MIDDLESEX TOWNSHIP, CUMBERLAND COUNTY, PENNSYLVANIA

Combined Public Education and Outreach Program (PEOP)
and
Public Involvement and Participation Program (PIPP)

Revised June 2026

MIDDLESEX TOWNSHIP, CUMBERLAND COUNTY, PENNSYLVANIA

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and
Public Involvement and Participation Program (PEOP)

Revised June 30, 2026

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REVISIONS LIST

Revision #	Page #	Section	Modification Description	Date
1		General	Grammar and rephrasing edits throughout.	6/30/2026
2		Cover	Updated date.	6/30/2026
3		Title Page	Updated date and consultant name.	6/30/2026
4		2.0 Required Program Components for MCM#1 & MCM#2	Added language back in that was cut out the previous year. Added language to summarize MCM#1 and MCM#2.	6/30/2026

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1.0 INTRODUCTION

1.1 COMBINED PUBLIC EDUCATION, OUTREACH & INVOLVEMENT / PARTICIPATION PLAN

Middlesex Township is required as part of its Municipal Separate Storm Sewer System (MS4) permit to develop a Stormwater Management Program (SWMP) consisting of six Minimum Control Measures (MCMs). The first two MCMs, MCM#1, Public Education and Outreach on Stormwater Impacts, and MCM#2, Public Involvement/ Participation, have a shared foundation: education of targeted audiences. Education naturally progresses to participatory interaction, which corresponds to the additional focus of MCM#2. MCM#1 starts the education and MCM#2 builds on the education and creates the response loop through participation and involvement opportunities. Middlesex Township, therefore decided to address the two MCMs together in one written program.

1.2 PURPOSE

1.2.1 MCM#1: Public Education and Outreach Program

The purpose of the Public Education and Outreach Program (PEOP), as part of Minimum Control Measure #1 requirements, is to create a written plan for establishing an informed and knowledgeable community. An educated constituency is instrumental in the success of a comprehensive stormwater management program and will ensure the following:

- Greater support for the program as the target audience gains a greater understanding of the reasons why stormwater management is necessary and important.
- Greater compliance with the stormwater management program as the target audience becomes aware of the personal responsibilities expected of them and others in the community, including the individual actions that they can take to protect and improve the quality of area waters.

An Educated Community will:

- **Understand why stormwater management is important.**
- **Support necessary policies and financial investment.**

Knowledge through education is a key mechanism for pollution prevention and reduction. Middlesex Township will provide educational material to connect public activities to degradation of the creeks and streams in Middlesex Township as well as the greater Chesapeake Bay Watershed.

1.2.2 MCM#2: Public Involvement/ Participation Program

The U.S. Environmental Protection Agency (EPA) itemizes a number of reasons to encourage active participation in development and implementation of a MS4 stormwater management program, including positive program support, accelerated implementation schedules, broader base of expertise, and increased opportunity for collaboration and cost sharing. People who participate in program planning and decision-making feel responsible for and proud of successful outcomes. Involvement diminishes objections and increases the rate of acceptance of necessary changes. An engaged group with diverse knowledge, skills, and talents generates creative solutions. Developing networks of relationships is foundational for financial partnering.

The purpose of the Public Involvement Participation Program (PIPP) is to create a written plan to serve as the framework to initiate the opportunities for interactions and collaborations with the targeted public audiences that result in an improvement in stormwater quality.

1.3 GOALS

There are two overarching goals for the combined program:

- **Education**: Provide information regarding pollution in stormwater runoff and its subsequent deleterious effects to surface waters
- **Participation**: Provide opportunities for public to collaborate in reduction of pollution in stormwater

2.0 REQUIRED PROGRAM COMPONENTS FOR MCM#1 & MCM#2

The Township's MS4 Permit lists the requirements for satisfactorily addressing the MCMs called Best Management Practices (BMPs). The written PEOP corresponds to MCM#1, BMP#1; and the written PIPP corresponds to MCM#2, BMP#1. MCM#1 and MCM#2 BMPs have been excerpted from the Middlesex MS4 Permit and are provided below. As a permittee, Middlesex Township continues to publish and distribute educational materials for target audiences as well as regularly solicits public involvement and participation from target audiences.

