

Rock River Stormwater Group 2009 Proposed Education & Outreach Work Plan

This work plan is based on the Rock River Stormwater Group 2009-2010 Education and Outreach Plan. It includes the specific expectations for actions and products to be accomplished in 2009

Below are annual project goals with accompanying activities and responsibilities of permittees, as this document is being developed to meet permit requirements. However similar services will be provided to, and by, other paying municipal members. It is expected that partners will also assist with the implementation of activities. However, since this work plan is focused on meeting permit requirements, others are not included except for the UW-Extension Rock River Basin Educator who has committed to assist in program implementation.

The term municipality is used throughout the document and refers to all permittees including the University of Wisconsin-Whitewater, however due to their unique situation; they will only be expected to accomplish those items applicable to their situation. Individual permittees may choose to modify specific activities if it does not follow municipal policy, or they have an alternative strategy. They will make this clear in their individual work plans, and will communicate these adjustments with the group.

Abbreviations

RRBE = University of Wisconsin Rock River Basin Educator for Natural Resources

RRSG = Rock River Stormwater Group

RRSWEC = Rock River Stormwater Education Coordinator

Goal 1: Establish public participation activities in all MS4 communities

Activity 1 Storm drain stenciling or marking programs will be promoted in each municipality. (EO Plan # 1)
The RRBE will maintain ten stormdrain stenciling kits, stencils and white latex paint and door hangers. (Paint will only be provided until current supply is depleted.)

Municipalities must promote the program via a media release and by having materials about the program available for interested publics. They must also work with the groups or individuals who are interested in stenciling to insure that all permits and/or approvals are acquired. They will also work with the groups to identify appropriate locations for storm drain stenciling. It will be the responsibility of the participating groups to reserve and arrange for pick-up and return of equipment. Municipalities can choose to develop and maintain their own stormdrain stenciling kits. The municipalities are asked to provide pictures and information about their results to the RRBE.

Activity 2 Municipalities will maintain information on local volunteer monitoring efforts and promote them where appropriate. Monitoring fact sheets and brochures will be distributed to municipalities by the RRBE. Municipalities will also identify priority monitoring locations. (EO Plan # 29)

Activity 3 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. (EO Plan # 30)

Goal 2: Provide information about stormwater issues and concerns to media outlets, in municipal newsletters, on portal website and in brochures or fact sheets.

Activity 1 Monthly, seasonal media releases will be developed by the RRSWEC and RRBE and provided in two formats, as a media release and in a ready to print 8.5 x 11 newsletter article with integrated graphics. Each RRSG member will provide the appropriate staff contact for this information to the RRBE and RRSWEC. (EO Plan # 2, 5, 6, 13, 16)

Municipalities are responsible for reviewing and commenting on draft articles, they will add localizing information if needed and will submit it to municipal media outlets. Municipalities will also

write and distribute locally articles appropriate to any ordinances, programs or requirements not included in the supplied articles. (EO Plan # 14)

It will be distributed by RRBE or the RRSWEC to non RRSB media outlets.

The RRSWEC will let local group know about the articles and encourage groups to utilize them in their newsletters. The permittees are responsible for getting contact information for their local groups to the RRSWEC.

Topics and potential months of release (produced at least three months earlier to get into appropriate newsletters)

Salt and alternative deicing compounds	January 2009
Stormwater basics	February 2009
Illicit discharges and stormdrain stenciling or Plan your spring fertilizing plan now)	March 2009
Reduce runoff – rain gardens and rain barrels or Earth Day Actions	April 2009
Springtime homeowner tips	May 2009
Pet waste management	June 2009
Summer lawn care, lawn watering	July 2009
Introducing the RRSB and educational opportunities	August 2009
Managing leaves and yard waste	September 2009
Household hazardous waste management	October 2009
Groundwater and/or shoreline management	November 2009
Green giving – municipal efforts summary (or repeat salt)	December 2010

Other possible articles: promotion of monitoring or stream clean-ups, impacts of last year's flooding

