

MS4 Public Education and Outreach Program (PEOP)

Purpose and Scope

West Chester University is working jointly with the Department of Environmental Protection (DEP) to reduce the quantity and increase the quality of stormwater runoff. This program will provide the opportunity for student groups and local organizations to have active involvement with our Multiple Separate Storm System (MS4) operation and help reduce the discharge of pollutants contained in stormwater runoff.

The goal of the PEOP for West Chester 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. West Chester University followed the public education-planning format provided by the PADEP. 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.

Requirements and Procedures

This program initiated the process for identifying and contacting the appropriate public groups on and near the West Chester University campus. The requirements are as follows:

BMP#1

- Develop, implement, and maintain a written PEOP.

BMP#2

- Develop and maintain lists in a document or a spreadsheet of target audience groups that are served by your stormwater system.

BMP#3

- Annually publish at least one issue of a newsletter, a pamphlet, a flyer or a website that includes:
 - General stormwater education information
 - A general description of your Stormwater Mitigation Plan (SWMP) and/or information about your stormwater management activities either in printed form or on municipal website.

BMP#4

- Distribute education materials and/or information to the target audience identified in BMP#2 using your choice of at least two distributions. Examples include:
 - Classroom integration of stormwater education
 - Displays, posters, brochures
 - Radio, local cable, newspaper
 - Presentations, conferences, meetings
 - Promotions/giveaways

Target Audience Groups

Public Education

| Who Are We Trying to Educate? | How Large is the Audience? | How Do They Receive Information? | What Organizations Focus on Them? | Strategies for Distributing Educational Materials to this Audience |
|-------------------------------|---|--|---|---|
| Faculty/Staff | 1,800+ | Orientation Department meetings Safety Committee meetings Social Media E-mail Phone WCU Website Storm drain markings Department Meetings Digital Displays | Various: This information is not required by employees to provide to their employer | <ul style="list-style-type: none"> • Through supervisors • Safety Committee Representatives • Digital Displays • Websites • E-mails • Union Stewards • Social Media |
| Students | 17,000+ | Website Orientation Resident Assistant Student Government QUAD student newspaper Storm drain markings Digital Displays Social Media | Various: This information is not required by students to provide to the university | <ul style="list-style-type: none"> • Orientation • Postings in building and residential halls • Storm drain markings • Word of mouth • Digital Displays • Website • Social Media |
| Contractors | Varies throughout the year Ranges from 0-100 workers | Project meetings Chester County Conversation District Borough/Township meetings | Regulators Contract office | <ul style="list-style-type: none"> • Project Meetings • Project manager oversight • EHS oversight |
| Visitors | Varies throughout the year | Storm drain markings on drains Websites Digital Displays Website Faculty and Staff | Various: This information is not required by visitors to provide to campus officials | <ul style="list-style-type: none"> • Website • Postings in buildings • Storm drain markings |

Contact:

For additional information, contact Environmental Health and Safety:

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