

DRAFT November 2019		2019 CITY OF APPLETON PUBLIC EDUCATION AND OUTREACH PLAN						
TOPIC	TARGET AUDIENCE	PLANNED ACTIVITY	MECHANISM		PRIMARY LEAD		COMPLETED ACTIVITY	
			ACTIVE	PASSIVE	CITY	NEWSC		
1	6. Inform and educate those responsible for the design, installation, and maintenance of construction site practices and stormwater management facilities on how to design, install, and maintain the practices.	1. Design consultants	10. One-on-one communication	X		X	ESC Inspector in the field throughout the year	
2							SW & ESC discussed for private and DPW projects throughout year	
3		2. Contractors	12. Pre-submittal and	X		X		
4			Pre-construction meetings				ESC discussed at DPW pre-construction meetings	
5		3. City staff	18. FWWA Watershed Conference	X		X	Sponsored and on planning committee	
6		19. Plan review	X		X	Several City staff attended conference		
7						ESC and SWM plan review verbal and written discussion		
8						1		
9	7. Identify businesses and activities that may pose a stormwater contamination concern, and educate those specific audiences on methods of stormwater pollution prevention.	1. Lawn Care companies	1. Mailings		X	X	Letters and ordinance language mailed October 4, 2019	
10							specifically addressing cut grass left in the gutter	
1								
2							1	
3	8. Promote environmentally sensitive land development designs by developers and designers, including green infrastructure and low impact development.	1. Owners/Developers	10. One-on-one communication	X		X	Discuss individual projects throughout the year	
4								
5		2. Designers	10. One-on-one communication	X		X	Discuss individual projects during the year	
6			18. FWWA Watershed Conference	X		X	Sponsored and on planning committee	
7								
8								
9								
10						1		
							8 Completed topics	
	Passive Mechanisms		Active Mechanisms					
	1. Mailing	0	10. One-on-One communication	1		Number of topics required	6	
	2. Newsletter	1	11. NEWSC Exhibiting	1				
	3. NEWSC Posters	1	12. Meetings	1				
	4. Website	0	13. Group Training	1				
	5. Signage	0	14. Presentations	1				
	6. Stormwater Credit Policy Pledge Supporter	1	15. Summer Camp	1				
			16. River Cleanup	1				
	Total Passive Mechanisms Used	3	17. Utilities Committee Meeting	0				
			18. Workshops/Conferences	1				
			19. Plan review	1				
	Key:							
	1= used during the year		Total Active Mechanisms used	9				
	0= not used during the year							
			Required Active Mechanisms	2				

2020 CITY OF APPLETON PUBLIC EDUCATION AND OUTREACH PLAN

DRAFT November 2019

	TOPIC	TARGET AUDIENCE	PLANNED ACTIVITY	MECHANISM		PRIMARY LEAD		COMPLETED ACTIVITY
				ACTIVE	PASSIVE	CITY	NEWSC	
1	1. Promote detection and elimination of illicit discharges and water quality impacts associated with such discharges from municipal separate storm sewer system.	1. Residents	2. DPW Newsletter		X	X		
2			6. Stormwater Credit Policy Pledge Supporter		X	X		
3			10. One-on-one communication	X		X		
4			11. NEWSOC Exhibiting	X			X	
5		2. City staff - DPW Technicians	14. Citizens Academy Presentation	X		X		
6			13. Group Training	X		X		
7								
8		3. Businesses	10. One-on-One communication	X		X		
9								
10								
1	2. Inform and educate the public about the proper management of materials that may cause stormwater pollution from sources including automobiles, pet waste, household hazardous waste and household practices.	1. Residents	2. DPW Newsletter		X	X		
2			3. NEWSOC Posters		X	X		
3			6. Stormwater Credit Policy Pledge Supporter		X	X		
4			11. NEWSOC Exhibiting	X			X	
5		2. Students	14. NEWSOC school presentations	X			X	
6			15. Summer Camp	X		X		
7								
8		1. Residents	2. City DPW newsletter		X	X		
9			3. NEWSOC posters		X	X		
10			6. Stormwater Credit Policy Pledge Supporter		X	X		
1	3. Promote beneficial onsite reuse of leaves and grass clippings and proper use use of lawn and garden fertilizers and pesticides.	1. Residents	11. NEWSOC Exhibiting	X			X	
2								
3								
4			15. Summer Camp	X		X		
5		2. Students						
6								
7								
8		1. Residents	16. River cleanup	X			X	
9								
10			14. NEWSOC school presentation	X			X	
1	4. Promote the management of streambanks and shorelines by riparian landowners to minimize erosion and restore and enhance the ecological value of waterways.		2. Students	15. Summer Camp	X		X	
2								
3								
4		1. Residents	6. Stormwater Credit Policy Pledge Supporter		X	X		
5								
6			14. Citizens Academy Presentation	X		X		
7								
8								
9								
10								

