



ACTIVE vs. PASSIVE OUTREACH

Examples of Active Outreach and Education

- Community Clean-ups or Education Events
- Tour(s)
- Workshops
- Storm Drain Stenciling*
- Public meeting*

Examples of Passive Outreach and Education

- Publication of fact sheets, pamphlets, etc.
- Social media and websites
- Educational “signage”
- Storm Drain Stenciling*
- Public meeting*

Pros of Active Approach

- interactive (creates dialogue)
- increases critical thinking of participants
- engaged process (exploring, creating, etc.)
- conscious effort to make sense of

Cons of Active Approach

- time and effort to organize
- take time to “catch on”

Pros of Passive Approach

- lots of info, “smaller” effort to organize
- very organized and controlled distribution

Cons of Passive Approach

- no opportunity to clarify
- no engagement

MCM 1: [redacted] Public Education and Outreach Program (PEOP)

Appendix 1.1: Annual PEOP Review (Page 1)

Reviewed:

December 2015

date

Responsible Person:

[redacted]
name

Review the PEOP at least once a year. Describe your review of the program below. Attach additional pages if more space is required.

1. Describe any changes made to the PEOP in the past year.

The document has been updated to reflect the entire permit term (March 2013-2018). The Goals that are outlined in the updated plan are below:

* -Creation of a "Developer" and "Special Interest Group" Target audience lists.

* -IDDE mailer to target audience groups.

* -Gain a higher attendance at annual public meeting (social media, school outreach).

2. Describe deficiencies identified during your review of the PEOP.

- The Township did not participate in [redacted] Park day in 2014.

[redacted]

MCM 1: [REDACTED] Public Education and Outreach Program (PEOP)

Appendix 1.1: Annual PEOP Review (Page 2)

3. Describe actions taken or planned to address deficiencies.

- The Township should participate in [REDACTED] Day and any other community event that provides an opportunity to educate the public.

- A target list of developers and special interest groups should be created.

- An IDDE pamphlet/brochure should be developed and distributed to target audience groups.

4. Describe goals or plans for the PEOP in the next year.

* - To create an IDDE brochure or handout to be made available to the public.

- Include updated stormwater information in the newsletter.

- Make sure all information presented at the annual public meeting is available for all attendees or anyone who may request it.

- Advertise the public meeting in additional ways other than the newspaper, maybe through schools or social media.

- Try to get an additional speaker at the next public meeting.

[REDACTED]

MCM 1 - Public Education & Outreach

1. Plans to inform individuals/households about reducing stormwater pollution
2. Plans to inform individuals/groups about involvement with the stormwater program
3. The target audiences and why they are selected
4. The targeted pollutant sources
5. The outreach strategy and methods that will be used to reach target audiences
6. The number of people expected to be reached by the strategy
7. Who is responsible for management and implementation of the program/BMPs (roles & responsibilities)
8. How the success of the minimum measure will be evaluated
9. How the measurable goals were selected



MCM 2 - Public Involvement & Participation

1. How the public was involved in NOI submittal and SWMP development
2. The plan for public involvement in program development and implementation
3. The target audiences for the involvement program
4. Person(s) responsible for the management and implementation of the program/elements
5. The types of public involvement activities including, where appropriate
 - citizen reps on panels,
 - public hearings,
 - citizen volunteers to educate other individuals about the program,
 - volunteer monitoring
6. How the success of minimum measures are evaluated
7. How the measurable goals were selected