2.1 MCM#1 PERMIT REQUIREMENTS

MCM #1 consists of four BMPs and requires the following be accomplished by the Township Stormwater Management Program:

- **BMP #1**: Develop, implement and maintain a written Public Education and Outreach Program.
    - The existing PEOP shall be re-evaluated annually and revised as needed.
- **BMP #2**: Develop and maintain lists of target audience groups that are present within the areas served by the permittee's regulated small MS4. In most communities, the target audiences shall include residents, businesses (including commercial, industrial and retailers), developers, schools, and municipal employees.
    - The lists shall continue to be reviewed and updated annually.
- **BMP #3**: The permittee shall annually publish at least one issue of a newsletter, a pamphlet, a flyer, or a website that includes general stormwater educational information, a description of the permittee's SWMP, and/or information about the permittee's stormwater management activities. The list of publications and the content of the publications must be reviewed and updated at least once during each year of permit coverage. Publications should include a list of references (or links) to refer the reader to additional information (e.g., DEP and EPA stormwater websites and any other sources that will be helpful to readers). The permittee must implement at least one of the following alternatives:
    - Publish and distribute in printed form a newsletter, a pamphlet or a flyer containing information consistent with this BMP.

- Publish educational and informational items including links to DEP's and EPA's stormwater websites on the permittee's website.
- The list of items published and the content in these items shall be reviewed, updated and maintained annually.

- **BMP #4**: Distribute stormwater educational materials and/or information to the target audiences using a variety of distribution methods, including but not limited to: displays, posters, signs, pamphlets, booklets, brochures, radio, local cable TV, newspaper articles, other advertisements (e.g., at bus and train stops/stations), bill stuffers, presentations, conferences, meetings, fact sheets, giveaways, and storm drain stenciling. All permittees shall select and utilize at least two distribution methods annually. These are in addition to BMP #3, above.

  All permittees shall select and utilize at least two distribution methods annually. These are in addition to BMP#3 above.

2.2 MCM#2 PERMIT REQUIREMENTS

MCM #2 consists of three BMPs and requires the following be accomplished by the Township Stormwater Management Program:

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

  The PIPP for new permittees shall be developed and implemented within one year following issuance of this permit. All permittees shall reevaluate the PIPP annually and make revisions as necessary.

  The PIPP shall include, at a minimum:

  - Opportunities for the public to participate in the decision-making processes associated with the development, implementation, and update of programs and activities related to this permit.
  - Methods of routine communication to groups such as watershed associations, environmental advisory committees, and other environmental organizations that operate within proximity to the permittee's regulated small MS4s or surface waters receiving the permittee's discharges.
  - Making Annual MS4 Status Reports and all other plans, programs, maps and reports required by this permit available to the public on the permittee's website, at the permittee's office(s), or by mail upon request.

- **BMP #2**: The permittee shall advertise to the public and solicit public input on the following documents prior to adoption or submission to DEP:
  - Stormwater Management Ordinances (for municipalities); and
  - Standard Operating Procedures (SOPs) (for non-municipal entities)
  - For Ordinances and SOPs, the permittee shall provide notice to the public; provide opportunities for public comment; document and evaluate the public comments;

and document the permittee's responses to the comments prior to finalizing the documents. The permittee shall provide this documentation to DEP upon request.

- **BMP #3**: Regularly solicit public involvement and participation from the target audience groups using available distribution and outreach methods. This shall include an effort to solicit public reporting of suspected illicit discharges. Assist the public in their efforts to help implement the SWMP.
    - The permittee shall solicit public involvement and participation from target audience groups on the implementation of the SWMP. The solicitation can take the form of public meetings or other events. The public shall be given notice in advance of each meeting or event. During the meetings or events, the permittee should present a summary of progress, activities, and accomplishments with implementation of the SWMP, and the permittee should provide opportunities for the public to provide feedback and input. The presentation can be made at specific MS4 events or during any other public meeting. Existing permittees shall conduct at least one public meeting that includes information on SWMP implementation by March 15, 2028; new permittees shall conduct at least one public meeting within 5 years following issuance of this permit.
    - The permittee shall document and report instances of cooperation and participation in MS4 activities; presentations the permittee made to local watershed organizations and conservation organizations; and similar instances of participation or coordination with organizations in the community.
    - The permittee shall also document and report activities in which members of the public assisted or participated in the meetings and in the implementation of the SWMP, including education activities or organized implementation efforts such as cleanups, monitoring, storm drain stenciling, or others.

3.0 TARGET AUDIENCES

Middlesex has a variety of Target Audiences listed below but will continue to focus on three groups. The three key target audiences are Municipal Employees, Residents, and Businesses.