DRAFT November 2019		2020 CITY OF APPLETON PUBLIC EDUCATION AND OUTREACH PLAN						
TOPIC	TARGET AUDIENCE	PLANNED ACTIVITY	MECHANISM		PRIMARY LEAD		COMPLETED ACTIVITY	
			ACTIVE	PASSIVE	CITY	NEWSC		
6. Inform and educate those responsible for the design, installation, and maintenance of construction site practices and stormwater management facilities on how to design, install, and maintain the practices.	1. Design consultants	10. One-on-one communication	X			X		
	2. Contractors	12. Pre-submittal and Pre-construction meetings	X			X		
	3. City staff	18. FWWA Watershed Conference	X			X		
		19. Plan review	X			X		
7. Identify businesses and activities that may pose a stormwater contamination concern, and educate those specific audiences on methods of stormwater pollution prevention.	1. Carpet Cleaners	1. Mailing		X		X		
8. Promote environmentally sensitive land development designs by developers and designers, including green infrastructure and low impact development.	1. Owners/Developers	10. One-on-one communication	X			X		
	2. Designers	10. One-on-one communication	X			X		
		18. Sponsor FWWA Watershed Conference	X			X		
Passive Mechanisms		Active Mechanisms				0 Completed topics		
1. Mailing		10. One-on-One communication			Number of topics required	6		
2. Newsletter		11. NEWSC Exhibiting						
3. NEWSC Posters		12. Meetings						
4. Website		13. Group Training						
5. Signage		14. Presentations						
6. Stormwater Credit Policy Pledge Supporter		15. Summer Camp						
Total Passive Mechansims used	0	16. River Cleanup						
		17. Utilities Committee Meeting						
		18. Workshops/Conferences						
		19. Plan review						
Key:								
1= used during the year		Total Active Mechanisms Used	0					
0= not used during the year		Required Active Mechanisms	2					

DRAFT November 2019		2021 CITY OF APPLETON PUBLIC EDUCATION AND OUTREACH PLAN						
TOPIC	TARGET AUDIENCE	PLANNED ACTIVITY	MECHANISM		PRIMARY LEAD		COMPLETED ACTIVITY	
			ACTIVE	PASSIVE	CITY	NEWSC		
1	1. Promote detection and elimination of illicit discharges and water quality impacts associated with such discharges from municipal separate storm sewer system.							
2		1. Residents	2. DPW Newsletter		X	X		
3			10. One-on-one communication	X		X		
4			11. NEWSOC Exhibiting	X			X	
5			6. Credit Policy Pledge Supporter		X	X		
6			14. Citizens Academy Presentation	X		X		
7		2. City staff - DPW Operations	13. Group Training	X		X		
8								
9		3. Businesses	10. One-on-One communication	X		X		
10								
1	2. Inform and educate the public about the proper management of materials that may cause stormwater pollution from sources including automobiles, pet waste, household hazardous waste and household practices.							
2		1. Residents	2. DPW Newsletter		X	X		
3			11. NEWSOC Exhibiting	X			X	
4			3. NEWSOC Posters		X	X		
5			6. Credit Policy Pledge Supporter		X	X		
6								
7		2. Students	14. NEWSOC school presentations	X			X	
8								
9			15. Summer Camp	X		X		
10								
1	3. Promote beneficial onsite reuse of leaves and grass clippings and proper use of lawn and garden fertilizers and pesticides.							
2		1. Residents	2. City DPW newsletter		X	X		
3			3. NEWSOC posters		X	X		
4			6. Stormwater Credit Policy Pledge Supporter		X	X		
5			11. NEWSOC Exhibiting	X			X	
6								
7		2. Students	15. Summer Camp	X		X		
8								
9								
10								
1	4. Promote the management of streambanks and shorelines by riparian landowners to minimize erosion and restore and enhance the ecological value of waterways.							
2		1. Residents	16. River cleanup	X			X	
3								
4		2. Students	14. NEWSOC school presentation	X			X	
5			15. Summer Camp	X		X		
6								
7								
8								
9								
10								
1	5. Promote infiltration of residential stormwater runoff from rooftop downspouts, driveways, and sidewalks.							
2		1. Residents	6. Stormwater Credit Policy Pledge Supporter		X	X		
3			14. Citizens Academy Presentation	X		X		
4								
5								
6								
7								
8								
9								
10								

1												
2												
3												
4	6. Inform and educate those responsible for the design, installation, and maintenance of construction site practices and stormwater management facilities on how to design, install, and maintain the practices.	1. Design consultants	10. One-on-one communication	X			X					
5		2. Contractors	12. Pre-submittal and Pre-construction meetings	X			X					
6		3. City staff	18. FWWA Watershed Conference	X			X					
7			19. Plan review	X			X					
8												
9												
10												
1	7. Identify businesses and activities that may pose a stormwater contamination concern, and educate those specific audiences on methods of stormwater pollution prevention.	1. Restaurants	10. One on One communication with standard inspections by Plumbing and Health Depts	X			X					
2												
3												
4			2. Cement Finishers and Concrete Suppliers	1. Mailing		X		X				
5												
6												
7												
8												
9												
10												
1	8. Promote environmentally sensitive land development designs by developers and designers, including green infrastructure and low impact development.	1. Owners/Developers	10. One-on-one communication	X			X					
2												
3												
4			2. Designers	10. One-on-one communication	X			X				
5				18. Sponsor FWWA Watershed Conference	X			X				
6												
7												
8												
9												
10												
											0 Completed topics	
	Passive Mechanisms		Active Mechanisms								6 Number of topics required	
	1. Mailing		10. One-on-One communication									
	2. Newsletter		11. NEWSOC Exhibiting									
	3. NEWSOC Posters		12. Meetings									
	4. Website		13. Group Training									
	5. Signage		14. Presentations									
	6. Stormwater Credit Policy Pledge Supporter		15. Summer Camp									
	Total Passive Mechanisms Used	0	16. River Cleanup									
			17. Utilities Committee Meeting									
			18. Workshops/Conferences									
			19. Plan review									
	Key:											
	1= used during the year		Total Active Mechanisms Used	0								
	0= not used during the year											
			Required Active Mechanisms	2								

