		2019 CITY OF APPLETON PUBLIC EDUCATION AND O	HITDEACH DI AN		
DRAFT November 2019		2019 CITT OF APPLETON PUBLIC EDUCATION AND O	UTNEACH PLAIN		
TOPIC	TARGET AUDIENCE	PLANNED ACTIVITY	MECHANISM	PRIMARY LEAD	COMPLETED ACTIVITY
			ACTIVE PASSIVE	CITY NEWSC	
1					
2	1. Residents	2. DPW Newsletter	X	X	DPW Newsletter mailed September 2019
3		6. Stormwater Credit Policy Pledge Supporter	X	X	# of approved pledge supporters
4 1. Promote detection and elimination of illicit		10. One-on-one communication	X	X	discuss throughout the year in response to reported discharges
5 discharges and water quality impacts associated		11. NEWSC Exhibiting	X	X	See NEWSC report
6 with such discharges from municipal separate	2 City Stoff Engineering	13. Cusum Training	V.	V	Discussed at weathly staff weating DATE
7 storm sewer system.	2. City Staff - Engineering	13. Group Training	X	X	Discussed at monthly staff meeting - DATE
9	3. Businesses	10. One-on-One communication	X	X	discuss throughout the year in response to reported discharges
10	J. Businesses	10. One on one communication	^		1
1					
2	1. Residents	2. DPW Newsletter	X	X	DPW Newsletter mailed September 2019
3		3. NEWSC Posters	X	X	Posted in various City parks
2. Inform and educate the public about the		6. Stormwater Credit Policy Pledge Supporter	X	X	# of approved pledge supporters
proper management of materials that may cause stormwater pollution from sources including		11. NEWSC Exhibiting	X	X	See NEWSC report
automobiles, pet waste, household hazardous					
7 waste and household practices.	2. Students	14. NEWSC school presentations	X	X	See NEWSC report
8		15. Summer Camp	X	X	8 weeks, 24-28 campers per week
9					
10					1
	1 Decidents	2. City DDW a social attack			DDW Navigletten mediad Centeralism 2010
3	1. Residents	2. City DPW newsletter 3. NEWSC posters	X	X	DPW Newsletter mailed September 2019 Posted in various City parks
		6. Stormwater Credit Policy Pledge Supporter	X	X	# of approved pledge supporters
3. Promote beneficial onsite reuse of leaves and		11. NEWSC Exhibiting	X	X	See NEWSC report
grass clippings and proper use use of lawn and					See Halloo report
garden fertilizers and pesticides.	2. Students	15. Summer Camp	X	X	Contracted with FWWA for 8 weeks, 24-28 campers per week
8		·			
9					
10					1
1					
2	1. Residents	16. River cleanup	X	X	See NEWSC report
3					
4 4. Promote the management of streambanks and	2. Students	14. NEWSC school presentation	X	X	See NEWSC report
shorelines by riparian landowners to minimize		15. Summer Camp	X	X	Contracted with FWWA for 8 weeks, 24-28 campers per week
6 erosion and restore and enhance the ecological value of waterways.					
8					
10					1
1					
2	1. Residents	6. Stormwater Credit Policy Pledge Supporter	X	X	# of approved pledge supporters
3					
5. Promote infiltration of residential stormwater					
5. Promote inflitration of residential stormwater runoff from rooftop downspouts, driveways, and					
6 sidewalks.					
