Permit Condition: Public Education and Outreach (3.1)

Location: University of Wisconsin – River Falls

Permit No: WI-S050075-1

Objective: In partnership with the City of River Falls, the Education and Outreach Program is intended to educate campus and community constituents in stormwater related issues.

Activities:

1) Promote a University wide Stormwater logo contest.
2) Distribute (1) one annual Stormwater educational brochure with purchased University parking permits.
3) Create a website with stormwater information on: applicable reporting documents as well as links to the City of River Falls and UW System web sites.
4) Serve as a resource to campus organizations like ECO Club in stormwater related activities.
5) Develop a series of Public Service Announcements (PSAs) for regular release.

Activity Notes:

Activity # 1 has been completed as of 3/31/09. Activity # 2 was done to all campus constituents in January of 2009. It is expected that #2 will be done as noted in Fall 2009. Activity # 3 is underway. Activity # 4 is ongoing with expected planned activities in April 2009. Activity # 5 will be prepared for Fall 2009.

Measurable Goals:

1) Promote Stormwater brochure activity and record # of entries. (One time activity)
2) Distribute brochures to all permit holders. (Annual)
3) Track the amount of visits to the website and compare it to previous years. (Annual)
4) Track the # of stormwater related programs and events that staff assist with. Submit promotional material noting such as applicable. (Annual)
5) Track the # of PSAs distributed. (Annual)

Primary Contact Information:

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**Permit Condition:** Public Involvement and Participation (3.2)

**Location:** University of Wisconsin – River Falls

**Permit No:** WI-S050075-1

**Objective:** In partnership with the City of River Falls, activities that engage campus and community constituents in stormwater related events is significant to the overall success of stormwater management compliance.

**Activities:**

1) Conduct a stormwater logo contest for students, faculty and staff.
2) Conduct an Annual Meeting for campus constituents.
3) Attend Annual Meeting conducted by the City of River Falls.
4) Support ECO Club in Earth Day activities.
5) Partner with City of River Falls in stormwater related matters.

**Activity Notes:**

Activity # 1 has been conducted as of 3/31/09. Activity # 2 is anticipated in Fall 2009. Activity # 3 occurs in February of each year. Activity # 4 occurs in April of each year. Activity # 5 is expected to be ongoing.

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

1) Track the # of entries and utilize the winning entry on stormwater related material. (One time activity)
2) Record attendees and their representative group. (Annual)
3) Note attendees from campus who attended. (Annual)
4) Note # of activities conducted and support that was provided. (Annual)
5) Record the # of activities and events in which partnerships take place. (Annual)

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