DRAFT November 2019		2022 CITY OF APPLETON PUBLIC EDUCATION AND OUTREACH PLAN						
TOPIC	TARGET AUDIENCE	PLANNED ACTIVITY	MECHANISM		PRIMARY LEAD		COMPLETED ACTIVITY	
			ACTIVE	PASSIVE	CITY	NEWSC		
1	1. Promote detection and elimination of illicit discharges and water quality impacts associated with such discharges from municipal separate storm sewer system.	2. DPW Newsletter 10. One-on-one communication 11. NEWSC Exhibiting 6. Credit Policy Pledge Supporter 14. Citizens Academy Presentation		X	X			
2								
3				X		X		
4				X			X	
5					X	X		
6				X		X		
7			2. City staff - Facilities/Park&Rec	13. Group Training	X		X	
8								
9			3. Businesses	10. One-on-One communication	X		X	
10								
1	2. Inform and educate the public about the proper management of materials that may cause stormwater pollution from sources including automobiles, pet waste, household hazardous waste and household practices.	2. DPW Newsletter 11. NEWSC Exhibiting 3. NEWSC Posters 6. Credit Policy Pledge Supporter		X	X			
2								
3				X			X	
4					X	X		
5					X	X		
6								
7			2. Students	14. NEWSC school presentations	X			X
8								
9				15. Summer Camp	X		X	
10								
1	3. Promote beneficial onsite reuse of leaves and grass clippings and proper use use of lawn and garden fertilizers and pesticides.	2. City DPW newsletter 3. NEWSC posters 6. Stormwater Credit Policy Pledge Supporter 11. NEWSC Exhibiting		X	X			
2								
3					X	X		
4					X	X		
5					X		X	
6								
7			2. Students	15. Summer Camp	X		X	
8								
9								
10								
1	4. Promote the management of streambanks and shorelines by riparian landowners to minimize erosion and restore and enhance the ecological value of waterways.	16. River cleanup 14. NEWSC school presentation 15. Summer Camp	X				X	
2								
3				X				X
4			2. Students	14. NEWSC school presentation	X			
5				15. Summer Camp	X		X	
6								
7								
8								
9								
10								
1	5. Promote infiltration of residential stormwater runoff from rooftop downspouts, driveways, and sidewalks.	6. Stormwater Credit Policy Pledge Supporter 14. Citizens Academy Presentation		X	X			
2								
3				X		X		
4								
5								
6								
7								
8								
9								
10								

1											
2											
3											
4	6. Inform and educate those responsible for the design, installation, and maintenance of construction site practices and stormwater management facilities on how to design, install, and maintain the practices.	1. Design consultants	10. One-on-one communication	X			X				
5		2. Contractors	12. Pre-submittal and Pre-construction meetings	X			X				
6		3. City staff	18. FWWA Watershed Conference	X			X				
7			19. Plan review	X			X				
8											
9											
10											
1											
2	7. Identify businesses and activities that may pose a stormwater contamination concern, and educate those specific audiences on methods of stormwater pollution prevention.	1. Restaurants	10. One on One communication with standard inspections by Plumbing and Health Depts	X			X				
3											
4		2. Pool and spa owners	1. Mailing			X		X			
5											
6											
7											
8											
9											
10											
1											
2	8. Promote environmentally sensitive land development designs by developers and designers, including green infrastructure and low impact development.	1. Owners/Developers	10. One-on-one communication	X			X				
3											
4		2. Designers	10. One-on-one communication	X			X				
5			18. Sponsor FWWA Watershed Conference	X			X				
6											
7											
8											
9											
10											
											0 Completed topics
	Passive Mechanisms		Active Mechanisms								6 Number of topics required
	1. Mailing		10. One-on-One communication								
	2. Newsletter		11. NEWSC Exhibiting								
	3. NEWSC Posters		12. Meetings								
	4. Website		13. Group Training								
	5. Signage		14. Presentations								
	6. Stormwater Credit Policy Pledge Supporter		15. Summer Camp								
			16. River Cleanup								
	Total Passive Mechansims Used	0	17. Utilities Committee Meeting								
			18. Workshops/Conferences								
			19. Plan review								
	Key:										
	1= used during the year		Total Active Mechanisms Used	0							
	0= not used during the year		Required Active Mechanisms	2							

