

Rock River Stormwater Group 2009-2010 Education & Outreach Draft Plan (12-11-08)

PURPOSE, GOALS, TARGET AUDIENCES AND OBJECTIVES

ROCK RIVER STORMWATER GROUP (RRSG)

The Rock River Stormwater Group consists of permitted and non-permitted municipalities and other partners interested in improving education about stormwater quality and quantity in the Rock River Basin. The group is governed through a Memorandum of Understanding (Appendix A). As of January 6, 2009, permitted municipalities participating are: Whitewater, Watertown, Fort Atkinson, Beaver Dam, Beloit, Janesville, UW-Whitewater, Town of Beloit, and Milton. Non-permitted members of the RRSG include Jefferson and ?

PURPOSE

The purpose of implementing the Education and Outreach Plan is **to improve the quality and reduce the quantity of urban runoff, resulting in area lakes and rivers meeting their designated use.**

PROGRAM GOALS

The goals of an education plan derive from the requirements of the NR 216 permit, focusing on improving urban storm water quality and eliminating illicit discharges. This plan therefore does not address the control of runoff from agricultural sources, which is the focus of a variety of other programs.

Specifically the goals of this plan are:

Goal 1: Improve quality and reduce quantity, of storm water runoff from existing urban areas to meet or exceed state and local standards.

Goal 2: Improve quality and reduce quantity of storm water runoff from all new development and redevelopment¹ to meet or exceed state and local standards.

Goal 3: Identify and eliminate all unpermitted wastewater discharges to the storm water system.

¹ *Redevelopment, as defined in NR 151.002(39), means areas where development is replacing older development.*

TARGET AUDIENCES

Educational programs are designed to meet the educational needs of specific audiences. These audiences may be determined by where they live, the work they do, their contribution to the problem and their ability to make behavioral changes that can lead to achieving the storm water program's goals.

Educational programs are then designed to meet an audience's unique needs for topics, skills and best delivery methods. Key audiences identified in this plan are:

- 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

OBJECTIVES (MEASURABLE GOALS)

Objectives are the detailed knowledge and skills that either all people, or specific target audiences, need in order to meet the purpose and goals of the Rock River Stormwater Group's Education and Outreach Plan. Objectives are normally accomplished in less time than goals, usually within five to ten years. Objectives specify an audience and an educational need such as knowledge or skill to be gained.

It is not the intention of the Rock River Stormwater Group to address all of the objectives every year but to annually prioritize the need and develop a reasonable action plan, with a focus on high priority objectives. While the objectives often imply a 100% achievement level, this is because it is impractical in a multi-year plan to list specific targets such as "20% of homeowners will know where to get information..." Whenever possible in the annual work plan target amounts will be specified.

The objectives are the heart of an education plan. They are based on the goals and target audience needs, and result in an orchestrated set of educational activities that are focused and effective. Well-written and designed objectives will result in measurable outcomes upon which the program's evaluation will be based.

The objectives in this plan are organized by target audiences. Objectives for each target audience are listed under the goal they address and are organized by priority. Priority ranking is designated by:

- ** High priority—Critical objective that is imperative to meet clean water purpose.
- * Medium priority—Important objective in helping to achieve purpose.
- + Low priority—Positive, but not priority.

The objectives are numbered in sequence, continuing as we move from audience to audience: Objective 1.4 is the fourth objective under Goal 1, while Objective 2.4 is the fourth objective under Goal 2.

Audience: General Public

General public is a term used for all people living and working in the permit area. We have also included under this audience, objectives that pertain to everyone including all other target audiences. These objectives are therefore not repeated under each target audience's section.

Goal 1: Improve quality and reduce quantity of storm water runoff from existing urban areas to meet or exceed state and local standards.

- Objective 1.1 All audiences will understand the impacts of storm water and why it is important to decrease storm water runoff, including water quality impacts and the effects of impervious surface on runoff (heat, quantity, pollutants, extreme variations in flow). **
- Objective 1.2 All audiences will understand where storm water drains go to and will not dump material into them. **
- Objective 1.3 The general public will know state performance standards or local ordinances, and whom to call when someone is violating state performance standards or local ordinances. +
- Goal 2: Improve quality and reduce quantity of storm water runoff from all new development and redevelopment to meet or exceed state and local standards.*
- Objective 2.1 All audiences will understand how the amount of runoff impacts habitat, groundwater and surface water. **
- Objective 2.2 All audiences will evaluate opportunities to reduce imperviousness and increase infiltration during redevelopment or with new construction. **
- Goal 3: Identify and eliminate all unpermitted wastewater discharges to the storm water system.*
- Objective 3.1 All audiences will understand the environmental consequences of illicit discharges and who to contact for enforcement or remedy. **

Audience: Homeowners, Landlords and Small Business Owners

Property owners and managers need specific knowledge and skills in order to implement practices that improve the quality and reduce the quantity of storm water runoff. Small businesses are here defined as self-standing businesses, responsible for the management of their own parking lot and landscaping. They are frequently owner-operated and include restaurants, gas stations, dry cleaners, printers and other specialty shops. They are not part of a strip mall or other large development.

