

Rock River Stormwater Group 2010 Education & Outreach Work Plan

New Targeted Initiatives				
Goal	Audience	Pathways/Activities	Accomplished/Evaluation/Measurables	2009-10 E&O Plan
<p>Goal 1: Homeowners will know their municipality's leaf collection policy and follow that policy. They will also not put grass clippings into the street.</p>	<p>Homeowners/renters—specifically the member of the household doing yard chores Secondary—small business land owners</p>	<p>1. Seasonal Media Blitz customized for each municipality, possible media outreach activities include: - Newspaper articles with simultaneous ads - PSA - Church bulletin announcements with ads 2. Separate webpage on site with specific municipal procedures 3. Targeted door hanging project. With member help, ID a few specific neighborhoods/streets that have been highly in compliant or a specific collection route that we can target. Possible evaluation methods could be either questioning a collection crew or by “driving along,” we will be able to collect hard data and tangible results. 4. \$\$\$ - Additional project contingent on funding—Poster with tear-off reminder cards to be placed in gas stations and</p>	<p>Leaf Press Release, October 25th PSA sent to 6 radio stations **see attached program evaluation below</p>	<p>13, 14</p>

<p>Goal 2: Erosion control laws will be followed in all construction</p>	<p>Developers/designers— whoever is on the hook if fined Secondary— construction professionals. Information designed to pass along through the developers</p>	<p>home improvement centers with proper leaf collection information. Planning and research for implementing this project in 2011 initiated in 2010. 1. In City Hall/Building Departments, where permits are handled, there will be a small poster/flyer announcing new information and introducing the Erosion Control Packet. This will include overall planning information on the covers and can be customized with fact sheets, erosion control guides, contact information, etc. 2. Seasonal direct e-mails/mailings that include any changes to technical standards. 3. Presence at Builders Association Meetings— Activities could include Involvement in home shows, monthly newsletters or educational events. If possible, create and give a presentation to this group with the DNR. 4. \$\$\$- Additional project contingent on funding— Professional development workshops</p>	<p>New factsheets created, silt fencing and snow removal Cover letter/intro for developer packet of BMP factsheet Attempted outreach to Builders association. Worked with Wisconsin Ready Mixed Concrete Association on concrete outreach project</p>	<p>22</p>
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<p>Goal 3: Residents will recognize and report illicit discharges.</p>	Residents	<ol style="list-style-type: none"> 1. Updated and specific illicit discharge information on website 2. Newspaper article 3. Possible free PSA 	<p>New illicit discharge webpage</p> <p>Article distributed to members and press release August 2010</p>	2
	Restaurants	<ol style="list-style-type: none"> 4. Letter to local restaurants 5. Look into opportunities through Chambers of Commerce—newsletters, hospitality committees at which we can give a presentation 	<p>Letter and Poster to 183+ local restaurants, sent winter 2010</p>	23
	Concrete companies	<ol style="list-style-type: none"> 6. Direct outreach to companies. Look into magnets or other item that would be kept in the cement trucks 	<p>213 Letter, Brochure and stickers distributed to 11 companies by RRSg members. Additional 300 materials sent to 12 companies.</p>	23
<p>Goal 4: Municipal staff will have an understanding of construction site BMPs and common stormwater problems.</p>	Municipal Staff	<ol style="list-style-type: none"> 1. Workshop (Free) that will be designed for staff, including presentations and a plan review practice session. 	<ol style="list-style-type: none"> 1. Two, two hour workshops, April 13, 29 attended Watertown, 30 in Janesville. Presentations by WDNR and AECOM engineer about municipal operations and illicit discharges to identify and prevent. <p>Transformed Powerpoint presentations into information booklets given to all of the municipal staff attendees. Put the booklet on the website too.</p>	8
	Elected Officials	<ol style="list-style-type: none"> 2. Powerpoint presentation that can be given to new elected officials, public works departments and other municipal stakeholders. 	<ol style="list-style-type: none"> 2. Meeting May 13th, 25 attendees, 11 non-RRSG members. Presentation about the RRSg, and the importance and need for stormwater regulations by Jim Bachuber (AECOM). Handouts distributed about the RRSg work and Water Star Program 	

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<p>Goal 5: Establish public participation activities in all MS4 communities</p>	<p>Public Groups Municipal Staff</p>	<p>1. Promote available stormdrain stencil kits on website and in a media release 2. Post Information on volunteer monitoring on the website 3. \$\$\$- Additional project contingent on funding—Municipalities will provide assistance to local groups interested in stream/lake clean-ups. At least two municipalities will be lead sponsors of stream clean-ups. All municipalities will promote area clean-ups</p>	<p>1. Stormdrain stenciling with 30+ students for Make a Difference Day in Whitewater. 2. Additional information posted about stream monitoring opportunities</p> <p>Additional Activities Rebecca Dill gave two classes at UW Ext 45 minute presentations on stormwater, the RRS&G, and how they can participate. For Make a Difference Day, R. Dill worked with UW&W and City to build a raingarden, outreach included press releases and articles in local papers.</p>	<p>1 29 30</p>
<p>Goal 6: Provide information on stormwater issues</p>	<p>Public Media Outlets</p>	<p>1. Quarterly Rock River Reflections articles will be written and issues distributed to municipalities. 2. Four additional newsletter articles will be written and distributed to members and press. 3. 2009 articles will be formatted to send as press releases when appropriate 4. Permittees will maintain RRS&G stormwater materials in public locations. Additional UW&E&DNR materials will be available in public places and</p>	<p>1. 6 articles written for RRR 2. 2010 Articles:- Illicit discharges, leaf collection, grass clipping. 3. Press releases for above articles, 2 public workshops, and two releases for the UW Whitewater Make a Difference Day program</p>	<p>2, 5, 6, 13, 16 3 24</p>

