



PUBLIC EDUCATION AND INFORMATION (PIE) PLAN

REVISED NOVEMBER 2019

INTRODUCTION

The Public Information and Education (PIE) Plan describes the education and outreach activities that University of Memphis (UofM) has planned to educate their public (staff, faculty and students) about stormwater quality. The PIE is a requirement of the State of Tennessee’s Small Municipal Separate Storm Sewer Systems (MS4) National Pollutant Discharge Elimination System (NPDES) General Permit. This PIE Plan outlines the education and outreach activities to be performed by UofM for the remainder of the MS4 permit period. UofM will assess the effectiveness of the public education and outreach activities annually with the compiling of the annual report information. Any modifications to the PIE Plan for the next year will be outlined in the annual report.

UofM has identified stormwater pollutant hot spot activities on campus and has targeted the PIE Plan activities to focus on those hot spots. Hot spots are:

- Food waste disposal
- Custodial waste disposal
- Landscape Services
- ERP Plan
- Storm drain identification plan

Both food services, some small construction activities and some custodial services are contracted out.

In addition to the hot spot focus activities, UofM is also focusing on general stormwater quality awareness and personal pollution prevention.

PIE GOALS

The following tables presents the PIE activities, general schedule, and activity owner for each activity.

Activity	Goal	Target Audience	Target Pollutants	Schedule	Owner
Mandatory training for Food Services supervisors including notice of disciplinary actions that can be taken for illicit discharges.	Educate contracted staff about: <ul style="list-style-type: none"> ▪ proper waste disposal procedures ▪ good housekeeping procedures ▪ cleaning of loading docks 	Food Service staff	Oil, Grease	December 2019 February 2020	Alton Simpson
Mandatory training for Custodial and Recycling Staff supervisors including notice of disciplinary	Educate contracted staff about: <ul style="list-style-type: none"> ▪ proper waste disposal procedures ▪ proper fluids storage and disposal procedures ▪ storm sewers and streams 	Custodial Services and Recycling Staff	All	December 2019 February 2020	Gina Neal

actions that can be taken for illicit discharges.	<ul style="list-style-type: none"> ▪ good housekeeping procedures 				
Mandatory training for all employees in Landscape Services and Motor Pool on Spill prevention, materials use and storage training. Include discussion on disciplinary actions that can be taken for illicit discharges.	<p>Educate staff about:</p> <ul style="list-style-type: none"> ▪ storm sewers and streams ▪ proper fluids storage and disposal procedures ▪ good housekeeping procedures ▪ pressure washing 	Landscape Services, Motor Pool	All	December 2019 March 2020	Joellen Dimond
Campus Newsletters	Educate staff, faculty and students about personal pollution prevention. E-newsletter, <i>This Week</i> , will contain general pollution prevention tips.	Students, Faculty, and Staff	All	October 2019 March 2020	Amelia Mayahi
Engage students in stream cleanups	In partnership with Memphis City Beautiful and Memphis River Warriors, the U of M will hold one stream cleanup in 2019-2020.	Students, Faculty, and Staff	All	2019-2020	Amelia Mayahi
Stormwater Awareness Web Page	Update web page on UofM website directed towards students, faculty and staff dedicated to awareness and education on stormwater topics.	Students, Faculty, and Staff	All	2020	Amelia Mayahi
Officially Adopt U of M ERP Plan.	Have the U of M ERP Plan officially adopted as a policy. Currently still in draft form and waiting on adoption.	Contractors	All	2020	Amelia Mayahi
Label all storm drains for better identification	Have all storm drains labeled with a number, so that each drain can be better identified when an incident occurs.	All	All	2020	Amelia Mayahi

