

3. PUBLIC EDUCATION & OUTREACH

Goals & Objectives

Develop a public education and outreach program to increase awareness of stormwater pollution impacts and to encourage changes in public behavior. An informed and knowledgeable community is important to the success of a stormwater program. An informed community has a better understanding of why stormwater management is important and what individual actions they can take to improve water quality within receiving waters.

The key to a successful public education and outreach program is to form partnerships, develop a strategy, and reach a diverse audience. A public education program should also target specific audiences that have a higher potential for stormwater pollution. For some audiences, particularly businesses, incentives may be needed to encourage behavior change. Potential incentives may include awards, rewards, public recognition, certifications, licenses, rebates, fees, and credit policies (stormwater utility fee).

The Wisconsin Department of Natural Resources (DNR) requires that a public education and outreach program include, at a minimum, the following 8 elements or 13 topics.

1. Promote detection and elimination of illicit discharges and water quality impacts associated with such discharges from municipal separate storm sewer systems.
2. Inform and educate the public about the proper management of materials that may cause stormwater pollution from sources including automobiles, pet waste, household hazardous waste and household practices (4 topics).
3. Promote beneficial onsite reuse of leaves and grass clippings and proper use of lawn and garden fertilizers and pesticides (2 topics).
4. Promote the management of streambanks and shorelines by riparian landowners to minimize erosion and restore and enhance the ecological value of waterways.
5. Promote infiltration of residential stormwater runoff from rooftop downspouts, driveways and sidewalks.
6. Inform and where appropriate educate those responsible for the design, installation, and maintenance of construction site erosion control practices and stormwater management facilities on how to design, install and maintain the practices (2 topics).
7. Identify businesses and activities that may pose a stormwater contamination concern, and where appropriate, educate specific audiences on methods of stormwater pollution prevention.
8. Promote environmentally sensitive land development designs by developers and designers (e.g. low impact development, conservation design, etc.).

Program Development

The City joined the Northeast Wisconsin Stormwater Consortium (NEWSWC) in 2007. NEWSWC is a partnership of local municipalities, DNR, UW-Extension, engineers, and vendors. The group's mission is to facilitate efficient implementation of local stormwater programs by: fostering partnerships, sharing information, seeking administrative efficiencies, and pooling financial resources. Within the past few years, NEWSWC has developed educational materials,

coordinated several public service announcements on WHBY radio, orchestrated an episode of "It's Your Environment" TV program, sponsored a Community-Based Social Marketing Workshop, and prepared a regional Information & Education (I&E) Plan. A copy of the NEWS C I&E Plan is provided in Appendix C. During October and November of 2005, NEWS C also conducted a telephone survey of 403 residents located within Northeast Wisconsin. According to the survey, 32% of survey respondents believe storm sewers carry runoff to a municipal sewage treatment plant. This statistic indicates more stormwater education is needed in Northeast Wisconsin.

The City created a Citizens Advisory Board (CAB) to assist with developing its public education and outreach program. The CAB met with City Staff and McMahon Associates on September 25, 2007. During the meeting, McMahon Associates provided the CAB with an overview of NR 216 stormwater regulations, identified available resources, facilitated the discussion, and summarized CAB comments. A copy of CAB comments is provided in Appendix C. During the meeting, CAB members were asked to rank the importance of each DNR topic based on their understanding of stormwater impacts and public behaviors in the City. The rankings provided the City with a method to prioritize its public education and outreach efforts. The CAB ranking for each stormwater topic is as follows ("1" means highest priority, "13" means lowest priority):

Stormwater Topic	Rank
Leaves & grass clippings	1
Fertilizers & pesticides	2
Automobiles	3
Construction site erosion	4
Stormwater management	5
Household practices	6
Stream & shoreline erosion	7
Low impact development	8
Businesses & activities	9
Household hazardous waste	10
Residential infiltration	11
Illicit discharges	12
Pet waste	13

CAB members were also asked to identify businesses and activities in the City that may pose a stormwater contamination concern. These businesses and activities are typically classified as stormwater 'hot spots'. As shown above, businesses and activities have a priority ranking of "9" as compared to the other twelve stormwater topics. The top five businesses and activities ranked by CAB members are as follows ("1" means highest priority, "5" means lowest priority):

Businesses & Activities	Rank
Municipal Garages	1
Marinas	2
Auto Repair Shops	3
City Snow Storage Sites	4
Gas Stations	5

The City created a dedicated funding source of stormwater utility fee to financially support the municipal stormwater program, including public education and outreach. The stormwater utility fee was adopted by the City Council on _____, 2008. The public was invited to participate and provide input during the _____, 2008 meeting. A copy of the Fee Schedule for the City's stormwater utility is provided in Appendix K.

