

University of Wisconsin – La Crosse
Storm Water Management Program
2009 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-S050075-1.

Permit Conditions – 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:

- Promote detection and elimination of illicit discharges and water quality impacts associated with such discharges from municipal separate storm sewer systems.
- 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.
- Promote beneficial onsite reuse of leaves and grass clippings and proper use of lawn and garden fertilizers and pesticides.
- Promote the management of streambanks and shorelines by riparian landowners to minimize erosion and restore and enhance the ecological value of waterways.
- Promote infiltration of residential storm water runoff from rooftop downspouts, driveways and sidewalks.
- 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.
- 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.
- Promote environmentally sensitive land development designs by developers and designers.

Plan

Task Number	Task	Measureable Goal
1	UW-L Environmental Health, Safety and Sustainability (EHS&S) will distribute pollution prevention educational materials via e-mail, campus newsletters and the UW-L website. Select audiences will receive communication bulletins directed to specific pollution prevention issues impacting their operational responsibilities. Educational materials will be presented in person to a variety of audiences with direct impacts on storm water.	Training content and materials developed and presented to designated faculty and staff. Training session sign-in rosters will be retained.
2	EHS&S will prepare a storm water pollution prevention brochure and related information and distribute them via e-mail, the internet and hallway mounted brochure display holders.	Develop and distribute a pollution prevention brochure.
3	EHS&S will promote and sponsor a campus storm water logo design contest to designate all campus storm water management publications.	Develop and distribute a pollution prevention logo contest design brochure.
4	EHS&S to encourage faculty on Joint Committee on Environmental Sustainability (JCES) to promote storm water pollution prevention education in academic courses.	Discussions with JCES faculty and others to identify educational opportunities.
5	EHS&S, JCES, Student Environmental Council (EC), Campus Progressives (CP) and Resident Hall Greener Living Committee (RH-GLC) and others will collaborate and be encouraged to incorporate storm water management issues into annual Earth Day activities.	Determine the number of storm water management issues included with campus and community annual Earth Day activities.
6	Install plastic/metal and glass recycling containers in high-traffic exterior walkways as part of pilot-study to determine the effectiveness of exterior recycling/pollution prevention containers. Recycling containers are located throughout the interior of all UW-L facilities.	Measure the volume of comingled recyclables.

Task Number	Task	Measureable Goal
7	Install signage at storm water detention and rain gardens.	Installed signage at storm water pollution prevention features.
8	Extend invitation to City of La Crosse to form partnership to collaborate on development and distribution of educational materials.	Successful collaboration on educational activities.