- Activity 2 The permittees will maintain existing UWEX/DNR stormwater materials in their municipal building or other public locations. They will utilize the provided order form to request additional or replacement materials from the RRBE with enough to time to arrange for pickup at the UWEX Jefferson County. (EO Plan # 3, 13, 16)
- Activity 3 Municipalities will place appropriate local stormwater information on their municipal website which will include a link to the basin portal website. The basin portal website will have information on lawn care practices, rain gardens, rain barrels, pet waste, etc. The portal website will be maintained by the RRSWEC with assistance from the RRBE. (EO Plan # 4, 12, 13, 15, 16, 19)
- Activity 4 The RRSWEC will, along with municipal help, provide local cable stations with quality storm water DVD's. The RRSWEC will send stations reminders about seasonally appropriate programs at least 3x per year. (EO Plan # 7, 13, 16)

Goal 3 Provide workshops, presentations or other training opportunities to targeted groups and the general public

- Activity 1 Each municipality will insure that at least 6 presentations/briefings are provided annually by themselves, the RRSWEC or other local/basin groups. (EO Plan # 8, 13, 16)
- Activity 2 A construction site erosion workshop will be developed and held by the RRSB, with at least 40 participants. (EO Plan # 20)
- Activity 3 The RRSB will sponsor at least 2 rain garden or sustainable backyard workshops with at least 30 participants. The local sponsor, the RRSWEC and RRBE, along with local partners, will develop and implement the workshops. All RRSB members will promote the workshops. (EO Plan # 17)
- Activity 4 RRSB members, the RRSWEC and RRBE will promote training opportunities, developed by others, for construction or stormwater professionals via email and by direct mail for those professionals without email. (EO Plan # 22)
- Activity 5 RRSB members, the RRSWEC and RRBE will promote facility management and snow removal workshops to staff and local businesses. (EO Plan # 24)
- Activity 6 RRSB members, the RRSWEC and RRBE will promote training opportunities, developed by others, to local groups and citizenry by mass media or email. (i.e. rain garden workshops, shoreline restoration tours) (EO Plan # 17)

Activity 7 Each municipality will encourage their elected officials to participate, when appropriate, in events and workshops. (EO Plan # 28)

Goal 4 Outreach at events and in community locations will occur in each community

Activity 1 Each community will identify 1-3 events annually to display a stormwater poster or booth, they will notify the RRSWEC of their need and the requested display. The RRSWEC members will work with the RRSWEC and partners to have municipal staff, RRSWEC or volunteers at the booths as appropriate to the situation. (EO Plan # 9, 13, 16)

Each municipality will also post a display with handouts at a community location at least once in 2009. (EO Plan # 9, 13, 16)

Activity 2 The RRSWEC and RRBE working with the RRSWEC members will develop a list of desired displays and existing displays. From the list of desired displays, at least one new display will be developed in 2009. (EO Plan # 9, 13, 16)

Goal 5 Provide construction professionals with information on requirements and municipal expectations

Activity 1 Each municipality will inform local construction professionals on any changes to performance or technical standards. (EO Plan # 22)

Activity 2 The RRSWEC, working with the RRSWEC members will provide seasonal reminders of key practices in person, by letter or via email. (EO Plan # 22)

Activity 3 Each municipality will maintain a checklist, flow chart, and/or fact sheet for developers, contractors, landowners, and consultants on how the municipality handles permit review. (EO Plan # 21)

Goal 7 Develop and promote demonstration sites of key BMP's.

Activity 1 At least 2 new BMP demonstration sites will be identified in 2009 and implemented in 2010. All existing demonstration sites will be cataloged, including rain gardens, shoreline restorations, rain barrel/rain harvesting, detention basins, porous pavement etc. Write-ups will be begun on existing sites for inclusion on the webpage; specifics on what will be included in the write-ups will be developed by June 2009. (EO Plan # 11, 13, 16)

Goal 8 Provide stormwater education opportunities to teachers and youth education

Activity 1 The RRSWEC portal page will maintain weblinks, documents or information on environmental action projects for youth, community groups or college students to implement. The municipalities will provide explanations about what the projects entail and basic information about the project. They will also provide local information about the actions being discussed. If they can't answer questions, they will refer the group to the RRSWEC for assistance. (EO Plan # 12)

Activity 2 The RRBE will provide to interested schools copies of the Stormwater Curriculum and Rain Garden Sampler. (Not in plan)

Actions listed in the RRSWEC 2009-2010 Education & Outreach Plan not included in the 2009 Work Plan are: 10, 18, 23, 24, 25, and 26. These will be in the 2010 work plan.