The City developed various policies and procedures to assist with implementation of the public education and outreach program. The policies and procedures were adopted by the City Council on _____, 2008. The public was invited to participate and provide input during the _____, 2008 meeting. The policies and procedures include the following:

1. The City Administrator and Public Works Director are jointly responsible for implementation of the public education and outreach program.
2. The City intends to maintain its membership and partnership with the Northeast Wisconsin Stormwater Consortium (NEWSC). NEWSC plans to evaluate and update its regional Information & Education (I&E) Plan every ±5 years. NEWSC also intends to conduct a telephone survey of residents located within Northeast Wisconsin every ±5 years to assist with the regional I&E Plan update.
3. The City plans to reconvene the Citizen Advisory Board (CAB) every ±5 years to review the effectiveness of the local public education and outreach program. The City selected the ±5 year interval to coincide with completion of the NEWSC telephone survey and regional I&E Plan update.
4. The City plans to allocate its public education and outreach budget based on the Citizen Advisory Board (CAB) rankings. A larger portion of the budget will likely be allocated to those stormwater topics with a higher ranking ("1" means highest priority, "13" means lowest priority).

Program Implementation

Each element of the public education and outreach program is described below including Best Management Practices (BMP), measurable goals, and proposed implementation dates. As indicated below, the public education program is integrated with the other five minimum control measures. The proposed BMPs and measurable goals were selected by the City after considering the needs of both the community and receiving waters. The purpose of the measurable goals is to track program implementation and gauge effectiveness of the overall public education and outreach program.

Public Education & Outreach	Date
BMP: Use municipal website to educate & promote the stormwater program. Measurable Goals: <ul style="list-style-type: none"> ▪ Number of potential website uses identified. Potential Uses: Provide links to other websites (County, NEWSC, DNR, EPA), publish stormwater articles, post meeting notices & minutes, resource center (applications, ordinances, checklists), post permits to encourage public involvement, promote municipal programs (Clean Sweep, garbage, recycling, leaf collection, street sweeping, pond maintenance, capital improvements), promote community events (stream cleanup, stenciling), distribute or sell products (trees, compost bins, soil testing kits, rain barrels), post stormwater fun facts, post stormwater puzzles & coloring pages, & obtain public input with a survey. 	2007
<ul style="list-style-type: none"> ▪ Number of website "hits" each year. 	2008
<ul style="list-style-type: none"> ▪ Number of times the website is updated each year. 	2008
BMP: Display educational materials (passive distribution).	

