

University of Wisconsin – Superior Public Education & Outreach Program

Goals & Objectives The major goal for the University of Wisconsin – Superior (UW-Superior) is to provide an enhanced public education & outreach program as a way to increase awareness of stormwater pollution and potential impacts to the campus and to encourage changes in university and public community behavior in order to improve the quality of and reduce the quantity of stormwater runoff. The Wisconsin Department of Natural Resources (WDNR) requires that a public education and outreach program include, at a minimum, the following six elements:

- (1) Public education and outreach on stormwater impacts.
 - Implement a public education program to distribute educational materials to the community or conduct equivalent outreach activities about the impacts of stormwater discharges on water bodies and the steps that the public can take to reduce pollutants in stormwater runoff.
- (2) Public involvement/participation.
 - Comply with State and local public notice requirements when implementing a public involvement/ participation program.
- (3) Illicit discharge detection and elimination.
 - Implement and enforce a program to detect and eliminate illicit discharges.
- (4) Construction site stormwater runoff control.
 - Monitor any stormwater runoff to your small MS4 from construction activities that result in a land disturbance of greater than or equal to one acre. Reduction of stormwater discharges from construction activity disturbing less than one acre must be included in your program if that construction activity is part of a larger common plan of development or sale that would disturb one acre or more. If the NPDES permitting authority waives requirements for stormwater discharges associated with small construction activity in accordance with Sec. 122.26(b)(15)(i), you are not required to develop, implement, and/or enforce a program to reduce pollutant discharges from such sites.
- (5) Post-construction stormwater management in new development and redevelopment.
 - Monitor new development and redevelopment projects that disturb greater than or equal to one acre, including projects less than one acre that are part of a larger common plan of development or sale, that discharge into your small MS4.
- (6) Pollution prevention/good housekeeping for municipal operations.
 - Implement an operation and maintenance program that includes a training component and has the ultimate goal of preventing or reducing pollutant runoff from municipal operations. Using training materials that are available from EPA, State, City or other organizations, the program will include employee training to prevent and reduce stormwater pollution from activities such as maintenance, new construction and land disturbances, and stormwater system maintenance.

Target Audiences on the UW-Superior campus: The stormwater education and public participation topics developed for the UW-Superior campus directs the education to the following:

- A general audience that includes- students, on-campus residents, commuter students and faculty & staff
- Campus facilities maintenance, grounds keepers, custodial and administrative staff

Objectives

Target audiences on the UW-Superior campus will:

- Have an understanding of stormwater runoff and the impacts of excess stormwater runoff and stormwater pollution, such as water quality impacts, the effects of impervious surfaces, variations in flow and the environmental consequences.
- Understand where the stormwater conveyance system goes (including storm drains and swales) and will not dump material into them.
- Know where to get information on Best Management Practices (BMPs).
- Understand and implement appropriate BMPs and pollution prevention practices.

Program components UW-Superior will partner with the City of Superior whenever possible in all permit condition areas, including public education & outreach and public involvement & participation. Staff will partner with and encourage student involvement in activities pertaining to education of the campus community on stormwater management issues. The campus will develop and implement multiple channels of communicating stormwater management goals and information to the campus community. This communication program may include any combination of the following:

1. Display stormwater management educational materials at selected campus locations and during selected campus events. This might include placing posters in campus hallways, permanent displays, and table tents in student dining areas.
2. 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 campus radio station, and encouraging the local community news papers to provide articles.
3. Install informational signage pertaining to stormwater management features on campus, especially in the new environmentally designed buildings.
4. Periodically update campus websites with pertinent stormwater management goals, guidelines, information and external links. These might include the following websites: Facilities Management; Residence Life; Environmental Health & Safety and will include links to other stormwater related websites. This effort might also include periodically sending campus-wide email with pertinent stormwater management goals, guidelines, information and external links via the campus Student and Staff Digests and Construction Buzz updates.
5. Give short presentations about general stormwater education and stormwater issues to campus classes, groups and community civic organizations.
6. 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.