

PUBLIC EDUCATION & OUTREACH PLAN
FOR
SALEM TOWNSHIP
WESTMORELAND COUNTY, PA

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PREPARED BY:

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PLAN GOAL

To educate the public in the implementation of the MS4 program to meet water quality criteria required by the Township NPDES Permit for discharge of stormwater to waters of the Commonwealth. The goal is also to insure the Target Audiences are educated about the impacts of pollutants in stormwater and the steps that the public can take to reduce these impacts.

TARGET AUDIENCES

The Target Audiences in Salem Township consists of multiple groups. These include residential, commercial, institutional, industrial and civic organizations. The Target Audiences are attached as Appendix A at the end of this document.

STORMWATER EDUCATION MATERIALS

The following methods will be used to distribute stormwater education materials to the target audiences:

1. Municipal Website www.salemtownshippa.com
2. Literature available in the Municipal Building lobby.

Literature available in the Municipal Building lobby includes "The Homeowners Guide to Stormwater" and "When It Rains It Drains". A link to the Westmoreland Conservation District is provided on the web site (<https://www.westmorelandconservation.org>). The Conservation District video series "The Homeowners Guide to Stormwater Management" is available. Also provided is a link to the Environmental Protection Agency Stormwater Smart Outreach Tools(<https://www.epa.gov/npdes/stormwater-smart-outreach-tools>) There are multiple brochures and tip sheets available on the site.