Goal 1: Improve quality and reduce quantity of storm water runoff from existing urban areas to meet or exceed state and local standards.

- Objective 1.4 All audiences will know where to get information on Best Management Practices (BMPs) and will be able to use the appropriate BMPs such as directing downspouts to pervious areas, reducing impervious areas, developing rain gardens, using rain barrels and having proper landscaping techniques around their home or business. **
- Objective 1.5 During retrofitting and redevelopment, homeowners, landlords and small business owners will install practices to decrease volume and peak flows and improve water quality. *

Goal 2: Improve quality and reduce quantity of storm water runoff from all new development and redevelopment to meet or exceed state and local standards.

- Objective 2.3 Homeowners, landlords and small business owners will choose developers and hire contractors who will meet or exceed standards. +
- Objective 2.4 Homeowners will know the importance of using effective BMPs and will work with contractors or builders to insure they are properly installed and maintained.*

Audience: Consultants, Developers, Home Builders and Contractors

The following objectives relate specifically to those individuals who plan and implement land developments and those individuals who are involved in new construction and redevelopment.

Goal 1: Improve quality and reduce quantity of storm water runoff from existing urban areas to meet or exceed state and local standards.

Objective 1.6 Construction professionals will know the importance of using effective BMPs and will properly install and maintain effective BMPs.**

Goal 2: Improve quality and reduce quantity of storm water runoff from all new development and redevelopment to meet or exceed state and local standards.

Objective 2.5 Consultants and developers will know storm water rules and local and state regulatory process. **

Objective 2.6 Consultants will prepare designs that meet or exceed performance standards. **

Objective 2.7 Contractors and builders will properly install and maintain erosion control and storm water BMPs.**

Objective 2.8 Developers will understand the financial and other benefits of complying with performance standards. **

Objective 2.9 Developers will understand elements of and implement low-impact/conservation design development practices.**

Objective 2.10 Homebuilders will follow plans and not interfere with site storm water and erosion controls and will follow construction sequencing plans to protect storm water quality and prevent regulatory concerns. +

Audience: Municipalities and Municipal Staff

The following objectives refer to professional, career staff employed by county, city, town and village governments. They may be employed in planning, zoning, land conservation, parks, public works or other departments with land use or land management responsibilities.

Goal 1: Improve quality and reduce quantity of storm water runoff from existing urban areas to meet or exceed state and local standards.

Objective 1.7 Municipal staff and consultants will be able to evaluate BMPs for effectiveness. **

Goal 2: Improve quality and reduce quantity of storm water runoff from all new development and redevelopment to meet or exceed state and local standards.

Objective 2.11 Municipalities will communicate standards to landowners, developers, contractors and consultants. **

Objective 2.12 Municipalities will review plans and enforce standards in plans. **

Objective 2.13 Municipalities will provide demonstrations of new and innovative practices that meet or exceed standards. *

Objective 2.14 Municipal staff will be aware of construction site erosion and stormwater management practices and will suggest designs that minimize erosion from construction sites. *

Objective 2.15 Municipalities will take action to encourage “green developments.”*

Goal 3: Identify and eliminate all unpermitted wastewater discharges to the storm water system.

Objective 3.3 Municipal staff will know how to identify illegal discharges, understand the environmental consequences of illicit discharges and who to contact for enforcement or remedy. **

Audience: Elected Officials

Elected officials, especially those serving on land use, and zoning committees have unique educational needs that will allow them to make policy and legal decisions regarding the storm water program. Their objectives are included under General Public, action items to address this unique audience are included in the action plan.

Audience: Managers of Large Facilities

Large commercial, industrial and municipal properties as well as golf courses, zoos, gas stations and fleet handling facilities have distinctive educational needs due to potential runoff from fertilizers, pesticides, heavy metals, petroleum products and other chemicals. Therefore, specific educational objectives are needed, but, more importantly, unique educational programs are needed to educate this audience. Other audiences that need similar education will also be addressed by this section, which include lawn care companies, painters, boat storage and cleaning firms, mobile cleaning operations and any business with outdoor storage.

