

Purpose

Millersville 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. Portions of the University are located within US Environmental Protection Agency (EPA) designated urbanized areas; therefore, the University is required to have a Small Municipal Separate Storm Sewer System (MS4) permit. The MS4 permit includes the development of a stormwater management program. This program requires that each MS4 permittee develop a *Public Education and Outreach Plan (PEOP)* which is detailed below.

The goal of the PEOP for Millersville University is to ensure that the target audience is educated about the impacts of stormwater discharges on water bodies and the steps that the public can take to reduce pollutants in stormwater runoff. Millersville University followed the public education-planning format provided by the PADEP. It included target audiences, actions needed, responsible parties, etc. Target audience includes faculty, staff, students, contractors and visitors to include special events and camp participants. 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

The campus audience types have been categorized into direct and indirect groups.

Direct Audience

- Facilities Management Department personnel
- Students, faculty and staff
- Athletics, Housing and Research Groups
- Contractors working on campus
- Visitors

Indirect Audience

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

The University's priority is to communicate the stormwater information and educate all direct audiences on campus. Collaboration with indirect audiences is a secondary initiative that the University will pursue.

Through campaigns conducted over the course of the MS4 permit cycle, target audiences will have multiple opportunities to learn about the high-priority water quality issues of the region in several different ways.

The reasoning behind choosing each of these issues and the proposed campaigns to target each issue are further described below.

Media Employed (Time Frame)	Extent of Message Distribution	Relevant Message
University website (July 2014 – updated as needed)	Open to both campus community and public	Pertinent reference material will reside on the webpage. Links to applicable governing agencies will be provided. University contact information will be provided.
Stormwater Educational Pamphlets (Various events throughout year – at least quarterly)	3,000 pamphlets annually	General storm sewer education. Awareness orientation to the campus outfalls. Impacts to the environment.
Stormwater Educational Flyers and Posters (Quarterly posting on University boards)	5,000 targeted audience	Rotating messages per quarter based on season. For example: cleaning storm drains during fall, moderating fertilizer usage in spring, road salt usage in winter, rain garden initiatives on campus, etc.
Housing Manual Article (Distribution to all resident students – quarterly)	2,000 resident students	General education and awareness. Prohibited activities.
Commuter and Employee Parking Permit Application (Initial application and every renewal year)	11,000 targeted audience	General education and awareness. Statements that owners must not knowingly operate vehicles that leak harmful fluids (oil, antifreeze, transmission oil, fuel, etc.) on campus.
Campus Notices – email (semiannual – Fall and Spring)	Entire targeted audience	
The Snapper (semiannual)	8,000 targeted audience	Specific stories about current initiatives such as new rain garden or educational materials.
Employee Orientation (Annually)	All new members to the campus community	General awareness and education. References and contact information.
Facilities Department Staff Meeting (weekly)	20	Discuss recent issues and significant rain events. Discuss lessons learned from events and

		incorporate corrective measures.
Pre-Construction Conferences (varies)	Varies	General awareness and education. Emphasis contract specifications sections specifically regarding stormwater management procedures and BMPs.
Camp Contract (varies)	Varies	Insert statement restricting certain activities that negatively impact the stormwater management procedures.
Professional Development/Conferences (Annual)	Facilities Management Department Representatives	Gain detailed information regarding stormwater management procedures.
Stormwater Inlet map and watershed map	Posted on website for easy reference	Intent is to refer to map(s) when evaluating projects to ensure proper BMPs are implemented during the planning phase.
Outside Consultant (Annual)	Facilities Management Department Representatives	Intent is to hear from external consultant/experts/regulatory officials on the current initiatives and evaluate our current program.

As necessary, Millersville University will adjust target audiences and messages to address any observed weaknesses or shortcomings in the public education and outreach program. Additional some educational materials have already been developed while others are being finalized.