University of Wisconsin – La Crosse Storm Water Management Program 2020 Public Education and Outreach Plan

Background:

This plan is developed to fulfill requirements of the WI Department of Natural Resources general permit to discharge under the Wisconsin Pollutant Discharge Elimination System (WPDES) Permit No. WI-S050075-3.

UWL Specific Permit Conditions – Public Education and Outreach:

2.1 Public Education and Outreach

The permittee shall maintain its public education and outreach program to increase the awareness of storm water pollution impacts on waters of the state and to encourage changes in public behavior to reduce such impacts. The permittee shall implement the following measurable goals:

2.1.1 Topics. The permittee shall address all eight topics in Table 1 at least once during the permit term. Permittees that are a University with a population of 5,000 or more based on the latest U.S. Census shall address a minimum of six topics each year. Topics may be repeated as necessary. Permittees shall select from the topic areas in Table 1.

Note: Universities are also expected to undertake public education efforts that reach the entire student body and staff.

Table 1: Public Education and Outreach Topic Areas and Descriptions

;	#	Topic Area	Description
	1	Illicit Discharge Detection and Elimination	Promote detection and elimination of illicit discharges and water quality impacts associated with such discharges from municipal separate storm sewer systems.
	2	Household Hazardous Waste Disposal/Pet Waste Management/ Vehicle Washing	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	Yard Waste Management/Pesticide and Fertilizer	Promote beneficial onsite reuse of leaves and grass clippings and proper use of lawn and garden fertilizers and pesticides.
	4	Stream and Shoreline Management	Promote the management of streambanks and shorelines by riparian landowners to minimize erosion and restore and enhance the ecological value of waterways.

5	Residential Infiltration	Promote infiltration of residential storm water runoff from rooftop downspouts, driveways and sidewalks.
6	Construction Sites and Post- Construction Storm Water Management	Inform and 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.
7	Pollution Prevention	Identify businesses and activities that may pose a storm water contamination concern, and educate those specific audiences on methods of storm water pollution prevention.
8	Green Infrastructure/Low Impact Development	Promote environmentally sensitive land development designs by developers and designers, including green act development.

2.1.2 Delivery mechanism. The permittee shall use at least four public education delivery mechanisms each year. Permittees that are University with a population of 5,000 or more based on the latest U.S. census shall use at least two from the Active/Interactive Mechanisms column in Table 2 each year.

Note: Universities are also expected to undertake public education efforts that reach the entire student body and staff.

Table 2: Public Education and Outreach Delivery Mechanisms (Active and Passive)

Active/Interactive Mechanisms	Passive Mechanisms	
 Educational activities (school presentations, summer camps) Informational booth at event Targeted group training (contractors, consultants, etc.) Government event (public hearing, council meeting) Workshops Tours Other 	 Passive print media (brochures at front desk, posters, etc.) Distribution of print media (mailings, newsletters, etc.) via mail or email Media offerings (radio and TV ads, press release, etc.) Social media posts Signage Website Other 	

2.1.3 Target audience. The permittee shall identify the target audience for each public education and outreach topic. Target audiences may include the general public, public employees, residents, businesses, contractors, developers, industries, and/or other appropriate audiences.