TABLE 1: TARGET AUDIENCE SUMMARY

Target Group	Expanded Description	Comment
MUNICIPAL EMPLOYEES*	• Highway Dept. • Police Dept. • Parks and Recreation Dept. • Water & Sewer Dept. • Administrative Staff	**Key group for education and participation**. Staff are using knowledge to identify potential illicit discharges and informing the MS4 Coordinator for follow-up. Staff also construct pollution reduction projects, field resident and business stormwater management questions, and administer the MS4 permit. They must be knowledgeable as front-line emissaries of the permit.
Municipal Boards and Committees	• Board of Supervisors • Planning Commission • Zoning Hearing Board • Recreational Advisory Board • Municipal Authority	Most municipal boards and committees must have a general working knowledge and understand the interconnection of clean stormwater to their specialized areas. The **Board of Supervisors** requires elevated education in order to make informed and financially responsible decisions for pollutant reduction investment. The education of this group can be accomplished via staff reports at public meetings and invitations to join staff education sessions.

Target Group	Expanded Description	Comment
RESIDENTS✱	• Homeowners • Renters	**Key Group for education and participation**. Residents will be directly impacted by policy changes and fiscal responsibility. Understanding the context and benefits of pollution reduction can transform adversaries into advocates. Participatory residents are required for program success.
Social Networks	• Friends of the Letort-Letort Regional Authority • Cub Scouts of America Pack 182 • Big Brothers Big Sisters • Girl Scouts • Middlesex Senior Citizens • Churches • Fall Festival	This group is a subset of residents. Groups of already motivated and socially active individuals represent an opportunity for converting education to action. For example, Middlesex United Methodist Church on North Middlesex Road is socially active and requests opportunities to do more for the Middlesex community. Education of this subset will be captured through the outreach to residents identified above.
School Students	• Middlesex Elementary (Middlesex Twp.) • Eagle View Middle School (Mechanicsburg) • Cumberland Valley HS (Mechanicsburg) • Little Hearts & Souls Preschool (Middlesex Twp.)	Youth is impressionable and naturally attracted to streams. There are existing ecology programs in place for the region's students. The ecology programs are under the management of the Audubon Society and supported by the Letort Regional Authority. The Township financially supports the Letort Regional Authority and will rely on this established outreach for the first permit term.
BUSINESSES✱	• Trucking Affiliated Business ○ 2 Truck Stops ○ Hotels (2000 rooms) • Business Offices ○ Giant Food Corp. Hdq. ○ AHOLD USA • Warehouses ○ Amazon Warehouse • Agri-businesses ○ Toigo Orchards • Recreation Businesses ○ Carlisle Country Club	**Key Group for Education.** The Township is heavily impacted by pollution emanating from the trucking industry. High volumes of truck traffic serving the various warehouses are concentrated along US Route 11 between Interstate 81 and the PA Turnpike interchanges (a.k.a. the Miracle Mile). Additionally, the Township contains several corporate headquarters, agri-businesses, and recreational facilities. Like the residential community, businesses will be impacted by policy changes and new financial responsibilities. It is essential to improve the knowledge base of the business community to gain support of the latest programs and to modify behaviors contributing to pollution.
Developers	Various Developers and Contractors	The developers in Middlesex are already obligated to follow stormwater management regulations to maintain predevelopment stormwater quality. While the goal of the MS4 program is to improve rather than maintain water quality, the Township believes that the current requirements plus more aggressive oversight of Post Construction Stormwater Management (PCSM) required by MCM#5 will have a desired positive effect. Therefore, Middlesex will provide education to developers informally and in-person by introducing pollutant reduction concepts into current interactions with the development community during the subdivision/land development approval and construction process.
Adjacent Municipalities	Carroll Twp., Perry County Rye Twp., Perry County North Middleton Twp. South Middleton Twp. Monroe Twp. Silver Spring Twp.	Excluding the Townships in Perry County, the other adjacent municipalities are also MS4 permittees. While Middlesex will continue to collaborate with their neighboring communities, there is not a pressing need to educate these municipalities, at this time.

✱ Key Target Group for education and participation activity focus

4.0 EDUCATION METHODS & PARTICIPATION OPPORTUNITIES

4.1 MUNICIPAL EMPLOYEE EDUCATION

Middlesex Township municipal employees include Middlesex Township Police Department, Highway Department, Parks and Recreation Department, and Water and Sewer Department. These employees are likely to interact with stormwater in one way or another through their everyday work. In addition, office staff will be responsible for fielding stormwater-related phone calls and creating and managing documentation. Educating these employees on ways to improve water quality can be the first building block of educating the community.