<p>Measurable Goals:</p> <ul style="list-style-type: none"> ▪ Number of potential display locations identified. <u>Potential Locations:</u> Municipal buildings, library, university, college, school, information center, environmental center, arboretum, botanical garden, municipal park, pet park, recreational trail, regional pond, boat launch, harbor, marina, beach, campground, community event, parade, festival, County Fair, Parade of Homes, church, multi-cultural center, auto parts store, pet supply store, lawn care store, & other partnerships. ▪ Develop a library of educational materials. ▪ Number of display racks, kiosks, posters, & poster boards on display. ▪ Number of educational materials taken from display racks & kiosks. 	<p>2007</p> <p>2007</p> <p>2008</p> <p>2008</p>
<p>BMP: Distribute educational materials (active distribution).</p> <p>Measurable Goals:</p> <ul style="list-style-type: none"> ▪ Number of potential distribution methods identified. <u>Potential Methods:</u> Hand-out materials with drivers license, parking ticket, dog license, permits, ordinance violation (illicit discharge, erosion control, stormwater, pet waste, litter), & municipal employee handbooks. Hand-out materials during public meetings, conferences, training workshops, community events (parades, festivals), & school activities. Mail materials with utility bills & maintenance notices (private septic system, stormwater facility). ▪ Number of educational materials distributed. 	<p>2007</p> <p>2008</p>
<p>BMP: Publish meeting minutes, permits, & events in local newspaper.</p> <p>Measurable Goals:</p> <ul style="list-style-type: none"> ▪ Number of potential meeting minutes, permits, and events identified. <u>Potential Meeting Minutes, Permits, & Events:</u> Public meetings, public hearings, informational meetings, erosion control permits, stormwater permits, storm drain stenciling, stream cleanups, highway cleanups, stream monitoring, critter searches, tree / native plant sales, rain barrel sales, soil testing demonstrations, rain garden projects, Clean Sweep, large item pick-up, garbage collection, recycling, & leaf collection. ▪ Number of items published. 	<p>2007</p> <p>2008</p>
<p>BMP: Publish stormwater articles, meeting notices, & events in municipal newsletter.</p> <p>Measurable Goals:</p> <ul style="list-style-type: none"> ▪ Number of potential topics identified. <u>Potential Topics:</u> Illicit discharges, water quality impacts, stenciling, automobiles, pet waste, pet parks in a 10 mile radius, hazardous waste, car washing, large item pick-up, garbage collection, recycling, leaf collection, lawn care, fertilizers & pesticides, phosphorus free fertilizer, soil tests, beneficial on-site reuse of grass clippings, stream & shoreline management, tree / native plant sale, rain barrel sale to reduce water bills, how to build a rain garden, erosion controls, stormwater BMP maintenance, street sweeping schedule, & capital improvement projects. ▪ Number of items published. 	<p>2007</p> <p>2008</p>
<p>BMP: Install signs to educate about stormwater pollution, impacts, & desired behaviors.</p> <p>Measurable Goals:</p> <ul style="list-style-type: none"> ▪ Number of potential signs identified. <u>Potential Signs:</u> Storm drain stenciling, sticker on garbage container, pet waste sign in park, managing litter at businesses, parking hours for street sweeping, Adopt-A-Stream sponsors, describe purpose of stream restoration project, describe purpose of a wet pond, erosion control permits posted at construction site, dropoff hours for hazardous waste, sticker on plastic bags used for grass clipping collection, & marina pollution prevention tips & pump station hours. ▪ Stencil 20% of storm drains each year. ▪ Number of signs installed & permits posted. 	<p>2007</p> <p>2008-12</p> <p>2008</p>
<p>BMP: Give presentations to educate about stormwater impacts & desired behaviors.</p> <p>Measurable Goals:</p> <ul style="list-style-type: none"> ▪ Number of potential audiences identified. <u>Potential Audiences:</u> (1) power point presentations to Citizen Advisory Board; (2) verbal updates to elected officials and the general public on stormwater planning projects, construction projects, & DNR Annual Reports; (3) tours that highlight local impacts, erosion controls, & stormwater facilities; (4) face-to-face training for municipal staff on equipment operation; (5) video training for municipal staff on 	<p>2007</p>

