

**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
<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • 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

Year: 2020

Topic Area	Delivery Mechanism	Task	Measureable Goal
Green Infrastructure/ Low Impact Development	Active: Meeting open to campus and local community.	UWL Environmental Health and Safety (EHS) to encourage faculty and instructors on Joint Committee on Environmental Sustainability (JCES) to promote amongst their campus peers the integration of Green Infrastructure/Low Impact Development 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.
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.
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.

Year: 2021

Topic Area	Delivery Mechanism	Task	Measureable Goal
Construction Sites and Post-Construction Storm Water 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 Construction Sites and Post-Construction Storm Water 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 campus-wide 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.
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.

Year: 2022

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 campus-wide 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.

Year: 2023

Topic Area	Delivery Mechanism	Task	Measureable Goal
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 campus-wide 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.
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.

Year: 2024

Topic Area	Delivery Mechanism	Task	Measureable Goal
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.
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.
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.
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.