



Permit Condition: Public Education and Outreach (3.1)

Location: University of Wisconsin – Platteville

Permit No: WI-S050075-1



Objective: The Education and Outreach Program is intended to raise awareness among individuals and organizations (Stake Holders) concerning storm water runoff. Once Stake Holders are aware of the Universities responsibilities and shares in those responsibilities; they will be more likely to get involved in Storm Water Management (SWM) activities.

Activities:

- 1) Distribute (1) one annual SWM educational brochure with purchased University parking permits.
- 2) Promote a University wide storm water logo contest to help identify related SWM activities.
- 3) Create a University SWM website with information on: Notice of Intent, SWM plan, annual report, SLAMM analysis, brochures, links to DNR websites, etc.
- 4) Give (1) one presentation on the University SWM requirements and activities to an organization.
- 5) Create a SWM booth to educate attendees of the Engineering Expo.
- 6) Sponsor an outside speaker with another organization to discuss nonpoint source discharges.
- 7) Publish a map for self guided walking tour on campus to various Best Management Practices (BMP's). Each BMP location to have a kiosk explaining the function and its importance.

Activity Notes:

Activity No. 1, 2, 3, 4, and 6 will be implemented as of March 31, 2009. Activity No. 5 will be implemented in March of 2010 and Activity No. 7 will be implemented in March of 2012.

Measurable Goals: (Numeric “activity” matches numeric “measurable goal”)

- 1) Distribute 3,600+ brochures with the parking permits. (Annual)
- 2) Advertise in at least (2) two media sources to promote the SWM logo contest. (One time activity)
- 3) Track the amount of visits to the website and compare it to previous years. An increase in hits would be an indication of an improving Public Education and Outreach program. List improvements/changes made to the website. (Annual)
- 4) Submit Power Point presentation and sign-in sheet of attendees. (Annual)
- 5) Submit pictures of educational booth and a sign in sheet from visitors. (Annual)
- 6) Submit Power Point presentation, advertisement, and sign-in sheet of attendees. (Annual)
- 7) Submit the map along with picture of the kiosks. (One time activity)

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