has a target audience list that is reviewed annually and updated as necessary (concurrently with PEOP revisions).
BMP #3 The permittee shall annually publish at least one issue of a newsletter, pamphlet, flyer, or website article that includes general stormwater educational information, a description of the Township's Stormwater Management Program (SWMP), and /or information about the Township's stormwater management activities. These publications should contain stormwater education information about the MCM's.	<p>The Township will publish a minimum of one (1) of the following items annually:</p> <ul style="list-style-type: none"> • Stormwater educational pamphlets/flyers • Stormwater article on the Township website or newsletter • Update, review, and maintain content on the stormwater management webpage <p>The Township should also maintain communication with the PWC, and the Montgomery County Conservation District to help secure educational information shared by organizations to the broader community.</p>
<p><i>Municipalities may go above and beyond the minimum compliance goal of one (1) publication annually by utilizing additional methods, above, and/or by publishing multiple newsletter articles, etc.</i></p>	
BMP #4 Distribute stormwater educational materials and/or information to the target audiences using a variety of distribution methods. The permittee must utilize at least two distribution methods annually.	<p>The Township will distribute stormwater information to target audiences through two (2) of the following methods:</p> <ul style="list-style-type: none"> • Posters hung in the Township building • Flyers/pamphlets for distribution in the Township building • Posting on the Township's website • Printing newspaper advertisements and newsletters
<p><i>Municipalities may go above and beyond the minimum compliance goal of two (2) distribution methods annually by utilizing additional methods, above, and/or by publishing multiple newsletter articles, etc.</i></p>	

ANNUAL MS4 STATUS REPORT

Skippack Township is required to submit an Annual MS4 Status Report on the Stormwater Management Program to PA DEP by September 30th of each permit year. The Annual MS4 Status Report documents the annual MCM accomplishments including the MCM #1 PEOP. The Annual MS4 Status Reports should be made available to the public by request at each Township Administration Office.



APPENDIX A

EDUCATION TOPICS & DISTRIBUTION METHODS

Skippack Township

Montgomery County, PA

4089 Heckler Rd.
Skippack, PA 19474

November 2025



CENTER FOR
**WATERSHED
PROTECTION**

Center for Watershed Protection, Inc.
11711 East Market Place, Suite 200, Fulton, MD 20759
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APPENDIX A. STORMWATER EDUCATION AND OUTREACH TOPICS AND DISTRIBUTION METHODS BY TARGET AUDIENCE GROUP	
RESIDENTS	<p>EDUCATION TOPICS</p> <ul style="list-style-type: none"> - Function of storm sewer systems, where they drain, etc. - Negative impacts of dumping substances or materials on waterways - Common pollutants information and basic pollution prevention - Best management practices for lawn fertilization - Pet waste management - Swimming pool dewatering - Car washing - Winter salt application - Illicit Discharge reporting - Rain barrels and rain gardens <p>DISTRIBUTION METHODS</p> <ul style="list-style-type: none"> - Include stormwater information in new homeowner's packet and stormwater bills. - Share information via the Skippack Township website and social media page - Share information via the Skippack Township newsletter. - Share flyers, brochures, and/or informational posters at the Township office or on public bulletin boards, at the library, etc.
HOMEOWNERS ASSOCIATIONS	<p>EDUCATION TOPICS</p> <ul style="list-style-type: none"> - Pollution Prevention - Stormwater best management practices (BMP) operations and maintenance. - Residential pollution prevention education topics (see above). <p>DISTRIBUTION METHODS</p> <ul style="list-style-type: none"> - Distribute educational materials directly to Homeowners' Associations (HOAs) that can be communicated at their Board Meetings. - Share stormwater management content with HOAs so that they can share it directly through their community social media. - Offer publications, pamphlets, flyers to be posted in HOA community spaces.
SCHOOLS/STUDENT ACTIVITY GROUPS	<p>TARGET GROUPS</p> <ul style="list-style-type: none"> - Skippack Elementary - Evergreen Elementary - Perkiomen Middle School Middle School West - Perkiomen Middle School East - Perkiomen Valley High School - School clubs, activity clubs, school community groups, and Boy Scouts and Girl Scouts.