UWL Five-Year Public Education and Outreach Plan

Topic Area	Delivery Mechanism	Task	Measureable Goal
Casaa		UWL Environmental Health and	Complete at least one
Green Infrastructure/	Active: Meeting		Complete at least one committee discussion with
	open to campus and local	Safety (EHS) to encourage faculty and instructors on Joint Committee	
Low Impact Development	community.		JCES faculty, instructors, and other committee
Development	Community.	on Environmental Sustainability	
		(JCES) to promote amongst their campus peers the integration of	members to identify storm water educational
		Green Infrastructure/Low Impact	opportunities to integrate
		Development into academic	into campus-wide lesson
		courses. See Table 1 for	plans.
		description of presentation content.	prans.
Household	Passive:	UWL EHS will promote access to	Complete at least one
Hazardous	Newsletter and	topic area specific online storm	notification in fall or
Waste	website	water educational materials to	spring semester.
Disposal/Pet		students, faculty, and staff.	
Waste		Promotion will occur through	
Management/		newsletter e-mailed to all students,	
Vehicle		faculty, and staff.	
Washing		•	
Pollution	Passive:	UWL EHS will promote access to	Complete at least one
Prevention	Newsletter and	topic area specific online storm	notification in fall or
	website	water educational materials to	spring semester.
		students, faculty, and staff.	
		Promotion will occur through	
		newsletter e-mailed to all students,	
** 1 ***	A > 7	faculty, and staff.	10.00
Yard Waste	Active: Meeting	UWL EHS and UWL Grounds	Meet with Grounds
Management/ Pesticide and	with campus	Services discuss value of	Services Supervisor and Grounds Services staff at
Fertilizer	staff involved in	beneficial onsite reuse of leaves	
Application	Topic Area.	and grass clippings via mulch-in- place. Also discuss proper use of	least one time per year to discuss Topic Area/Task.
Application		lawn and garden fertilizers and	discuss Topic Area/Task.
		pesticides.	
Illicit Discharge	Passive:	UWL EHS will promote access to	Complete at least one
Detection and	Newsletter and	topic area specific online storm	notification in fall or
Elimination	website	water educational materials to	spring semester.
		students, faculty, and staff.	
		Promotion will occur through	
		newsletter e-mailed to all students,	
		faculty, and staff.	
Residential	Passive:	UWL EHS will promote access to	Complete at least one
Infiltration	Newsletter and	topic area specific online storm	notification in fall or
	website	water educational materials to	spring semester.
		students, faculty, and staff.	
		Promotion will occur through	
		newsletter e-mailed to all students,	
		faculty, and staff.	

Topic Area	Delivery Mechanism	Task	Measureable Goal
Construction	Active: Meeting	UWL Environmental Health and	Complete at least one
Sites and Post-	open to campus	Safety to encourage faculty and	committee discussion with
Construction	and local	instructors on Joint Committee on	JCES faculty, instructors,
Storm Water	community.	Environmental Sustainability	and other committee
Management		(JCES) to promote amongst their	members to identify storm
		campus peers the integration of	water educational
		Construction Sites and Post-	opportunities to integrate
		Construction Storm Water	into campus-wide lesson
		Management into academic	plans.
		courses. See Table 1 for	
		description of presentation content.	
Household	Passive:	UWL EHS will promote access to	Complete at least one
Hazardous	Newsletter and	topic area specific online storm	notification in fall or
Waste Disposal/	website	water educational materials to	spring semester.
Pet Waste		students, faculty, and staff.	
Management/		Promotion will occur through	
Vehicle		newsletter e-mailed to all students,	
Washing		faculty, and staff.	
Pollution	Passive:	UWL EHS will promote access to	Complete at least one
Prevention	Newsletter and	topic area specific online storm	notification in fall or
	website	water educational materials to	spring semester.
		students, faculty, and staff.	
		Promotion will occur through	
		newsletter e-mailed to all students,	
		faculty, and staff.	
Yard Waste	Active: Meeting	UWL EHS and UWL Grounds	Meet with Grounds
Management/Pe	with campus	Services discuss value of	Services Supervisor and
sticide and	staff involved in	beneficial onsite reuse of leaves	Grounds Services staff at
Fertilizer	Topic Area.	and grass clippings via mulch-in-	least one time per year to
Application		place. Also discuss proper use of	discuss Topic Area/Task.
		lawn and garden fertilizers and	
		pesticides.	
Illicit Discharge	Passive:	UWL EHS will promote access to	Complete at least one
Detection and	Newsletter and	topic area specific online storm	notification in fall or
Elimination	website	water educational materials to	spring semester.
		students, faculty, and staff.	
		Promotion will occur through	
		newsletter e-mailed to all students,	
		faculty, and staff.	
Residential	Passive:	UWL EHS will promote access to	Complete at least one
Infiltration	Newsletter and	topic area specific online storm	notification in fall or
	website	water educational materials to	spring semester.
		students, faculty, and staff.	
		Promotion will occur through	
		newsletter e-mailed to all students,	
		faculty, and staff.	