7					
8					
9					
10					1

		2019 CITY OF APPLETON PUBLIC FOUCATION	AND OUTR	FACH PLAN		
DRAFT November 2019			712 00111			
TOPIC	TARGET AUDIENCE	PLANNED ACTIVITY		MECHANISM	PRIMARY LEAD	COMPLETED ACTIVITY
13.13				ACTIVE PASSIVE	CITY NEWSC	
1						
2	Design consultants	10. One-on-one communication	<del></del>	X	X	ESC Inspector in the field throughout the year
3						SW & ESC discussed for private and DPW projects throughout year
1	2. Contractors	12. Pre-submittal and		X	X	
5		Pre-construction meetings				ESC discussed at DPW pre-construction meetings
	3. City staff					
/		18. FWWA Watershed Conference		X	X	Sponsored and on planning committee
8						Several City staff attended conference
9		19. Plan review		X	X	ESC and SWM plan review verbal and written discussion
10						1
1						
7 Identify husinesses and activities that may	1. Lawn Care companies	1. Mailings		X	X	Letters and ordinance langauge mailed October 4, 2019
3						specifically addressing cut grass left in the gutter
5						
6. Inform and educate those responsible for the design, installation, and maintenance of 5 construction site practices and stormwater management facilities on how to design, install, and maintain the practices.  7. Identify businesses and activities that may 3 pose a stormwater contamination concern, and educate those specific audiences on methods of 5 stormwater pollution prevention.  1. I. Lawn Care companies 1. Mailings 1. Mailings 1. Done-on-one communication 1. Done-on-one communication 1. Designers, including green infrastructre and low impact development designs by developers and 6. designers, including green infrastructre and low impact development.  Passive Mechanisms 1. Mailing 0 1. One-on-one communication 1. News Cashibiting						
7						1
1						
	1. Owners/Developers	10. One-on-one communication		X	X	Discuss individual projects throughout the year
	2. Designers			X	X	Discuss individual projects during the year
		18. FWWA Watershed Conference		X	X	Sponsored and on planning committee
7 impact development.						
8						
9						
10						1
Basis a Marka dia a		A strand a Marka strand				8 Completed topics
			1	. Nu	ımber of topics required	6
			1			
			1			
			1			
			1			
o. Stormwater Credit Folicy Fledge Supporter	1		1			
Total Passive Mechanisms Used	3	· · · · · · · · · · · · · · · · · · ·	0			
Total Lassive Mechanisms Osca	<u> </u>		1			
		• •	1			
Kev:		25.110.110.10.11				
		Total Active Mechanisms used	9			
		. Starriouse incommissing agea				
o not used during the year		Required Active Mechanisms	2			
		required netive integrialisms				

				1			
		2020 CITY OF APPLETON PUBLIC EDUCATION AND	OLITPEACH DLAN				
DRAFT November 2019		2020 CITT OF AFFEETON FOBEIC EDOCATION AND	OOTKLACITTLAN				
TOPIC	arges from municipal separate storm sewer system.  2. City staff - DPW Technicians  3. Businesses  1. Residents  and educate the public about the proper ent of materials that may cause stormwater of from sources including automobiles, pet pousehold hazardous waste and household  2. Students		MECHA	MECHANISM			COMPLETED ACTIVITY
		PLANNED ACTIVITY	ACTIVE	PASSIVE	CITY	NEWSC	
1							
2	1. Residents	2. DPW Newsletter		X	X		
3		6. Stormwater Credit Policy Pledge Supporter		X	X		
1. Promote detection and elimination of illicit		10. One-on-one communication	X		X		
5 discharges and water quality impacts associated with		11. NEWSC Exhibiting	X			X	
		14. Citizens Academy Presentation	X		X		
system.	2. City staff - DPW Technicians	13. Group Training	X		X		
8 9	2 Rusinesses	10. One-on-One communication	X		X		
10	3. businesses	10. One-on-one communication			^		
1							
2	1. Residents	2. DPW Newsletter		Х	Х		
3		3. NEWSC Posters		X	X		
		6. Stormwater Credit Policy Pledge Supporter		Х	Х		
		11. NEWSC Exhibiting	Х			Х	
1 6 '							
7 practices.	2. Students	14. NEWSC school presentations	X			Х	
8		15. Summer Camp	X		X		
9							
10							
	1. Residents	2. City DPW newsletter		Х	X		
2 3	1. Residents	3. NEWSC posters		X	X		
4		6. Stormwater Credit Policy Pledge Supporter		X	X		<u></u>
3. Promote beneficial onsite reuse of leaves and grass		11. NEWSC Exhibiting	X			Х	
clippings and proper use use of lawn and garden							
fertilizers and pesticides.	2. Students	15. Summer Camp	Х		Х		
8							
9							
10							
	1. Desidents	1C. Divor alsony					
2	1. Residents	16. River cleanup	X			Х	
4 4. Promote the management of streambanks and	2. Students	14. NEWSC school presentation	X			X	
5 shorelines by riparian landowners to minimize erosion	z. students	15. Summer Camp	X		X	^	
6 and restore and enhance the ecological value of							
7 waterways.							