Goal 1: Improve quality and reduce quantity of storm water runoff from existing urban areas to meet or exceed state and local standards.

Objective 1.8 Business owners/operators and municipal staff will understand storm water rules and regulations, and why proper business and municipal storm water practices are important, and they will utilize appropriate BMPs. **

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Action Plan by Permit Section

In addition to these actions, all actions initiated in 2008, even if not specifically listed will be continued. The majority of this work will commence once a Rock River Basin Stormwater Education Coordinator is hired.

The first party identified in the “Who” column is the activity coordinator, with others providing various levels of support during implementation and development. Most of the individuals listed to work on activities have agreed to their role. A few have not, but are listed since they typically provide similar services or are likely partners. As the Education and Outreach Plan is developed each year, partners will be asked to help with development and implementation of activities.

#	Action	Completed by	Expected outcome	Short-term measurable 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>2.1.1 Promote detection and elimination of illicit discharges and water quality impacts associated with such discharges from municipal separate storm sewer systems.</p>				
1.	Storm drain stenciling or marking programs developed in each municipality.	Rock River Stormwater Education Coordinator (RRSGEC) Municipalities, UWEX BE, friends groups,	Less illegal discharge into waterways from storm drains.	a) Number of drains marked, b) Number of groups/individuals involved, c) Number of door hangers distributed.
2.	Newsletter or media release on illicit discharge developed and distributed.	Municipalities	Less illegal discharge into waterways from storm drains	a) Number of news releases, b) Number of subscribers/recipients.

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.

3.		Maintain existing UWEX/DNR stormwater materials in municipal building or other public locations.	Municipalities, UWEX BE, RRC issue team	Residents and professionals will have easy to access to storm water information and will adopt BMP's.	a) All municipalities will identify staff person to organize and maintain materials, ordering replacements as needed b) Number of pieces distributed c) Local publicity efforts.
4.		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. Portal website checked at least twice annually and updated.	UWEX BE, I&E partnership, Municipalities, RRC issue team	Residents and professionals will have easy location to access information and will adopt BMP's.	a) All municipalities will identify staff person to develop and maintain website b) Number of web hits c) Local publicity efforts.
5.		Develop newsletter/newspaper articles, one per quarter and distribute.	I&E partnership, Municipalities, UWEX BE, RRC issue team	Residents will know and perform seasonally appropriate actions to protect water quality.	a) Articles in municipal newsletters b) Number of articles written (or rewritten) c) Number sent to media contacts.
6.		Encourage use of articles by local groups.	RRSGEC, UWEX BE, RRC, municipalities	More diverse ways of getting stormwater messages out, more people doing appropriate storm water practices.	a) Number of groups receiving and using materials b) Number of citizens getting the information.
7.		City cable stations provide with quality programs about storm water. Annual reminder sent 3x per year.	RRSGEC, Municipalities, UWEX BE	In depth information available at people's home. More people implementing appropriate practices.	a) Number of stations who receive information b) Number of times they report using it.
8.		Each municipality will insure that at least 6 presentations/briefings are provided annually by themselves, the stormwater coordinator or other local/basin groups. (May include promotion of presentations in nearby communities)	RRSGEC, UWEX BE, Municipal staff, RRC Stormwater Team, gov't agencies, local groups,	Detailed, quality information on storm water to interested audience. Ability for them to ask questions, and see info in person, relevant to their own community.	a) Number of presentations given b) Number of participants c) Follow-up questions and requests plus d) Anecdotal evidence of charge collected

9.		Utilize state displays or create and host displays for fairs, expos, municipal meetings, etc. Each community selecting 1-3 events per year.	RRSGEC, UWEX BE, I&E Committee, municipalities	Personal and impersonal contact with people to talk about water quality issues and actions, resulting in increased use by residents of Best Management Practices.	a) Number of times displays are used b) Number of people who were talked to c) Number of requests for information d) Number of flyers, brochures picked up
10		Begin planning for long-term development of PSA's or radio shorts, i.e. early morning talk shows on many small radio stations.	RRSGEC, I&E Committee, municipalities, local groups, UWEX BE, RRC	Individuals will know what the problem is and will adopt specific action items suggested.	Plan developed with actions and time line
11		At least 2 new BMP demonstration sites developed and existing sites cataloged, including rain garden, composting, shoreline restoration, rain barrel, detention basins, porous pavement etc.	RRSGEC, Municipalities, UW, UWEX, friends groups,	Better adoption of effective practices.	a) Catalog current demo sites b) Plan for 2 additional sites c) Publicity plan developed and implemented
12.		Maintain weblinks with updates on environmental actions for youth, community groups, college students, etc., to implement.	RRSGEC, municipalities, UWEX BE	More environmental action projects will be done, following rules and good practice principals.	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.

