

**Official OPP Public Education and Outreach Program (PEOP)**

**Latest Revision/Review: 5/31/2016**

## Purpose

The Pennsylvania State University is working jointly with the Pennsylvania Department of Environmental Protection (PADEP) to reduce the quantity of stormwater and increase the quality of stormwater runoff. Parts of University Park are located within US Environmental Protection Agency (EPA) designated urbanized areas; and therefore the University is required to have a Small Municipal Separate Storm Sewer System (MS4) permit, which includes the development of a stormwater management program. The University Park Permit Number is PAI134807. Part of this program includes that each MS4 permittee develop a public education and outreach plan. What follows is the plan for University Park.

In the beginning years of the program, University Park followed the public education-planning format provided by the PADEP. It included target audiences, actions needed, responsible parties, etc. The University’s target audience consists of Faculty, Staff, Students, Contractors and Visitors to the Campus. However, because the University is a nationally recognized leader in higher education, research, and service the University’s target audience could be considered the entire Commonwealth of Pennsylvania. The University recognizes this impact and is striving to improve the field of stormwater management and its impact on water resources. This document is intended to meet the measurable goals of MCM1, BMPs 1 through 4.

**Target Audience**

Since Penn State University is different than typical municipalities, we converted the municipal audience types into the audiences that you would expect to have on campus. Additionally we consider the audience to be broken up into direct and indirect groups.

**Direct Audience**

* Physical Plant workers
* Students, faculty, and other University staff
* Athletics, Housing, and Research Groups at the University
* All contractors working on campus
* Visitors to Campus

**Indirect Audience**

* Local municipal partners and governmental organizations
* Local conservation groups
* Local consultants and developers
* State agencies
* State residents

It’s important to communicate the stormwater information to all direct audiences on campus, and any education to the indirect audiences while good is not required. Following an EPA inspection on September 2014, the University has created the additional distinction for employees as indicated below.

**Employees versus Population**

The University’s permit states: *“Develop and implement an employee training program that addresses appropriate topics to further the goal of preventing or reducing the discharge of pollutants from municipal operations to your regulated small MS4s. Any municipal employee or contractor shall receive training.”*

Where a Phase II municipality may have a handful of employees and limited property that would be covered under Minimum Control Measure 6, if interpreted literally it would apply to over 18,000 employees. When the University brought up the issue regarding the permit’s requirement to train “any employee” during the September 2014 meetings, the University was told by the Inspection Team that the University could “interpret” the meaning and define itself who needed to be trained and how. In other words, some employees could be considered population covered under MCM1. The University is still working on who to define as an employee and what level of training they require. However, in general, operational staff are considered employees and faculty, administrative staff, part time staff, etc. are considered general population. The University is continuously refining the definition of an employee under this MS4 permit.

**Educational Material and Distribution**

The following is a list of educational material, what audience is intended, and the frequency of the activity:

* **Courses taught by faculty:** direct student education, continuous and multiple.
* **Guest lectures in classes by University Stormwater Engineer:** direct student education, at least 2 per year.
* **Lectures to OPP staff by University Stormwater Engineer:** direct staff, as required.
* **Attendance of Utility Operations meetings by University Stormwater Engineer:** direct staff, at least quarterly.
* **Training sessions to consultants, developers, public by MS4 partnership:** annually.
* **Meeting of MS4 partners to pursue joint educational training:** indirect local audiences, annually.
* **University attendance of Conferences:** indirect potentially worldwide, continuous and multiple.
* **University publication in journals and magazines:** indirect potentially worldwide, continuous and multiple.
* **University Website:** direct and indirect all categories, continuous.
* **MS4 Partners Website:** direct and indirect all categories, continuous.
* **Ad in Daily Collegian Newspaper:** direct all categories and potentially indirect audiences too, annually.
* **Ad in the Centre Daily Times Newspaper:** indirect all categories and potentially direct audiences too, annually.
* **Penn State Stormwater Magazine:** direct and indirect all categories, try to update every 5 years, distribution continuous.
* **Print posters:** developed by others and use on campus and give out to local groups, MS4 partners, etc: direct and indirect all categories, try to maintain continuous supply, distribution continuous.
* **Spring Creek Watershed map:** indirect potentially Statewide, continuous (10,000 printed and housed at ClearWater Conservancy).
* **Stormwater tours:** direct to students, staff, and at request by others, as required.
* **Stormdrain medallion program:** all direct, continuous.
* **Student Stormwater Poster Contest:** direct student, one time but posters used continuously.
* **Sit on graduate student committee by University Stormwater Engineer:** direct student, as required.
* **School Folders:** indirect, four years planned initially.
* **Work with MS4 partners to sponsor activities through ClearWater Conservancy:** indirect, annually.
* **Publish University stormwater data:** all direct and indirect, continuous on website.
* **Updates to Oversight Committee:** direct, as required.
* **Childrens Stormwater Activity Book:** all direct and indirect, continuous on website.

Student and faculty newswires have been used in the past, but it is very difficult to do because of the way it’s controlled.