



## Public Education and Outreach Program (PEOP)

**Purpose:** State College Borough recognizes the benefit and importance of stormwater education and the need to develop an outreach program. This document shall be referred to as the official State College Borough Public Education and Outreach Program (PEOP). It will be used to develop the Public Education and Outreach tasks for each permit year.

### Identification of Target Audience:

Identifying the target audience(s) is important to the development of the Public Education and Outreach Program. The target audiences are noted as follows:

- Borough Home Residents
- Elementary School Students
- Middle School Students
- School Staff
- Business Owners
- Restaurant Owners
- Building Contractors
- Commercial and Residential Developers
- Land Development Design Professionals
- Land Development Contractors
- Borough Public Work Employees

In order to meet the educational requirements of the MS4 Permit, the Borough will perform some of the following tasks on a yearly basis while other tasks will be performed at least once per permit cycle.

### Yearly tasks and their associated target groups are as follows:

- Newsletter articles (minimum of two). Topics to include reminder of dangers of hazardous household chemicals, reporting any suspicious items in storm system, educational article on MS4 program. Primary target audience: Borough residents and business owners. Secondary Target Audience: Any member of the other groups that live in the Borough.
- Maintain the Borough's web site with Informational items on Stormwater. Primary Target Audience: Borough residents and business owners. Secondary Target Audience: Any member of the other groups that live in the Borough. Current items on the web site include:
  - DEP's "When it Rains it Drains"
  - Illicit Discharge "Take Charge of Illicit Discharge" Brochures for Borough Residents, Renters, Restaurant Owners, and Business Owners
  - Don't Let Stormwater Run Off With Your Time and Money
- Continue to financially support the Spring Creek Watershed Commission. The SCWC has monthly televised meetings that are broadcast several times each month. Meetings are

- watched by members of the development community as they want to keep abreast of any potential changes in stormwater control requirements. Primary Target Audience: commercial and residential developers, land development design professionals, land development contractors and residents.
- Financially support the annual Watershed Clean-up Day held in April of each year. Primary Target Audience: Borough residents and school age children.
- Distribute "When it Rains, It Drains", "Don't Let Stormwater Run Off with Your Time and Money" and "What is Stormwater" with zoning permit applications and construction contracts. Primary Target Audience: Building Contractors.
- Distribute "Taking Charge of Illicit Discharge" brochures to all restaurants within the Borough. Primary Target Audience: Restaurant Owners
- Distribute educational materials to the elementary schools. Primary Target Audience: Elementary School Children
- Financially support the Spring Creek Watershed Association and their Spring Creek Water Quality Monitoring project. Primary Target Audience: Land Development Professionals. Secondary Audience: Borough Residents.
- Continue to distribute (and purchase additional copies as needed) of the "Spring Creek Watershed Surface and Groundwater Boundary Map". Primary Target Audience: Borough residents. Secondary Target Audience: Visitors to State College Borough.
- Place a stormwater educational article in the local newspaper (the Centre Daily Times) Primary Target Audience: Borough residents. Secondary Target Audience: Newspaper readership outside of State College Borough.
- Provide yearly update to the public works employees of the importance of being alert for the detection of prohibited materials in the Borough's separate storm sewer system. This is performed at the yearly "Snow" meeting which is given to the public works employees each fall. Primary Target Audience: Public Works Employees

**Permit Cycle tasks and their associated target groups are as follows:**

- Rain Barrel Workshop: Workshop gives hands on experience on making a rain barrel and provides educational power point on illicit discharges into the municipal storm sewer. We have been doing this on a yearly basis but have had trouble obtaining barrels so we cannot commit to a yearly rain barrel workshop. Primary Target Audience: Borough residents.
- Act 167 revisions update. State College Borough will present a workshop detailing changes in the Act 167 Stormwater Management Plan and how they impact development. Primary Target Audience: Commercial and residential developers, land development design professionals, land development contractors.

Each year the Borough will assess the effectiveness of the tasks performed and adjust the PEOP, as appropriately.