13.		See Actions 3, 4, 5, 6, 7, 8, 9, and 11 from 2.1.2 but with a focus on lawn care activities. Any performance standard mentioned in the original action is in total for all topic areas.	Municipalities, UWEX BE, RRC issue team	Residents and professionals will have easy to access to storm water information and will adopt lawn care 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.
14.		Public information distributed on leaf collection, yard waste collection, and other applicable programs and ordinances.	Municipalities	Residents and professionals will have easy location to access information leading to the adoption of BMP's.	a) Information on web b) Methods used to distribute information c) Numbers receiving information

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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.

15.		Basin portal website with information and links on shorelines and streambank restoration, plus materials available at city hall or other appropriate public locations.	Municipalities, UWEX BE, RRSGEC.	Residents and professionals will have easy access to streambank restoration information and will ultimately adopt BMP's.	a) All municipalities will identify staff person to organize and maintain materials, ordering replacements as needed b) Number of pieces distributed c) Local publicity efforts.
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2.1.5 Promote infiltration of residential storm water runoff from rooftop downspouts, driveways and sidewalks.

16.		See 3, 4, 5, 6, ,7, 8, 9, and 11 from 2.1.2 but with a focus on infiltration. Any performance standard mentioned in the original action is in total for all topic areas.	Municipalities, UWEX, BE	Residents and professionals will have easy to access to storm water information and will 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.
17.		Host two rain garden or sustainable backyard programs in basin per year with each municipality promoting them locally. Promote similar training opportunities developed by outside groups.	RRSGEC, I&E committee, UWEX BE, local partners	Increased adoption of practice by homeowners/residents.	a) Number of workshops b) Number of participants c) Summary of publicity effects d) Follow-up evaluation on practice adoption.
18.		Promote/develop programs to purchase rain gardens plants and/or rain barrels in conjunction with educational programs.	RRSGEC Municipalities, possibly lake districts.	Increased adoption of practices.	a) Number of items distributed b) Follow-up survey on use/success of practice.
19.		Maintain resource list basin website portal, on rain gardens, rain barrels, housekeeping practices, porous pavement, etc.	UWEX BE, municipalities	Easy to use location for up-to-date resources; increased adoption of practices.	a) Number of quality links b) Number of hits

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.

20.		Hold construction site erosion workshop during late winter or spring of 2009.	RRSGEC, Municipalities, UWEX, 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
21.		Maintain checklist, flow chart, and/or fact sheet for developers, contractors, landowners, and consultants on how municipality handles permit review.	Municipalities	Contractors, consultants and developers understand rules and can efficiently and effectively design and implement.	a) Completed form, checklist or flowcharts b) Number of times used with construction professionals c) Record of positive outcomes kept
22.		Inform local construction professionals on changes to performance and technical standards and provide seasonal reminders of key practices in person, by letter or via email.	RRSGEC, Municipalities	Local construction professionals will follow performance standards resulting in improved water quality.	a) Number of contacts b) Number of seasonal reminders

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.

23.		Promote UWEX materials for small business pollution prevention program with focus on storm water.	RRSGEC, Municipalities	Effective management decisions made and actions implemented.	a) Material reviewed and updated b) Number of businesses, or business associations contacted
24.		When available, adapt MAMSWaP fact sheets for facility managers regarding landscaping and snow removal.	Dane County/ MAMSWaP, municipalities, I&E Committee, DNR, UWEX	Landscapers and their hires are trained and knowledgeable about proper practices and use them.	a) Fact sheets researched, written and reviewed by facility managers for usefulness b) Number of facility managers contacted c) Number of fact sheets distributed
25.		Promote workshops developed by state or other municipalities on facility management and salt use.	RRSGEC, UWEX BE, municipalities	Businesses and facility managers are trained and knowledgeable about proper practices and use them.	a) Record of ways promoted locally b) Numbers of attendees from municipality or from Rock River Basin