		<p>as links on the website.</p> <p>5. 2 New fact sheets, including one for facility managers regarding snow removal</p> <p>6. Possible additional outreach materials TBD addressing larger issues: sequencing, plan development, how to follow plan, and how to best inspect</p>	<p>5. Two factsheets: Silt Fencing and snow removal</p>	
<p>Goal 7: Maintain website with information for residents and professionals</p>	<p>Public Professionals</p>	<p>1. Events calendar will be updated monthly</p> <p>2. Professionals page will be expanded to include fact sheets and other materials created by EC.</p> <p>3. When relevant to website information, links to newsletter articles, UWEX publications and other stormwater campaigns will be added</p> <p>4. Information on shorelines and stream banks will be added</p> <p>5. External resources will be added to website for more detailed information</p>	<p>1. Yes</p> <p>2. Includes all factsheets and mun. staff booklet</p> <p>4. Oconomowoc streambank program promoted</p>	<p>1, 4, 12, 13, 16, 19</p> <p>15</p>
<p>Goal 8: Provide workshops, presentations, and other training opportunities (See goal 4)</p>		<p>1. Each municipality will insure that at least 6 presentations/briefings are provided annually by themselves, the RRSWEC or other local basin groups</p> <p>2. Sustainable backyard</p>	<p>Backyard workshop – Janesville 2 municipal staff workshops, 59 attendees</p> <p>Elected official workshop, 25 attendees, 11 visitors</p> <p>6 attendees Raingarden workshop – Beloit August 5, 3 newspaper articles written, and three requests for additional workshops from local groups.</p>	<p>8, 13, 16</p> <p>17</p>

		<p>workshop to be held in spring 2010, rain garden workshop summer 2010</p> <p>3. \$\$\$- Additional project contingent on funding— establish plant discount or rain barrel purchasing programs</p> <p>4. RRSg members, the RRSWEC and RRBE will promote training opportunities, developed by others, including snow removal and salt for construction or stormwater professionals</p> <p>5. Each municipality will encourage their elected officials to participate, when appropriate, in events and workshops</p>	<p>2. 12 attendees, presentations by Suzanne Wade and Amy Joyce of Healthy Communities Project</p> <p>4. E-mails distributed to RRSg list serve about regional workshops, including Madison and Milwaukee programs Website homepage includes local, public events monthly, including events in the RR basin update e-mails</p> <p>5. Letters written to all member communicates to elected officials and administrators to participate in May RRSg meeting in Jefferson.</p>	<p>22, 25</p> <p>28</p>
Media Hits			<p>Raingarden workshop Milton Article Janesville Gazette Make a difference day Whitewater and Jefferson Union</p>	

Rock River Stormwater Group: Leaf Campaign

Date: Fall 2010 (leaf pick up = November 1 – 14, 2010)

Purpose of Campaign: To educate the community about proper leaf disposal in an effort to keep storm drains clear and unclogged.

Plan: The Rock River Stormwater Group (RRSG) is a coalition of municipalities, state agencies and community groups. As a unified group of organizations, this coalition helps cities and towns comply with Wisconsin’s clean water laws and creates a strong infrastructure to educate the community about stormwater and what we can do to protect our rivers and streams for future generations. The RRSG identified leaf debris as one target issue to address in their 2010 plan. We chose to focus on media and community outreach with the homeowner audience in mind, using church and congregation bulletins for example. We also identified that one of the major barriers people may face is that they simply do not know, or remember in detail what they are supposed to do with their leaves since each municipality has a slightly different collection method. That led us to create a very simple, very bright, laminated sign that the municipal street department can post on trees and light polls. This sign was printed on an 8.5 x 11 paper so can be easily replicated by other municipalities. Because it was posted by the municipality, we decided to use a regulation and fine motivation rather than trying to explain the connection between leaves, stormwater drains, and nutrient pollution:

LEAF

PICKUP

November 1-14, 2010

Rake leaves to the terrace--**DO NOT** put in the street

Separate branches and tree limbs.

Violators face fines up to \$1,000.

Media Outreach: Congregation bulletins, PSAs, press release, article in local newsletters, flyers posted in designated neighborhoods, webpage with municipal-specific codes.

Budget:

Media creation and distribution:	14 staff hours, communications staff
Leaf signage and evaluation time:	6 staff hours posting and removing sign, municipal department 2 staff hours drive-by evaluations, municipal engineer
Materials: 90 laminated signs	\$ 60.00
Approximate total cost (estimating \$100/hour staff time)	\$ 2260.00

Results: Two areas were designated in Fort Atkinson, WI: one to display signs detailing leaf pick up rules and another area without signs to monitor resident actions and whether they follow leaf pick up and disposal guidelines. In the area with signs, which encompassed an area including 202 houses, 116 homes raked their yard during the survey period with 87% (96 homes) of homes compliant with city regulations. Of the residents that raked their yards during the survey period, only 17% (20 homes) of homes were non-compliant with city regulations. In areas of Fort Atkinson where signs were not posted, which covered an area with 267 homes, 128 homes raked their yard during the survey period with 57% (73 homes) compliant with city regulations. Of those that raked their yard during the survey period, 43% (55 homes) of homes were non-compliant with city regulations.

	# of HOMES	# of HOMES RAKED	COMPLIANT	NON-COMPLIANT	NOT RAKED
AREAS WITH SIGNS	202	116	96	20	86
		57% of total	83% of raked yards	17% of raked yards	42% of total
AREAS WITHOUT SIGNS	267	128	73	55	139
		48% of total	57% of raked yards	43% of raked yards	52% of total