Middlesex Township Highway Department staff are routinely educated about pollution prevention throughout the year. The Roadmaster trains staff through informal Tailgate Talks that cover a variety of topics including, but not limited to, vehicle maintenance and disposal of automotive fluids, incident cleanup, municipal property maintenance and organization, and maintenance and disposal of materials extracted from stormwater drainage systems. Staff is also trained on equipment calibration for herbicide application and deicing equipment.

A third-party program for educating municipal employees is offered primarily as in-person seminars provided to groups of employees at least once every two years. The presentation format is lunch-and-learn programs conducted by the Township engineering consultant. The lunch-and-learn program informs two groups: field personnel (maintenance workers, inspectors, police officers, etc.) and office personnel that may receive and respond to stormwater concerns from residents and businesses. Education programs are usually offered for all employees in one group but may have breakout sessions with information tailored to each group. The Township may use other training formats as appropriate.

Municipal Staff Education Highlights:

- **Routine Tailgate talks and equipment calibration trainings.**
- **Trainings once-every two years:**
  - Office Personnel
  - Field Staff
- **Additional field-based workshops, as needed.**

Tailored information for field personnel will focus on identifying stormwater-related issues encountered during the performance of their routine duties, such as potential illicit discharges, litter, clogged stormwater drains, erosion emanating from construction, or malfunctioning stormwater infrastructure. Staff will be instructed on proper responses and how to report these issues.

Information for office personnel will include general information on many of the same topics, but will focus more on the stormwater complaint receipt, response, follow-up, and documentation. To accommodate schedule conflicts and ensure staff participation, several identical lunch-and-learn sessions can be held, if required. Pre-presentation and post-presentation quizzes will document the success and attendance sheets will document participation rates.

Field personnel education will be periodically supplemented on an as-needed basis with field-based workshops to train staff how to follow new procedures, detect pollution sources, use inspection checklists, and complete documentation.

4.2 RESIDENT EDUCATION AND PARTICIPATION

Residents are comprised of homeowners and renters that live in Middlesex Township. Residents also account for much of the participation in the community's social networks, such as churches, Cub Scouts, Girl Scouts, Big Brothers Big Sisters, and Middlesex Senior Citizens. (Social network education is included in the educational outreach extended to residents.)

The primary education of residents will continue to be provided in twice-a-year featured articles regarding pollution reduction in stormwater as part of the Township's existing newsletter. The newsletter is delivered to Township residents via mail and is posted on the Township's website: http://middlesextwp.com/. The newsletter will contain updates on proposed and constructed Pollutant Reduction Plan (PRP) projects, information about the local watershed, and other educational material that will inform residents about stormwater issues. The website includes DEP and EPA materials along with Stormwater Management Plan documentation, proposed Pollutant Reduction Plan project sites with visualizations, and local stormwater-related pictures. Other topics such as stormwater improvements and erosion control measures during construction will likely be featured as well.

Residents are also essential participants in the Stormwater Complaint Process that is discussed below.

4.3 BUSINESSES EDUCATION AND PARTICIPATION

The intensity of land use along I-81, I-76, and U.S. Route 11 appears to deliver high concentrations of pollution to Middlesex Township from the trucking terminals and affiliated businesses. Middlesex Township contains two long-haul trucking service plazas, several trucking terminals, restaurants, hotels totaling over 2,000 rooms, and several transportation-dependent headquarters (e.g., Giant Foods and AHOLD USA, Inc.). The Turnpike and I-81 have interchanges along U.S. Route 11 separated by a little over one mile. This area is locally known as "the Miracle Mile."

Education and Participation Opportunities

- Public meetings
- Newsletter
- Enhancements to webpage
- Stormwater complaint process

Primarily, business education and participation are focused largely on businesses along the Miracle Mile in conjunction with other inspections like the Post-Construction Stormwater Management oversight for NPDES-permitted stormwater facilities. Township staff conduct in-person inspections and respond to notifications of spills or complaints of discharges. The staff takes advantage of these "teachable moments" to explain the cascading effects of poor maintenance or inadvertent releases of polluting materials to provide context to the owners and incentive for proactive intervention.