PIE EFFECTIVENESS

Planned PIE Activities				
Year 1	Measureable Goal	Form of Documentation	End of Year Totals	Notes on Effectiveness
Continue to engage students, staff and faculty in annual stream cleanup	Number of events	Flyers/Announcements	6	Amount of events sufficient
	Percent of campus population involved	Attendee list/Sign In Sheets/Photos	25%	25% of campus were reached through promotional items, but still difficult to determine the impact.
Provide training to all new food service, custodial, motor pool and grounds staff as part of onboarding process.	Number of attendees	Attendee list/Sign In Sheets	240 Physical Plant and Dining Service employees	Sufficient # of Physical Plant employees reached through training. Possibly train employees with focus on their individual areas on next
	Tracking of complaints regarding improper disposal and/or application	Complaint reports		6 Complaints were via e-mail. Need to promote the use of the illicit discharge reporting form for more formal documentation.
Update Stormwater Website to advertise volunteer opportunities and events as well as and provide info on stormwater-related topics	Track count of webpage hits	web tracker	0	web tracker not yet installed. Need to install and update website more often.
Conduct campus-wide survey both at the beginning and end of school year to gauge stormwater awareness on campus	Percent of correct answers	Survey results	0	No survey pertaining to storm water was conducted this year.
Distribute semiannual campus-wide emails providing education on stormwater-related topics	Tracking of stormwater-related complaints	Complaint reports		6 Complaints were via e-mail. Need to promote the use of the illicit discharge reporting form for more formal documentation.
Year 2	Measureable Goal	Documentation	End of Year Totals	Notes on Effectiveness
Continue to engage students, staff and faculty in stream cleanups		Flyers/Announcements	5 events	Amount of events sufficient
	Percent of campus population involved	Attendee list/Sign In Sheets/Photos	20 - 25% of campus involved	20 - 25% of campus were reached through promotional items, but still difficult to determine the impact.
Provide training to all new food service, custodial, motor pool and grounds staff as part of onboarding process.	Number of attendees	Attendee list/Sign In Sheets	131 Physical Plant employees	Sufficient # of Physical Plant employees reached through training. Possibly train employees with focus on their individual areas on next
	Tracking of complaints regarding improper disposal practices	Complaint reports	3 complaints	Complaints were via e-mail. Need to promote the use of the illicit discharge reporting form for more formal documentation.
Update Stormwater Website to advertise volunteer opportunities and events as well as and provide info on stormwater-related topics	Track count of webpage hits	web tracker	0	web tracker not yet installed. Need to install and update website more often.
Conduct campus-wide survey both at the beginning and end of school year to gauge stormwater awareness on campus	Percent of correct answers	Survey results	0	No survey pertaining to storm water was conducted this year.
Distribute semiannual campus-wide emails providing education on stormwater-related topics	Tracking of stormwater-related complaints	Complaint reports	3	Complaints were via e-mail. Need to promote the use of the illicit discharge reporting form for more formal documentation.
Install markers on identified outfalls and inlets	Percentage of planned inlets marked	Photos/Spreadsheet	0	This project is still in planning phase.
Year 3	Measureable Goal	Documentation	End of Year Totals	Notes on Effectiveness
Continue to engage students, staff and faculty in stream cleanups	Number of events	Flyers/Announcements		
	Percent of campus population involved	Attendee list/Sign In Sheets/Photos		
Provide training to all new food service, custodial, motor pool and grounds staff as part of onboarding process.	Number of attendees	Attendee list/Sign In Sheets		
	Tracking of complaints regarding improper disposal practices	Complaint reports		
Update Stormwater Website to advertise volunteer opportunities and events as well as and provide info on stormwater-related topics	Track count of webpage hits	web tracker		
Conduct campus-wide survey both at the beginning and end of school year to gauge stormwater awareness and attitude on campus	Percent of correct answers and/or positive opinions	Survey results		
Distribute semiannual campus-wide emails providing education on stormwater-related topics	Tracking of stormwater-related complaints	Complaint reports		
Install markers on identified outfalls and inlets	Percentage of planned inlets marked	Photos/Spreadsheet		