

## Rock River Basin Stormwater Group 2011 Draft, November 30, 2010

### Education and Outreach Plan by Permit Section

**Audiences:**

- General Public
- Homeowners, Landlords and Small Business Owners (managers of less than 5 acres of lawn and with small areas of imperviousness)
- Consultants, Developers, Home Builders and Contractors (construction professionals)
- Municipalities and Municipal Staff
- Elected Officials
- Managers of Large Facilities

Audience	Activities	Potential Pathways, messengers and/or messages	Measures of Success
<p><b>2.1 Public Education and Outreach - The permittee shall implement a public education and outreach program to increase the awareness of storm water pollution impacts on waters of the state to encourage changes in public behavior to reduce such impacts. The program shall establish measurable goals and, at a minimum, include the following elements:</b></p>			
<p><b>2.1.1 Promote detection and elimination of illicit discharges and water quality impacts associated with such discharges from municipal separate storm sewer systems.</b></p>			
<p>Industrial operators/carpet cleaners or other target audience based on research</p>	<ul style="list-style-type: none"> <li>• Distribute DNR small business publications to business and industrial parks</li> <li>• Promote DNR small business evaluation tool</li> </ul>	<p>Business managers Business park managers</p>	<ul style="list-style-type: none"> <li>• # of other stormwater groups talked to</li> <li>• # of businesses reached</li> <li>• # of materials distributed</li> </ul>



	Municipal Staff	Municipalities hold internal in-field, individual consultations and lessons as needed	Municipal staff, supervisors, or engineers	• # of meetings held

**2.1.2 Inform and educate the public about the proper management of materials that may cause storm water pollution from sources including automobiles, pet waste, household hazardous waste and household practices.**

	General public	Newspaper press releases	Topics: Pet waste, car care	• # of releases sent
	Small business restaurants	Evaluate use of poster	Mailed survey to restaurants	• # of surveys sent and returned
	General public	Promote storm drain stenciling	Citizen groups	• # of groups stenciling
	Student group	Possible video competition in collaboration with UWW, PSA creation. Look into this or other collaborative projects with UWW	Student groups	• # of students participating in RRSg programs

**2.1.3 Promote beneficial onsite reuse of leaves and grass clippings and proper use of lawn and garden fertilizers and pesticides.**

	Homeowners	<ul style="list-style-type: none"> <li>• Duplicate effective measures from 2010 campaign, including sign posting, church bulletins</li> <li>• Focus on grass clippings. Press release, newsletter article, possible mower sticker project and PSAs</li> <li>• Yard workshop</li> </ul>	<ul style="list-style-type: none"> <li>• Chop it up and let it lie</li> <li>• Collaborate with a library, garden club, or other existing group. Include lawn, composting, and other yard care topics</li> </ul>	<ul style="list-style-type: none"> <li>• Increased use of street signage or other posting method</li> <li>• Increased # of yards complying with leaf and grass regulations</li> <li>• Workshop with 30+ attendees</li> </ul>
	Homeowners	Workshop described above and outreach on using compost based on research of other programs	<ul style="list-style-type: none"> <li>• Community groups</li> <li>• Environmental committees</li> </ul>	<ul style="list-style-type: none"> <li>• # of people receiving compost message</li> </ul>

**2.1.4 Promote the management of streambanks and shorelines by riparian landowners to minimize erosion and restore and enhance the ecological value of waterways.**

Shoreline property owners	<ul style="list-style-type: none"> <li>Keep website updated with new information</li> <li>Promote workshops held by others, like counties for example</li> </ul>	Website	# of workshops promoted by # of members
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Audience	Activities	Potential Pathways and messengers, messages	Measures of Success
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**2.1.5 Promote infiltration of residential storm water runoff from rooftop downspouts, driveways and sidewalks.**

Internal RSSG	Conduct a feasibility study - Research, gauge interest in rain barrel and plant subsidy program. Review other town's programs and local resources		<ul style="list-style-type: none"> <li>Report delivered and used for 2012 plan</li> </ul>
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Homeowners	Disconnect downspout outreach campaign	<ul style="list-style-type: none"> <li>Flyer in home and garden stores or other public locations</li> <li>Topic for article and separate press release</li> <li>Create materials/demonstration that can be used in all workshops</li> </ul>	<ul style="list-style-type: none"> <li># of flyers distributed</li> <li># of articles picked up in papers</li> </ul>
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**2.1.6 Inform, and where appropriate, educate those responsible for the design, installation and maintenance of construction site erosion control practices and storm water management facilities on how to design, install and maintain the practices.**