4.4 COMMUNITY COMMUNICATION AND SOLICITATION OF PUBLIC INPUT

Consistent with the Middlesex Township strategy to capitalize on effective existing procedures and to supplement with new initiatives, the Township will fully utilize the existing structure afforded through the regularly scheduled Board of Supervisor meetings for Routine Solicitation for public comment and will invite the community (residents and businesses) to a new public forum with the special focus on stormwater and MS4.

4.4.1 Routine Solicitation for Community Public Comment

Stormwater management is a standing discussion item on the Supervisor meetings agendas. Attendees are encouraged to ask questions, provide comments, or discuss perceived stormwater-related issues. The meeting minutes will continue to document discussion items, conclusions, and assigned tasks.

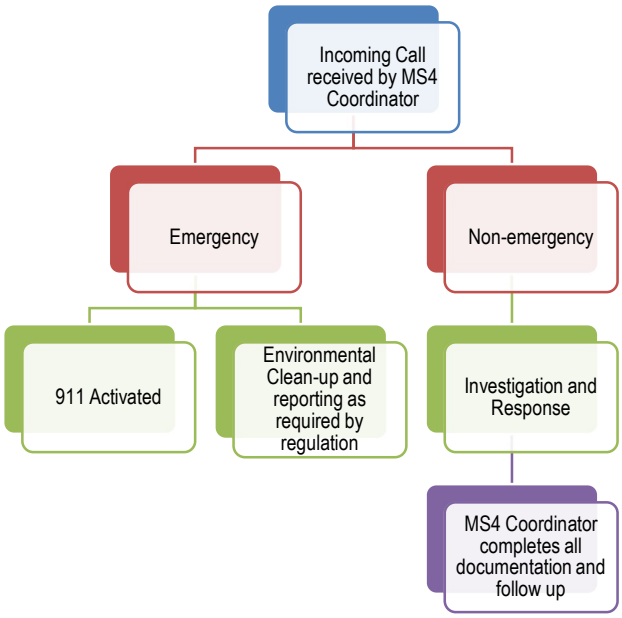
Stormwater management documents, PRPs, and MS4 Annual Status reports, are and will continue to be posted on the Township webpage for public use.

Any new ordinances, ordinance updates triggered through MS4 permit compliance, or major changes to the PRPs will be publicly advertised and the public will be afforded a review period for public comment prior to adoption of ordinance language or major PRP revision.

4.4.2 STORMWATER COMPLAINT PROCESS

When a resident or business contacts the Township with a stormwater-related complaint, the caller is directed to the MS4 Coordinator, who determines if the situation is an emergency or non-emergency. If the situation is emergency, emergency response personnel are activated. If the situation is not an immediate safety or health threat, the MS4 Coordinator investigates the situation and determines if an intervention is required. Responses can be:

1. The discharge is not illicit. No further action is required.
2. The discharge is illicit. The party responsible for the discharge is cited for a violation and required to clean it up. DEP is notified.
3. The discharge is illicit but is coming from a source beyond Middlesex Township's jurisdiction. The adjacent upstream municipality and DEP are informed.



The MS4 Coordinator documents the findings and responses and follows up with the complainant.

4.5 ENHANCEMENT OF EXISTING EDUCATION OPPORTUNITIES

As summarized in **Table 1: Target Audience Summary**, school students, municipal boards, municipal committees, and developers all have educational needs. Funding will continue to be provided to Letort Regional Authority to conduct outreach efforts, and the existing educational opportunities will continue and will be supplemented as opportunity arises. The bullet list below provides a synopsis of means and methods of education distribution to these groups.

- **School Students**: An existing ecology program, with emphasis on healthy clean water, is being taught by the Audubon Society (in collaboration with the Letort Regional Authority).
- **Municipal Boards and Committees**: Municipal boards and committees receive regular updates from municipal staff at their respective public meetings. Additionally, the municipal staff will continue to invite board and committee members to attend presentations offered to municipal staff, and copies of the presentations will be made available to interested municipal board and committee members unable to attend.
- **Developers**: The development community routinely meets with both staff and municipal boards and committees during the subdivision and land development process to formulate compliant site design. The face-to-face encounters offer ample opportunity to exchange information and ideas for stormwater pollution reduction and will be the primary method for stormwater management education.