APPENDIX A. STORMWATER EDUCATION AND OUTREACH TOPICS AND DISTRIBUTION METHODS BY TARGET AUDIENCE GROUP	
	<p>EDUCATION TOPICS</p> <ul style="list-style-type: none"> - General information on watersheds and local waterways. - Function of storm sewer systems, where they drain, etc. - Common pollutants information and basic pollution prevention. - Pet waste management. <p>DISTRIBUTION METHODS</p> <ul style="list-style-type: none"> - Distribute educational material to the school/district website and school newspapers. - Field trips and/or outdoor classroom activities. - Club and student participation in stormwater events, other stormwater volunteer events and activities hosted by the Township, or other organizations.
COMMUNITY GROUPS	<p>TARGET GROUPS</p> <ul style="list-style-type: none"> - Farm, Home, and Youth Complex - Perkiomen Valley Public Library - Skippack Township Business Association - Locally organized athletic groups, business groups, community groups and services, fire companies, senior services, etc. <p>EDUCATION TOPICS</p> <ul style="list-style-type: none"> - Refer to Residential Education Topics, above. <p>DISTRIBUTION METHODS</p> <ul style="list-style-type: none"> - Invitation and participation in watershed cleanups - Share stormwater management content with community groups so it can be shared directly to their community social media pages - Offer publications, pamphlets, flyers to be available at group events.
MUNICIPAL OFFICIALS AND STAFF	<p>EDUCATION TOPICS</p> <ul style="list-style-type: none"> - Proper operation and maintenance practices at Township facilities to reduce potential pollution (Pollution Prevention and Good Housekeeping principles from MS4 Minimum Control Measure #6) - MS4 general information - Illicit Discharge reporting - Inform Township staff when changes or reviews are made to stormwater programs and plans <p>DISTRIBUTION METHODS</p> <ul style="list-style-type: none"> - Provide staff with a link to updated stormwater programs and plans through email. - Share updates to stormwater regulations with staff members and municipal officials using email or printed publication in office spaces. - Invite municipal staff to attend stormwater training events and webinars.

APPENDIX A. STORMWATER EDUCATION AND OUTREACH TOPICS AND DISTRIBUTION METHODS BY TARGET AUDIENCE GROUP	
	<ul style="list-style-type: none"> - Share stormwater information on the Township website. - Post flyers, brochures, and/or informational posters for the public at Township office.
	<p>TARGET GROUPS</p> <p>Including but not limited to businesses that conduct:</p> <ul style="list-style-type: none"> - Materials handling and/or materials storage (i.e. garden centers, topsoil distribution, landscape maintenance companies, tire recycling); - Equipment/vehicular maintenance and cleaning (i.e. car washes, pressure washing companies, auto-motive/equipment repair) - Industrial processing (i.e. fabricators, manufacturers) - Pet boarding and/or grooming - Businesses operating with large impervious surfaces (roof area, parking lots) - Businesses operating near water resources or near stormwater infrastructure - Colonial Business Association
BUSINESSES	<p>EDUCATION TOPICS</p> <ul style="list-style-type: none"> - General watershed information and storm sewer systems including where they drain, etc. - Impacts of cleaners, chemicals, and other types of process liquids from businesses on waterways and the storm sewer system - Impacts that sediment and other materials have on waterways and the storm sewer system - Pollution prevention practices - Stormwater best management practices (BMP) operations and maintenance - Winter salt application - Illicit Discharge reporting <p>DISTRIBUTION METHODS</p> <ul style="list-style-type: none"> - Target similar businesses or industries with stormwater material specific to their practices and potential for pollution. - Share pamphlets, brochures, other printed publications directly to businesses. - Include stormwater information in new business packet, stormwater bills, and/or other business-related mail. - Businesses can support municipal and/or watershed group efforts by displaying posters, distributing handouts, sponsoring stormwater events, etc.
UTILITIES	<p>TARGET GROUPS</p> <ul style="list-style-type: none"> - Water, electricity, and gas utility companies - Other utility companies that frequently work in and/or service the Township

APPENDIX A. STORMWATER EDUCATION AND OUTREACH TOPICS AND DISTRIBUTION METHODS BY TARGET AUDIENCE GROUP	
	<p>EDUCATION TOPICS</p> <ul style="list-style-type: none"> - Illicit discharge reporting - General stormwater and pollution prevention educational material <p>DISTRIBUTION METHODS</p> <ul style="list-style-type: none"> - Maintain communication with other utility companies that frequently serve the area - Share information and notify of updates to plans, programs, and illicit discharge reporting systems
CONTRACTORS/ DEVELOPERS	<p>EDUCATION TOPICS</p> <ul style="list-style-type: none"> - Refer to Business Education Topics, above. <p>DISTRIBUTION METHODS</p> <ul style="list-style-type: none"> - Provide the participating municipalities with material to educate contractors throughout the building permit, preconstruction, and land development processes. - Share information through the Township website and social media page, and newsletter. - Update the Township Stormwater Management webpage as necessary.