Developers	<ul style="list-style-type: none"> <li>2 new fact sheets, topics could include sequencing, plan development, how to follow plan and how to best inspect</li> <li>Continued use of developer materials including field guide, factsheets and folders</li> </ul>	<ul style="list-style-type: none"> <li>Municipal permit departments</li> </ul>	<ul style="list-style-type: none"> <li># of members using factsheets</li> <li># of field guide distributed</li> </ul>
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	Facility managers and maintenance staff Facility owners Homeowner associations that manage basins	<ul style="list-style-type: none"> <li>How to maintain long term storm water facilities campaign</li> </ul>	<ul style="list-style-type: none"> <li>Brochure or other material about maintaining</li> <li>Use or adapt UW Extension factsheet</li> <li>Mailing or postcard to facilities – possible a mail-back postcard (Madison example)</li> </ul>	<ul style="list-style-type: none"> <li># brochures distributed</li> <li># managers or owners talked with</li> </ul>	
<b>2.1.7 Identify businesses and activities that may pose a storm water contamination concern, and where appropriate, educate specific audiences on methods of storm water pollution prevention.</b>					
	See 2.1.1				
	Multiple businesses and private audiences	<ul style="list-style-type: none"> <li>Generic and customized courtesy ticket/citation</li> <li>Work with members, and survey other municipal enforcement staff for needs</li> </ul>	<ul style="list-style-type: none"> <li>Links to local ordinances and place to write in a note, what they should be doing.</li> <li>Can be used for homeowners, concrete drivers, restaurants, etc.</li> </ul>	<ul style="list-style-type: none"> <li># of members using tickets</li> <li>Reduction in violation citation</li> </ul>	
	Internal RSSG	<ul style="list-style-type: none"> <li>Research other stormwater groups successes and outreach to identify and remove cross connections</li> </ul>			
	Contractors/small project workers	Concrete washout requirements education	RSSG members and inspection staff		
	Professionals	RSSG members, the RSSWEC and RRBE will promote training opportunities, developed by others, including snow removal and salt for construction or stormwater professionals	RSSG members	<ul style="list-style-type: none"> <li># opportunities promoted</li> </ul>	
	Municipal elected officials and administrators	Each municipality will encourage their elected officials to participate, when appropriate, in events and workshops			

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<b>2.1.8 Promote environmentally sensitive land development designs by developers and designers.</b>			
Developers and designers	<ul style="list-style-type: none"> <li>• Create materials on “green infrastructure” and other sensitive designs to distribute when applicable</li> <li>• Add smart growth information to website</li> </ul>	Factsheets including messages with financial benefits, economic case studies	<ul style="list-style-type: none"> <li>• # of materials distributed</li> <li>• # of sensitive designs used</li> </ul>
<b>2.2 Public Involvement and Participation</b> The permittee shall implement a program to notify the public of activities required by this permit and to encourage input and participation from the public regarding these activities. This program shall include measurable goals for public involvement and participation and comply with applicable state and local public notice requirements.			
Public	<ul style="list-style-type: none"> <li>• Quarterly Rock River Reflections articles written and issues distributed to municipalities.</li> <li>• Four additional newsletter articles written and distributed to members and press. Articles formatted to send as press releases when appropriate</li> <li>• Permittees maintain RRRSG stormwater materials in public locations. Additional UWEX/DNR materials available in public places and as links on the website.</li> <li>• RRRSG members support other environmental groups when</li> </ul>	Other environmental groups doing monitoring and stream	<ul style="list-style-type: none"> <li>• # of articles published in local papers</li> </ul>

		possible to build their capacity	restoration	
Public/Developers		<ul style="list-style-type: none"> <li>• Events calendar regularly updated</li> <li>• Professionals page with fact sheets and other materials created by EC.</li> <li>• When relevant to website information, links to newsletter articles, UWEX publications and other stormwater campaigns will be added</li> </ul>	<ul style="list-style-type: none"> <li>• Website</li> </ul>	Website maintained

Additional

Collaboration Project – Biodiversity Project research compiling public opinion research

Research and network with other stormwater groups. Conduct a needs assessment of what they would find most helpful in collaboration. Place to share past successes and projects, annual meetings, annual planning collaboration?

2012 Ideas

Re-mail/update concrete

Re-do municipal workshop – ID illicit discharge

Municipal rain barrel implementation

Waste management outreach