8							
9							
10							
	4. Baridanta	C. Character Conditional Condi			.,		
2 3	1. Residents	6. Stormwater Credit Policy Pledge Supporter		Х	X		
3 4		14. Citizens Academy Presentation	X		X		
5. Promote infiltration of residential stormwater		14. Citizens Academy Fresentation	^		^		
runoff from rooftop downspouts, driveways, and							
sidewalks.							
8							
9							
10							

		2020 CITY OF APPLETON PUBLIC EDUCATION ANI	D OUTREACH PLAN				
DRAFT November 2019							
TOPIC	TARGET AUDIENCE	PLANNED ACTIVITY	MECHA	NISM	PRIMA	RY LEAD	COMPLETED ACTIVITY
			ACTIVE	PASSIVE	CITY	NEWSC	
1							
2	Design consultants	10. One-on-one communication	X		Х		
3							
4 6. Inform and educate those responsible for the	2. Contractors	12. Pre-submittal and	Х		Х		
5 design, installation, and maintenance of construction		Pre-construction meetings					
6 site practices and stormwater management facilities	3. City staff						
7 on how to design, install, and maintain the practices.		18. FWWA Watershed Conference	X		X		
8							
9		19. Plan review	X		Х		
10							
1							
7. Identify businesses and activities that may pose a	1. Carpet Cleaners	1. Mailing		X	X		
stormwater contamination concern, and educate							
those specific audiences on methods of stormwater							
pollution prevention.							
6							
7							
1	1. Owners / Developed	10. One on an arrangement of					
2	1. Owners/Developers	10. One-on-one communication	X		X		
4 8. Promote environmentally sensitive land							
5 development designs by developers and designers,	2. Designers	10. One-on-one communication	Х		X		
6 including green infrastructre and low impact	Z. Designers	18. Sponsor FWWA Watershed Conference	X		X		
7 development.		10. Sponsor I WWA Watershed conterence					
8							
9							
10							
							0 Completed topics
Passive Mechanisms		Active Mechanisms					
1. Mailing		10. One-on-One communication		Nui	mber of topics	required	6
2. Newsletter		11. NEWSC Exhibiting					
3. NEWSC Posters		12. Meetings					
4. Website		13. Group Training					
5. Signage	Signage						
6. Stormwater Credit Policy Pledge Supporter							
		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	Total Active Mechanisms Used 0				
0= not used during the year							
		Required Active Mechanisms	2				

DRAFT November 2019  10PC  1ARGU AUDIDOL  PARMID ACTIVITY  MICHORS  ACTIVE  PROMOV LIAD  COMPATIDO ACTIVITY  MICHORS  ACTIVE  PROMOV LIAD  ACTIVE  AC									
1		DRAFT November 2019		2021 CITY OF APPLETON PUBLIC EDUCATION AND OL	JTREACH PLAN				
1									
1. Residents 2. DPW Neverletter X X X X X X X X X X X X X X X X X X X		TOPIC	TARGET AUDIENCE	PLANNED ACTIVITY	MEC	HANISM	PRIMA	RY LEAD	COMPLETED ACTIVITY
2 A. Promote detection and elimination of illicit dicharges. and water quality imports accorded with such discharges from management of streambanks and protection.  3 Bullinesses  3 Bullinesses  3 Bullinesses  4 City staff - DPW Operations  3 Bullinesses  4 City staff - DPW Operations  3 Bullinesses  4 Development of management of materials that may cause stormwater of control Tolky Proteins  4 New York Proteins  5 Promote beneficial onsite rouse of leaves and gass Clippings and proper use of leaves and gass and household proteins.  5 Promote beneficial onsite rouse of leaves and gass Clippings and proper use of leaves and gass and management of streambanks and materials and other rouse of leaves and gass Clippings and proper use of leaves and gass Clippings and proper use of leaves and gass and household and rouse of leaves and gass Clippings and proper use of leaves and gass Clippings and proper use of leaves and gass of leaves and gass Clippings and proper use of leaves and gass of leaves and gass Clippings and proper use of leaves and gass of leaves and gass Clippings and proper use of leaves and gass of leaves of leav					ACTIVE	PASSIVE	CITY	NEWSC	
4 1. Promote desection and elimination of liticil discharges and water quality impacts associated with such discharges and water quality impacts associated with such discharges from municipal separate store levered in discharg	1								
