

The background of the slide is a light gray gradient with several realistic water droplets of various sizes scattered across it. The droplets have highlights and shadows, giving them a three-dimensional appearance.

MS4 STORMWATER PERMIT

2.1 PUBLIC EDUCATION & OUTREACH

2.2 PUBLIC INVOLVEMENT & PARTICIPATION

UTILITIES COMMITTEE

NOVEMBER 12, 2019

NEWSC

- NORTHEAST WISCONSIN STORMWATER CONSORTIUM
- THESE TWO SECTIONS ARE ORIGINAL REASON FOR CREATION OF THE GROUP
- GENERALLY NOT AN ENGINEERS STRENGTH
- PER WDNR, COMMUNITIES NEED TO GO BEYOND NEWS SC ACTIVITIES

2.1 PUBLIC EDUCATION AND OUTREACH

- REQUIREMENTS ARE DIFFERENT BASED ON POPULATION
- REQUIRED TO INCREASE AWARENESS OF STORMWATER POLLUTION IMPACTS ON WATERS OF THE STATE
- REQUIRED TO ENCOURAGE CHANGES IN PUBLIC BEHAVIOR TO REDUCE THESE IMPACTS
- MEASURABLE GOALS ARE DEFINED IN THE PERMIT

2.1.1 TOPICS

- REQUIRED TO ADDRESS ALL 8 TOPICS WITHIN THE PERMIT TERM AND AT LEAST 6 TOPICS PER YEAR
- TOPICS ARE
 - ILLICIT DISCHARGE DETECTION AND ELIMINATION
 - HOUSEHOLD HAZARDOUS WASTE DISPOSAL/PET WASTE/VEHICLE WASHING
 - YARD WASTE/PESTICIDES/FERTILIZERS
 - STREAM AND SHORELINE MANAGEMENT
 - RESIDENTIAL INFILTRATION
 - CONSTRUCTION SITE AND POST CONSTRUCTION STORMWATER MANAGEMENT
 - POLLUTION PREVENTION
 - GREEN INFRASTRUCTURE/LOW IMPACT DEVELOPMENT

2.1.2 DELIVERY MECHANISMS

- REQUIRED TO USE AT LEAST 2 ACTIVE MECHANISMS PER YEAR
 - FACE TO FACE ACTIVITIES, SUCH AS SCHOOL PRESENTATION, SUMMER CAMP, INFORMATIONAL BOOTH AT AN EVENT, GOVERNMENT EVENT, WORKSHOPS, TOURS
- ALLOWS PASSIVE MECHANISMS
 - EXAMPLES INCLUDE PRINT MEDIA IN WAITING AREAS, POSTERS, MAILINGS, SOCIAL MEDIA, SIGNAGE, WEBSITE

2.1.3 TARGET AUDIENCE

- REQUIRED TO IDENTIFY THE TARGET AUDIENCE FOR EACH PUBLIC EDUCATION AND OUTREACH TOPIC, FOR EXAMPLE
 - GENERAL PUBLIC
 - PUBLIC EMPLOYEES
 - RESIDENTS
 - BUSINESSES
 - CONTRACTORS
 - DEVELOPERS
 - INDUSTRIES

SECTION 2.2 PUBLIC INVOLVEMENT AND PARTICIPATION

- REQUIRED TO NOTIFY THE PUBLIC OF ACTIVITIES REQUIRED BY THE PERMIT
- REQUIRED TO ENCOURAGE INPUT AND PARTICIPATION FROM THE PUBLIC REGARDING THESE ACTIVITIES
- MEASURABLE GOALS ARE DEFINED IN THE PERMIT

2.2.1 PERMIT ACTIVITIES

- REQUIRED TO PROVIDE A MINIMUM OF ONE OPPORTUNITY PER YEAR FOR THE PUBLIC TO PROVIDE INPUT ON EACH OF THE FOLLOWING:
 - ANNUAL REPORT TO DNR DUE MARCH 31 OF EACH YEAR
 - STORMWATER MANAGEMENT PROGRAM
 - ADOPTION OR AMENDMENT OF ANY STORMWATER RELATED ORDINANCES
 - PERMIT SECTION 2.3 ILLICIT DISCHARGES AND CONNECTIONS (ARTICLE VII, CH. 20)
 - PERMIT SECTION 2.4 EROSION AND SEDIMENT CONTROL (CHAPTER 24)
 - PERMIT SECTION 2.5 STORMWATER MANAGEMENT STANDARDS AND PLANNING (ARTICLE VI, CH. 20)

2.2.2 DELIVERY MECHANISM

- REQUIRED TO IDENTIFY THE DELIVERY MECHANISM FOR EACH PERMIT ACTIVITY IN 2.2.1
- DELIVERY MECHANISMS CAN INCLUDE:
 - PUBLIC WORKSHOP
 - PRESENTATIONS
 - GOVERNMENT EVENT (PUBLIC HEARING, COUNCIL MEETING)
 - CITIZEN COMMITTEE MEETING
 - WEBSITE

2.2.3 VOLUNTEER ACTIVITIES

- REQUIRED TO IMPLEMENT ONE VOLUNTEER ACTIVITY PER YEAR
- OPTIONS INCLUDE:
 - GROUP BMP INSTALLATION OR MAINTENANCE
 - STORM DRAIN STENCILING
 - PLANTING A COMMUNITY RAIN GARDEN
 - CLEAN UP EVENT
 - STREAM MONITORING
 - CITIZEN COMMITTEE MEETING
 - PUBLIC WORKSHOP
 - PRESENTATION
 - OTHER HANDS-ON EVENT

2.2.4 TARGET AUDIENCE

- REQUIRED TO IDENTIFY THE TARGETED PARTICIPANTS FOR EACH PERMIT AND VOLUNTEER ACTIVITY
- PARTICIPANTS MAY INCLUDE:
 - GENERAL PUBLIC
 - PUBLIC EMPLOYEES
 - RESIDENTS
 - BUSINESSES
 - CONTRACTORS
 - DEVELOPERS
 - INDUSTRIES
 - OTHER APPROPRIATE AUDIENCES

QUESTIONS?

- SEND ANY QUESTIONS, SUGGESTIONS OR COMMENTS TO PAULA VANDEHEY OR SUE OLSON
- ANTICIPATE SUBMITTING THESE PROGRAMS TO WDNR IN JANUARY 2020