2.1.8 Promote environmentally sensitive land development designs by developers and designers.

26.		One person from partnership will participate in the RRC Planning the Rock Issue Team to help develop workshops or materials.	RRSGEC, municipalities	Better coordination of activities with high quality effective workshops and greater publicity, resulting in low impact principals used in developments.	a) Attendance at meeting. b) Partnership activities organized c) Positive evaluation results
27.		Begin planning a workshop on low impact development.	Municipalities, RRC Stormwater Issue Team, UWEX BE	Developers will submit plans and have them approved that uses low impact principles.	Planning initiated
28.		Invite elected officials to erosion control and storm water practice demonstration sites, tours and workshops on low impact development.	Municipalities, UWEX BE	Elected officials will support regulations and enforcement, and understand the impacts of runoff, state, federal and county regulation.	a) Invitations sent b) Number of elected officials or their aides who attend c) Records kept on committee policy actions that support staff

2.2 Public Involvement and Participation 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.

29.		Support citizen monitoring programs in targeted areas.	local monitoring coordinators, RRS GEC, RRC monitoring subcommittee, Municipalities	Every waterway where water monitoring is needed has a competent, committed monitoring group. Information is needed and used.	a) Target locations identified b) Number of monitors trained and active c) Locations being monitored annually
30.		Provide support for local stream clean-up programs with at least five stream clean-ups held annually in basin.	RRSGEC, Municipalities, RRC, UWEX BE	Citizens learn about local water resources and support municipal storm water efforts. Litter removed from waterways.	a) Number of clean-ups held b) Number of participants c) Amount of debris collected d) Miles of riparian areas cleaned.

Activities which may start in 2009-2010 but are expected to be implemented at a future date:

#	Action	Completed by	Expected outcome	Short-term measurable indicators
1.	Create and distribute targeted/seasonal messages such as posters, decals, yard signs, placards, point of purchase displays.	RRSGEC, I&E Committee, UWEX BE	More diverse ways of getting stormwater messages out, more people doing practices. People choosing least harmful/best way to take care of their lawn and property.	a) Number of items distributed b) estimated number of people who see the message c) Amount of 'preferred' products purchased d) Number of employees trained on alternative methods.
2.	Develop or help coordinate tours on the rain gardens, shorelines, or conservation design.	RRSGEC, I&E Committee, friends groups, UW, UWEX BE municipalities,	Individuals install practices at their own home/location.	a) Number of tours b) Number of partners c) number of people on the tour d) Follow-up evaluation results
3.	Educational signs installed at BMP sites.	RRSGEC, municipalities	Individuals support these practices and install appropriate ones for their home.	a) Signs developed, installed and maintained.
2.1.3 Promote beneficial onsite reuse of leaves and grass clippings and proper use of lawn and garden fertilizers and pesticides.				
4.	Stormwater action displays placed at community locations.	RRSGEC, municipalities, UWEX BE,	Residents will understand storm water issues and will begin implementing appropriate practices.	a) Number of displays placed b) Number of days and locations displays are in public view
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.				
5.	Utilize existing or create and provide presentations to groups focused on their interests.	RRSGEC, I&E Committee, UWEX BE, municipalities, DNR	Well-chosen and effective practices implemented. Compliance with performance and technical standards.	a) Presentations developed b) Number of times given c) Number of participants d) Record kept of any actions that resulted from efforts.
6.	Promote Green Tier Charter to local developers.	UWEX BE, RRS GEC, I&E committee, RRC	More advanced practices implemented – better water quality, reduced soil erosion/stormwater along with streamlined process for builders and developers.	a) Number of builders who discuss Green Tier b) Number who sign a charter c) Number of communities who sign charter.
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.				
7.	Information on pollution prevention for both facility managers and homeowners	Municipalities, UWEX BE	Effective management decisions made and	a) Website resources developed

	on Basin portal website		actions implemented.	b) Plan for promotion implemented.
8.	Materials on pollution prevention provided to facility managers to use with staff and contract services such as landscape companies.	UWEX, Dane County	Effective management decisions made with long-term change in practices.	a) Need to access interest and develop an outline that appeals to local managers b) Discussions started with landscape and lawn care companies
9.	Develop and provide technical workshop for landscape contractors, golf course managers etc. or promote those educational programs developed by others.	I&E Committee, RRC Stormwater Team, UWEX,	Effective management decisions made and actions implemented.	a) Need to assess interest and develop an outline that appeals to audience b) Discussions started with landscape and lawn care companies and golf course facility managers.

2.1.8 Promote environmentally sensitive land development designs by developers and designers.

10.	Plan and provide workshops on low impact or conservation development.	RRSGEC, RRC issue teams, I&E Committee, DNR, UWEX	Developers will submit plans that use low impact principles.	a) Workshop held b) Number of participants c) Positive evaluation results
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