<p>good housekeeping; (6) group demonstrations for proper stormwater facility maintainance; (7) presentations to businesses; (8) slide shows for homeowner, business, & lake associations; (9) presentations for construction audiences; & (10) educate kids (kids educate parents).</p> <ul style="list-style-type: none"> ▪ Number of presentations given. ▪ NEWSC develop a library of videos. 	<p>2007</p> <p>2008</p>
<p>BMP: Sponsor meetings & workshops to educate specific audiences.</p> <p>Measurable Goals:</p> <ul style="list-style-type: none"> ▪ Number of potential meetings & workshops identified. <u>Potential Meetings & Workshops:</u> (1) meetings & telephone conversations with permit applicant, designer, builder, or contractor during permit process; (2) pre-construction meetings with developers, contractors, designers, & inspectors; (3) face-to-face meetings to educate ordinance violators; (4) training workshops for builders, contractors, designers, municipal staff, businesses, teachers; & (5) curriculum for kids (kids educate parents). ▪ Number of meetings and workshops. 	<p>2007</p> <p>2008</p>
<p>BMP: Distribute promotional items at community events & group functions.</p> <p>Measurable Goals:</p> <ul style="list-style-type: none"> ▪ Number of potential promotional items identified. <u>Potential Promotional Items:</u> car wash coupons, pet waste bags, compost bins, soil testing kits, rain barrels, native rain garden plants, trees & shrubs for shorelines, stickers for kids, bookmarks, calendars, coffee mugs, can coolers, pens, magnets, pins, caps, shirts, tote bags, & awards. ▪ Number of promotional items given away. ▪ Number of community events, community projects, & group functions attended. 	<p>2007</p> <p>2009</p> <p>2011</p>
<p>BMP: Develop, sponsor, and/or promote a media campaign.</p> <p>Measurable Goals:</p> <ul style="list-style-type: none"> ▪ Number of potential topics identified. <u>Potential Topics:</u> Illicit discharges, water quality impacts, automobile maintenance, pet waste disposal, hazardous wastes, household practices, beneficial on-site reuse of grass clippings, fertilizers and pesticides, proper management of streams and shorelines, infiltration of residential runoff / rain gardens, erosion control, stormwater management, pollution prevention, & behavior changes. ▪ NEWSC identify how to use the media for awareness & targeted behaviors. NEWSC develop a marketing plan including media tools & messages. ▪ Number of NEWSC media messages such as TV, radio, billboards, bus placards, magazine articles, bathroom stall door advertising, etc. 	<p>2007</p> <p>2007-11</p> <p>2011</p>

4. PUBLIC INVOLVEMENT & PARTICIPATION

Goals & Objectives

Develop a public involvement and participation program to notify the public of activities required by the permit and encourage public input. An active and involved community is important to the success of a stormwater program. A community involved in program development may be less likely to create obstacles and raise legal challenges during implementation. Citizens who participate in the decision making process are partially responsible for the program.

The key to a successful public involvement and participation program is to know your audience and think creatively about how to gain their attention. Traditional methods of soliciting public involvement are not always successful in generating interest. The goal is to involve a diverse group of people who offer a multitude of concerns, ideas, and networking connections.

Program Development

The City joined the Northeast Wisconsin Stormwater Consortium (NEWSC) in 2007. NEWSC is a partnership of local municipalities, DNR, UW-Extension, consulting engineers, and vendors. During 2007, the NEWSC membership included approximately 43 different public and private entities. The NEWSC full membership generally meets quarterly and the NEWSC committees generally meet monthly. The NEWSC committees include the Illicit Discharge Detection Committee, Information & Education Committee, Stormwater & Erosion Control Committee, and Tools & Resources Committee. The group's mission is to facilitate efficient implementation of local stormwater programs by: fostering partnerships, sharing information, seeking administrative efficiencies, and pooling financial resources. During October and November of 2005, NEWSC solicited public involvement by conducting a telephone survey of 403 residents located within Northeast Wisconsin. The purpose of the survey was to involve the public, gauge awareness of stormwater issues, and gather information about local behaviors. A copy of the NEWSC Stormwater Survey is provided in Appendix D.

The City created a Citizens Advisory Board (CAB) to involve the public in development of the local public education program. The CAB met with City Staff and McMahon Associates on September 25, 2007. During the meeting, McMahon Associates provided CAB members with an overview of NR 216 stormwater regulations, identified available resources, facilitated the discussion, and summarized CAB comments. During the meeting, CAB members were asked to rank the importance of each DNR topic based on their understanding of stormwater impacts and public behaviors in the City. CAB members were also asked to identify and rank stormwater 'hot spots' in the City that may pose a stormwater contamination concern.

The City held numerous public meetings during development of the municipal stormwater program. During each meeting, the public was invited to provide input and/or participate in program development. Public involvement occurred for each ordinance, funding source, stormwater planning activity, and policy associated with this stormwater management plan.

The City created a dedicated funding source or stormwater utility fee to financially support the municipal stormwater program, including public involvement and participation. The stormwater

