

Rock River Basin Stormwater Group 2008 Education Plan

#	Rank	Action	Completed by	Expected outcome	Short-term measureable indicators
<p>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:</p>					
<p>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.</p>					
1.		Post existing UWEX/DNR stormwater materials in municipal building or other public locations.	Municipalities, UWEX BE	Residents and professionals will have easy access to storm water information and will ultimately adopt BMP's.	<ul style="list-style-type: none"> a) All municipalities will identify staff person to organize and maintain materials, ordering replacements as needed, and to develop and maintain the website. b) Number of pieces distributed c) Local publicity efforts.
2.		Local information posted on stormwater on municipal website with link to basin portal website which will have information on lawn care practices, rain gardens, rain barrels, pet waste household practices, etc.	UWEX BE, Municipalities, I&E partnership,	Residents and professionals will have easy access to storm water information and will ultimately adopt BMP's.	<ul style="list-style-type: none"> a) All municipalities will identify staff person to develop and maintain local website b) Number of webhits c) Local publicity efforts.
3.		Fundamental article on stormwater written for use in winter or spring newsletter or in news releases.	UWEX BE, I&E partnership, Municipalities, RRC issue team	Residents will understand and support the purpose of municipal storm water efforts.	One article written to be used in spring or winter newsletter or sent as media release.
4.		Resource list of environmental actions for youth, community groups, college students, etc., to implement on basin portal website	I&E, UWEX BE	More environmental action projects will be completed, following rules and good practice principals.	<ul style="list-style-type: none"> a) Number of web hits b) Calls for follow-up and assistance with municipalities.

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

5.		See Actions 1 and 2 from 2.1.2 but with a focus on lawn care activities	UWEX BE, Municipalities,	Residents and professionals will have easy access to storm water information and will ultimately adopt BMP's.	a) All municipalities will identify staff person to organize and maintain materials, ordering replacements as needed, and to develop and maintain the website. b) Number of pieces distributed/number of web hits. c) Local publicity efforts.
6.		Public information distributed on leaf collection	Municipalities	Residents will understand the municipal leaf collection rules and the need to control lawn and grass clippings	a) Number of people who received message b) Informal survey of staff on compliance

2.1.5 Promote infiltration of residential storm water runoff from rooftop downspouts, driveways and sidewalks.

7.		See Actions 1 and 2 from 2.1.2 but with a focus on infiltration	UWEX BE, Municipalities,	Residents and professionals will have easy access to storm water information and will ultimately adopt BMP's.	a) All municipalities will identify staff person to organize and maintain materials, ordering replacements as needed, and to develop and maintain the website. b) Number of pieces distributed/number of web hits. c) Local publicity efforts.
8.		Materials on Basin portal website on rain gardens, rain barrels, housekeeping practices, porous pavement, etc. with each municipality linking to it.	UWEX BE, municipalities	Easy to use location for up-to-date resources, resulting in citizen implementation of best management practices	a) Amount of quality material or links on website

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.

9.		Begin planning for a construction site erosion workshop to be held in late winter or spring of 2009.	SW Coor, Municipalities, UWEX BE, DNR, RRC	Regulations followed, fewer complaints and stop work orders, with less water runoff from construction sites. Construction sites meet soil loss standards	a) Workshop held b) Number of participants c) Positive evaluation
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