1   1   Nomote detection and elimination of illicit discharges   1   Nowes Center Project Pr	2		1. Residents	2. DPW Newsletter		Х	X		
and water quality impacts associated with such discharges from numicipal separate storm sever system.  9	3						X		
discharges from municipal separate storm sever system.  2 city staff - DPW Operations 3 Goudineses 10 One on-One communication X X X  10 One on-One communication X X X  X X  X X  X X X X X X X X X X X	4				X			Х	
7 system. 2. City staff: DPW Operations 3. Businesses 3. Done-on-One communication X X X  3. Businesses 3. Done-on-One communication X X X  3. Eleform and educate the public about the proper management of materials that may cause stormwater publishes from sources including automobiles, pet event of several publishes from sources including automobiles, pet event of several publishes from sources including automobiles, pet event of several publishes from sources including automobiles, pet event of several publishes from sources including automobiles, pet event of several publishes from sources including automobiles, pet event of several publishes and practices.  1. Residents  1. Residents  1. Residents  1. Residents  2. City DPM resudenter  X X X  X X  X X  X X  X X  X X  X X	5					Х			
8   3. Businesses   10. One-on-One communication   X   X   X   X   X   X   X   X   X	6								
10. Des-on-One communication X X X X X X X X X X X X X X X X X X X	7	system.	2. City staff - DPW Operations	13. Group Training	X		X		
1 Residents 2. DPW Newsletter X X X X 3 3 4									
2. Inform and educate the public about the proper management of materials that may cause stormwater publicular from sources including automobiles, pet waste, housefuld parenties.  8. Promote beneficial onsite reuse of leaves and garden fertilizes chapters and pesticides.  9. Promote beneficial onsite reuse of leaves and garden fertilizes and pesticides.  1. Residents  2. DeW levelateter  3. N.NWSC Posters  4. X.	,		3. Businesses	10. One-on-One communication	X		X		
1 1. NEWSC Exhibiting X X X X M management of materials that may custes stormwater and household practices.  2 Inform and educate the public about the proper management of materials that may custe stormwater pollution from sources including automobiles, pet waste, household hazardous waste and household practices.  2 Students  1 NewSC school presentations  1 NewSC school presentation  1 NewSC	-		1 Pacidants	2 DRW Newcletter			V		
4 A. Internal and escute the place according patronophies, per paragraphic of materials that may cause stormwater pollution from sources including autonophies, per pollution from sources and personate including autonophies, per pollution from sources and personate including autonophies, per pollution from sources and personate including autonophies, per pollution from sources autonophies, per pollution from sources and personate including autonophies, per pollution from s	2		1. Nesidelits			^	^	Y	
Secretary of the production of the state o	3 _/ı				^			^	
Political Transport Control of Streambanks and shorelines by rigarian landowners to minimize erosion and restore and enhance the ecological value of waterways.   1. Residents   2. Students   14. NEWSC school presentations   X									
7 practices. 2 Subents 14. News. school presentations X X X X 1 10. 10. 10. 15. Summer Camp X X X X X 1. 16. Summer Camp X X X X X X X X X X X X X X X X X X X	6			o. Credit Folicy Fleuge Supporter		^	^		
Solution	7	waste, household hazardous waste and household	2 Students	14 NEWSC school presentations	X			x	
15. Summer Camp X X X X X X X X X X X X X X X X X X X	8	practices.	2. Students	14. NEVVOC SCHOOL PLESCHEARIONS					
10	_			15. Summer Camp	X		X		
1. Residents 2. City DPW newsletter X X X X X X X X X X X X X X X X X X X	10								
3. Promote beneficial onsite reuse of leaves and grass clipings and proper use of lawn and garden fertilizers and pesticides.  2. Students  1. Residents	1								
3. Promote beneficial onsite reuse of leaves and grass clipings and proper use of lawn and garden fertilizers and pesticides.  2. Students  1. Residents	2		1. Residents	2. City DPW newsletter		Х	Х		
