

*"Informing and Improving our Waterways One Citizen at a Time."*

# Quaker Valley COG Clean Water Initiative

## Goals and Objectives

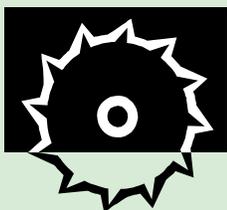
The QVCOG is a non-profit organization that facilitates multi-municipal efforts and implements efficient, cost-effective programs on behalf of its members. The organization operates under a set of written by-laws and is governed by a Board of Directors.

### Current Members:

Aleppo Township  
Avalon Borough  
Bell Acres Borough  
Bellevue Borough  
Ben Avon Borough  
Edgeworth Borough  
Emsworth Borough  
Glenfield Borough  
Glen Osborne Borough  
Haysville Borough  
Kilbuck Township  
Leet Township  
Leetsdale Borough  
Sewickley Borough

Quaker Valley Council of Governments (QVCOG) and its member municipalities, with a population of 30,780, in compliance with the Environmental Protection Agency (EPA), Department of Environmental Protection (DEP) and Allegheny County Conservation District (ACCD) establish this clean water initiative with the intent to inform and improve our waterways through the outreach and education of our citizens. The primary goal of this plan is to establish the ways in which we will accomplish NPDES Permit Requirements: Phase II for Minimum Control Measures #1; Best Management Practices #1- to develop, implement and maintain a Public Education and Outreach program along with the public participation/involvement as required by Best Management Practices #2 of the MS4 Program.

With a provincial strategy, this plan will be considered as a "working document" to allow for refinement, supplementation and flexibility as the necessities of the program evolve in coming years. As the EPA recommends a partnership-based educational approach with many advantages, including providing access to resources; increasing effectiveness, efficiency and public influence; allowing for creativity and innovation; and improving communication between typically adversarial parties, the 14 member municipalities will work in conjunction with each other to educate and outreach to its citizens about how their behaviors effect our local waterways.



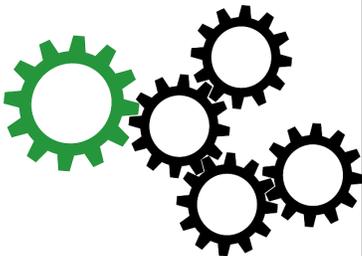
QVCOG



## Goals and Objectives; Partnerships



*Human behavior flows from three main sources: desire, emotion, and knowledge. Plato*



This program will include, when practical and applicable, notification to the ACCD of opportunities or ideas for joint educational opportunities that the ACCD might host to help fulfill the MS4 requirements and will communicate and notify the ACCD at least 30 days in advance of municipal public outreach events where the ACCD could play a role in the public outreach.

Through this program, the QVCOG will identify and extend to local watersheds associations, garden clubs, environmental organizations and Scout Troops to further outreach and educational opportunities.

### EPA Phase II-NPDES Permit Minimum Control Measure #1:

*Four (4) of these measures are found in MCM#1; Best Management Practices (BMP)*

Under Federal EPA Regulations for Public Education and Outreach; Minimum Control Measure #1 specifically requires the implementation of a public education program to distribute educational materials to the community or conduct equivalent outreach activities about the impacts of stormwater discharges on bodies of water and the steps that the public can take to reduce pollutants in stormwater runoff.

#### *Best Management Practices #1: Develop, implement, and maintain a Public Education and Outreach Program*

With this in mind, the QVCOG will work to protect our waterways from stormwater pollutants via the promotion of changes in the behavior of our citizens through education with the distribution of diverse educational materials, the possible implementation of environmental programs and events, MS4 reporting at monthly Board/Council meetings and the potential creation of brand messaging. The QVCOG will create innovative ways to monitor the compliance and behavioral changes in it's citizens as their awareness of their personal responsibilities to the cleanliness of stormwater is increased.

#### *Best Management Practices #2: Target Audiences*

The QVCOG will continually work to identify specific target audiences including, but not limited to: residents, businesses, developers, schools, municipal employees and non-English speaking communities.

#### *Best Management Practices #3: Websites/Publications*

**Websites:** Each member municipality, along with the QVCOG, will have stormwater education and links to important sites, such as the EPA, on their websites.

**Newsletters:** Each member municipality that issues a newsletter will publish educational stormwater information in their respective newsletters annually.

**Building Permits:** Each member municipality will include educational stormwater pamphlets in their building permit application packets.

#### *Best Management Practices #4: Distribution of Educational Materials to Target Audiences*

A variety of methods will be used to distribute educational materials to its citizens including, but not limited to: local newspapers, newsletters, websites, local cable TV, and print materials in municipal building lobbies. The QVCOG will reach out to local and school libraries to possibly display brochures, and where applicable, educational materials will be placed in Little Free Libraries.

EPA Phase II-NPDES Permit Minimum Control Measures #2: *Three (3) of these measures are found in MCM#2; Best Management Practices (BMP)*



Under Federal EPA Regulations for public participation/involvement; Minimum Control Measure #2 -the goal is to facilitate successful implementation of one's stormwater management program through a number of means, including: garnering broad public support; utilizing expertise and local knowledge; shortening implementation schedules; and building partnerships with other community and government programs.

*Best Management Practices #1: Develop, implement and maintain a Public Involvement and Participation Program (PIPP) which describes various types of possible participation activities and describes methods of encouraging the public's involvement and soliciting the public's input.*

The QVCOG and its member municipalities will strive to achieve this goal through several possible venues such as: MS4 reporting at Board/Council meetings and allowing for public comment, volunteer educational speakers, storm drain stenciling, community clean up days, interactive newspaper article/ads and contests/drawings for prizes, and environmental community events.

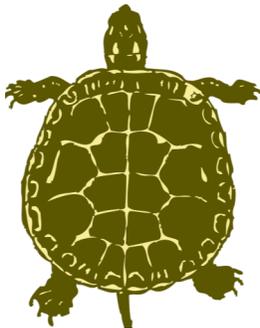
*Best Management Practices #2: Prior to the adoption of any ordinance required by the permit, provide adequate public notice and opportunities for public review, input and feedback.*

QVCOG member municipalities will advertise and hold public discussions and meetings regarding the passage of ordinances in compliance with their respective Borough and Township Codes. Meeting minutes will document the discussions and responses.

*Best Management Practices #3: Regularly solicit public involvement and participation from target audience groups.*

*This BMP includes an effort to solicit public reporting of suspected illicit discharge:* As the education of our citizens increases, the identification of harmful activities that create illicit discharges will be learned. Each member municipality will establish a hotline and complaint form for citizens to report illicit discharges in their areas. The promotion of a possible annual clean-up day will be established with an emphasis on the clean-up of local waterways in the area in conjunction with local watershed groups.

*Education is the most powerful weapon which you can use to change the world.*  
*Nelson Mandela*



Outreach Strategy

*With a core message of the importance of each individual's responsibility in the cleanliness of our waterways, the significance of this outreach program comes into view. The QVCOG will implement this program on behalf of its member municipalities with the goals of educating its citizens with a unified stormwater message.*