



Stormwater Public Education and Outreach Program and Mass Communications Plan, UW-003

I. Goals & Objectives

The major goal of the University of Wisconsin – Oshkosh public education & outreach program is to increase awareness of stormwater pollution impacts and to encourage changes in public behavior.

The Wisconsin Department of Natural Resources (WDNR) requires that a public education and outreach program include, at a minimum, the following eight elements:

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.
3. Promote beneficial onsite reuse of leaves and grass clippings and proper use of lawn and garden fertilizers and pesticides.
4. Promote the management of stream banks 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.
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.

II. Program Components

A) Partnership with the City: UW Oshkosh will partner with the City of Oshkosh whenever possible in all permit condition areas, including public education & outreach and public involvement & participation. A memorandum of Understanding (MOU) between the city and UW Oshkosh is currently under development and is expected to be completed in April of 2009.

B) Engage Students: Faculty and staff will partner with and encourage student involvement in activities pertaining to education of the campus community on stormwater management issues. Potential routes for involving students include working with students groups such as the Student Environmental Action

Coalition (SEAC), which is dedicated to environmental responsibility and social justice. SEAC volunteers may be engaged to help develop and distribute stormwater brochures, posters and may speak about water quality at student functions.

Another area of student involvement occurs directly in the classroom. Several Biology, Environmental Studies, Geography and Geology courses offer opportunities for students to participate in stormwater education, outreach and research. These courses include:

Environmental Studies 390, Special Topics: Campus Sustainability
Biology 326: Introduction to Limnology
Biology 336 Fresh Water Algae
Geography 364, Water Resource Management
Geology 365: Hydrogeology
Geology 366: Ground Water Hydrology
Geology 370: Field Hydrogeology I

A third route to engage students involves hiring student interns, under the direction of the Director of Sustainability, to perform stormwater related activities, outreach and research.

C) Develop and Distribute Stormwater Communications: The campus will develop and implement multiple channels of communicating stormwater management goals and information to the campus community. This communication program will include the following:

1. Distribute informational brochures to all on-campus student residents via the Office of Residence Life and to parking permit holders via the parking permit issuance procedures
2. Periodically update campus websites with pertinent stormwater management goals, guidelines, information and external links.
3. Periodically send campus-wide email with pertinent storm water management goals, guidelines, information and external links.
4. Periodically publish stormwater educational articles and disseminate public service announcements regarding stormwater management goals and guidelines through campus media such as the student newspaper, the Advance Titan, the campus radio station WRST, the campus cable TV, Titan TV.
5. Install informational signage pertaining to stormwater management features on campus.
6. Give short presentation about general stormwater education and stormwater issues to campus classes and groups.
7. Other modes for involving the campus community in stormwater education will include stenciling storm drains and holding a logo contest.

III. Program Component Details

The elements of the public education and outreach program are detailed below, including best management practices, measurable goals and implementation dates.

BMP #	Public Education & Outreach	Implementation Date
1	<p>BMP: Distribute stormwater educational materials</p> <p><i>Measurable goals:</i></p> <ul style="list-style-type: none"> • develop/collect a library of materials • number of potential distribution methods <ul style="list-style-type: none"> ◦ with parking permits ◦ to all Residence Life Students at move-in • number of educational materials distributed <p><i>Target audiences:</i> faculty/staff and commuting students</p>	2009
2	<p>BMP: Use campus websites to educate about stormwater issues</p> <p><i>Measurable goals:</i></p> <ul style="list-style-type: none"> • number of website uses <ul style="list-style-type: none"> ◦ stormwater general information/articles ◦ links to other websites: WDNR, USEPA, CWP, UW System ◦ promote municipal programs: leaf collection, Clean Sweep, etc. • number of updates to websites <p><i>Target audiences:</i> all campus</p>	2009 2009
3	<p>BMP: Periodically send campus-wide email with pertinent storm water management goals, guidelines, information, and external links</p> <p><i>Measurable goals:</i></p> <ul style="list-style-type: none"> • number of topics identified: <ul style="list-style-type: none"> ◦ general stormwater awareness/UW Oshkosh's stormwater permit ◦ storm drain stenciling ◦ car maintenance & washing ◦ fertilizer, pesticides, leaf collection, yard care • number of articles and ads published <p><i>Target audiences:</i> all campus and visiting public</p>	2009 2009
4	<p>BMP: Publish educational articles/PSA's and ads in the campus newspaper, place radio advertisements at the campus radio station, and campus TV station</p> <p><i>Measurable goals:</i></p> <ul style="list-style-type: none"> • number of topics identified: <ul style="list-style-type: none"> ◦ general stormwater awareness/UWGB's stormwater permit ◦ storm drain stenciling ◦ car maintenance & washing ◦ fertilizer, pesticides, leaf collection, yard care • number of articles and ads published <p><i>Target audiences:</i> all campus and visiting public</p>	2009 2009
5	<p>BMP: Install signs to educate about stormwater pollution</p> <p><i>Measurable goals:</i></p> <ul style="list-style-type: none"> • number of signs installed <p><i>Target audiences:</i> campus community; arboretum and golf course users</p>	2009
6	<p>BMP: Give short presentations regarding stormwater education and issues to campus classes and groups</p> <p><i>Measurable goals:</i></p> <ul style="list-style-type: none"> • number of classes/groups visited • number of topics discussed <p><i>Target audiences:</i> faculty and students</p>	2009 2009

IV. Public education topics and audiences on the UW Oshkosh campus

The stormwater education topics developed for the UW Oshkosh campus target the specific audiences that are on campus. Campus audiences include:

- Students
 - On-campus residents
 - Commuters
- Faculty & staff
- Grounds crew

Education and public participation topics that are and will be promoted in brochures, posters, presentations, articles and activities are geared at the education goals listed above and in permit condition 2.1 of WPDES permit no. WI-S050075-1. These include:

1. General introduction/overview of stormwater and stormwater pollution
 - a. definition of stormwater runoff and stormwater runoff pollution
 - b. where stormwater goes on campus
 - c. how stormwater becomes polluted
 - d. impacts of stormwater pollution on water quality of local water bodies
 - e. typical stormwater pollutants on UWGB campus
2. Overview of UW Oshkosh's stormwater permit and permit requirements
3. Proper management of materials/practices that may cause stormwater pollution
 - a. automobiles
 - b. use of lawn care products
 - c. collection and storage of yard waste
 - d. storage of hazardous materials

Certain audiences will be targeted with more specific messages in addition to the general messages listed above. For example, the campus grounds crews will receive more specific training on practices relating to proper management of grass clippings and leaves, as well as proper application and storage of fertilizers and pesticides. Students and staff who commute to campus by car will receive information about proper car care with their parking permits. There will also be campus-wide publicity and education about the storm drain stenciling campaign. This will be geared at educating the community about what can and cannot go down the storm drains.