Topic Area	Delivery Mechanism	Task	Measureable Goal
Residential Infiltration	Active: Meeting open to campus and local community.	UWL Environmental Health and Safety to encourage faculty and instructors on Joint Committee on Environmental Sustainability (JCES) to promote amongst their campus peers the integration of Residential Infiltration into academic courses. See Table 1 for description of presentation content.	Complete at least one committee discussion with JCES faculty, instructors, and other committee members to identify storm water educational opportunities to integrate into campuswide lesson plans.
Household Hazardous Waste Disposal/Pet Waste Management/ Vehicle Washing	Passive: Newsletter and website	UWL EHS will promote access to topic area specific online storm water educational materials to students, faculty, and staff. Promotion will occur through newsletter e-mailed to all students, faculty, and staff.	Complete at least one notification in fall or spring semester.
Pollution Prevention	Passive: Newsletter and website	UWL EHS will promote access to topic area specific online storm water educational materials to students, faculty, and staff. Promotion will occur through newsletter e-mailed to all students, faculty, and staff.	Complete at least one notification in fall or spring semester.
Yard Waste Management/ Pesticide and Fertilizer Application	Active: Meeting with campus staff involved in Topic Area.	UWL EHS and UWL Grounds Services discuss value of beneficial onsite reuse of leaves and grass clippings via mulch-in- place. Also discuss proper use of lawn and garden fertilizers and pesticides.	Meet with Grounds Services Supervisor and Grounds Services staff at least one time per year to discuss Topic Area/Task.
Illicit Discharge Detection and Elimination	Passive: Newsletter and website	UWL EHS will promote access to topic area specific online storm water educational materials to students, faculty, and staff. Promotion will occur through newsletter e-mailed to all students, faculty, and staff.	Complete at least one notification in fall or spring semester.
Construction Sites and Post- Construction Storm Water Management	Active: Meeting with Facilities Management, Planning and Construction, and Grounds Services.	EHS, Facilities Management, Planning and Construction, and Grounds Services to discuss enhancements to existing erosion control practices, storm water management facilities, and their design, installation, and maintenance.	Complete at least one group discussion with follow up meetings as deemed necessary.

Topic Area	Delivery	Task	Measureable Goal
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Stream and Shoreline Management	Active: Meeting open to campus and local community.	UWL Environmental Health and Safety to encourage faculty and instructors on Joint Committee on Environmental Sustainability (JCES) to promote amongst their campus peers the integration of Stream and Shoreline Management into academic courses. See Table 1 for description of presentation content.	Complete at least one committee discussion with JCES faculty, instructors, and other committee members to identify storm water educational opportunities to integrate into campuswide lesson plans.
Household Hazardous Waste Disposal/ Pet Waste Management/ Vehicle Washing	Passive: Newsletter and website	UWL EHS will promote access to topic area specific online storm water educational materials to students, faculty, and staff. Promotion will occur through newsletter e-mailed to all students, faculty, and staff.	Complete at least one notification in fall or spring semester.
Pollution Prevention	Passive: Newsletter and website	UWL EHS will promote access to topic area specific online storm water educational materials to students, faculty, and staff. Promotion will occur through newsletter e-mailed to all students, faculty, and staff.	Complete at least one notification in fall or spring semester.
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Illicit Discharge Detection and Elimination	Newsletter and website	UWL EHS will promote access to topic area specific online storm water educational materials to students, faculty, and staff. Promotion will occur through newsletter e-mailed to all students, faculty, and staff.	Complete at least one notification in fall or spring semester.
Residential Infiltration	Passive: Newsletter and website	UWL EHS will promote access to topic area specific online storm water educational materials to students, faculty, and staff. Promotion will occur through newsletter e-mailed to all students, faculty, and staff.	Complete at least one notification in fall or spring semester.

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Illicit Discharge Detection and Elimination	Active: Meeting open to campus and local community.	UWL Environmental Health and Safety to encourage faculty and instructors on Joint Committee on Environmental Sustainability (JCES) to promote amongst their campus peers the integration of Illicit Discharge Detection and Elimination into academic courses. See Table 1 for description of presentation content.	Complete at least one committee discussion with JCES faculty, instructors, and other committee members to identify storm water educational opportunities to integrate into campus-wide lesson plans.
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Construction Sites and Post- Construction Storm Water Management	Active: Meeting with Facilities Management, Planning and Construction, and Grounds Services.	EHS, Facilities Management, Planning and Construction, and Grounds Services to discuss enhancements to existing erosion control practices, storm water management facilities, and their design, installation, and maintenance.	Complete at least one group discussion with follow up meetings as deemed necessary.