5.0 COMBINED PUBLIC EDUCATION AND OUTREACH AND PUBLIC INVOLVEMENT AND PARTICIPATION PROGRAM SUMMARY

5.1 TARGET AUDIENCE

- The program to address MCM#1 and MCM#2 will focus on three key target audiences - municipal employees, residents, and businesses.
    - Other Audiences (school students, municipal boards, municipal committees, and developers) will capitalize on enhancement of existing educational opportunities.
- Adjacent municipalities do not require additional education at this time.

5.2 EDUCATIONAL METHODS AND MATERIALS

- Educational information will be transmitted through in-person presentations, the Township's webpage, newsletters, meetings, and special events.

5.3 PARTICIPATION OPPORTUNITIES

- Participation opportunities include public meetings, the stormwater complaint process, and ad hoc pollutant reduction activities stimulated through increased knowledge and awareness.

5.4 RESPONSIBLE PARTIES AND SCHEDULE

- The table on the following page summarizes the Middlesex Township plan for compliance to the MCM#1 and MCM#2 BMPs, the responsible party, and the activity planned by permit year.

5.5 INITIATIVES

The following initiatives will continue:

- Stormwater will continue to be a standing item at the Board of Supervisor meetings.
- The following trainings/presentations will continue to be offered:
    - General information for public meetings and staff
    - Specialized training for Office Staff
    - Specialized training for Field Personnel
- Website updates
- Two articles for newsletter annually

- Receive and respond to stormwater complaints.

5.6 SUBSEQUENT ACTIVITIES

- Review and update of initiatives, annually

Table 2: Combined Public Education and Outreach & Public Involvement and Participation Program Summary, located on the following page, illustrates how each of the plans, activities and programs correspond and comply with the requirements of the Middlesex Township MS4 Permit, including the responsible parties for each BMP and the anticipated schedule for development and implementation.

TABLE 2: COMBINED PUBLIC EDUCATION AND OUTREACH & PUBLIC INVOLVEMENT AND PARTICIPATION PROGRAM SUMMARY

MCM ID	BMP ID	BMP Description	Education Material or Participation Activity	Responsible Party	Year 1	Year 2	Year 3	Year 4	Year 5
MCM#1	1	Review PEOP and revise as necessary.	Combined PEOP-PIPP	Twp. Manager assisted by Twp. Consultant	!	!	!	!	!
	2	Review and update list of individuals or categories of groups that will be the focus of Township education and outreach activity.	List is included in Combined PEOP-PIPP	Twp. Manager	🗁	🗁	🗁	🗁	🗁
	3	The list of items published and content in these items will be reviewed, updated, and maintained annually. Items can include a newsletter, pamphlet, flyer, or website that includes general stormwater educational information, a description of the permittee's SWMP, and/or information about the permittee's stormwater management activities.	• Existing Newsletter will include a stormwater pollution reduction feature article two times a year. • Update Website Links	Twp. Manager and Administrative Staff	🗁	🗁	🗁	🗁	🗁
	4	Distribute stormwater educational materials using a variety of distribution methods (displays, posters, signs, presentations, bill stuffers, fact sheets, etc.)	• Annual in-person presentations • Hand-out literature	Twp. Consultant	🗁	🗁	🗁	🗁	🗁
MCM#2	1	Review PIPP annually and revise as necessary.	Combined PEOP-PIPP	Twp. Manager assisted by Twp. Consultant	!	!	!	!	!
	2	Advertise to the public, solicit public input, document and evaluate the public comments, and document responses to the comments on Stormwater Management Ordinance updates prior to finalization.	Consistent with the PA Municipalities Planning Code, Public Advertisements of all Municipal Ordinances are offered prior to ordinance enactment to provide time for public review and comment and such procedures will be included in in required MS4 Ordinances and Plans	Twp. Manager and Code Enforcement Officer	!	!	!	!	!
	3	Regularly Solicit participation from Target Audience Groups, including public reporting of suspected illicit discharges. Notice will be given in advance of each meeting or event. During the meeting or event, a summary of progress, activities, and accomplishments with implementation of the SWMP will be presented. Cooperation and participation in MS4 activities, presentations made to local watershed organizations and conservation organizations will be documented and reported. Public participation on SWMP implementation, including education activities or organized implementation efforts like monitoring or storm drain stenciling will be documented and reported.	• Phone-based Complaint and Response Plan for stormwater-related issues with emphasis on illicit discharge and construction site runoff. • Public meetings • Special events • Organized implementation efforts	Twp. Manager and Administrative Staff	🗁	🗁	🗁	🗁	🗁

🗁 Review and Update; **!** As needed