3. Promote beneficial onsite reuse of leaves and grass clippings and proper use of lawn and garden fertilizers and pesticides.  5. Students 15. Summer Camp X X X X X X X X X X X X X X X X X X X	3								
S. Profitor between tracks of leaves and grades of lawn and garden fertilizers and pesticides.  11. NEWSC Exhibiting  12. Students  15. Summer Camp  1	4	2. Daniel de la confision de la constante de l				Х	Х		
and pesticides.  2. Students  15. Summer Camp  X  X  X  X  10  10  1 1 2 3 4	5				Х			Х	
2. Students 15. Summer Camp X X X X X X X X X X X X X X X X X X X	6								
9 10	7	and pesticides.	2. Students	15. Summer Camp	X		X		
10 1 2 3 4. Promote the management of streambanks and shorelines by riparian landowners to minimize erosion and restore and enhance the ecological value of waterways.  9 10 1 Residents 1	8								
1. Residents 1. Re									
2 3 4 4. Promote the management of streambanks and 4 5 shorelines by riparian landowners to minimize erosion and restore and enhance the ecological value of waterways.  1. Residents  16. River cleanup  X  X  X  X  X  X  X  X  X  X  X  X  X									
4. Promote the management of streambanks and shorelines by riparian landowners to minimize erosion and restore and enhance the ecological value of waterways.  10									
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  14. NEWSC school presentation  15. Summer Camp  15. Summer Camp  17. Waterways.  18. Summer Camp  19. Summer Camp  10. Stormwater Credit Policy Pledge Supporter  10. Stormwater Credit Policy Pledge Supporter  11. Residents  12. Students  14. NEWSC school presentation  15. Summer Camp  16. Stormwater Credit Policy Pledge Supporter  17. Residents  18. Residents  19. Stormwater Credit Policy Pledge Supporter  19. Sto			1. Residents	16. River cleanup	X			X	
Shorelines by riparian landowners to minimize erosion and restore and enhance the ecological value of waterways.    Shorelines by riparian landowners to minimize erosion and restore and enhance the ecological value of waterways.    Shorelines by riparian landowners to minimize erosion and restore and enhance the ecological value of waterways.    Shorelines by riparian landowners to minimize erosion and restore and enhance the ecological value of waterways.    Shorelines by riparian landowners to minimize erosion and restore and enhance the ecological value of waterways.    Shorelines by riparian landowners to minimize erosion and restore and enhance the ecological value of waterways.    Shorelines by riparian landowners to minimize erosion and restore and enhance the ecological value of waterways.    Shorelines by riparian landowners to minimize erosion and restore and enhance the ecological value of waterways.    Shorelines by riparian landowners to minimize erosion and restore and enhance the ecological value of waterways.    Shorelines by riparian landowners to minimize erosion and expense of waterways.    Shorelines by riparian landowners to minimize erosion and expense of waterways.    Shorelines by riparian landowners to minimize erosion and expense of waterways.    Shorelines by riparian landowners to minimize erosion and expense of waterways.    Shorelines by riparian landowners to expense of wa	3								
and restore and enhance the ecological value of waterways.    Solid	4		2. Students					Х	
7    Waterways.	5			15. Summer Camp	X		X		
8   9   10	5				<del></del>				
9 10	/	water ways.					-		
10			-		-	-	-		
1 Citizens Academy Presentation  1 Residents  6 Stormwater Credit Policy Pledge Supporter  X X X  X X  X X  X X  X X  X X  X X						<del> </del>	_		
1. Residents 6. Stormwater Credit Policy Pledge Supporter X X X 4									
14. Citizens Academy Presentation X X X X A X A X A A A A A A A A A A A	2		1. Residents	6. Stormwater Credit Policy Pledge Supporter	-	X	X		
	3				Х				
5 5. Promote infiltration of residential stormwater runoff	4								
	5	5. Promote infiltration of residential stormwater runoff							
6 from rooftop downspouts, driveways, and sidewalks.	6								
7	7								
8	8								
9	9								
10	10								

1								
2	Design consultants	10. One-on-one communication		Х	-	Х		
3					•			
4 6. Inform and educate those responsible for the design,	2. Contractors	12. Pre-submittal and	-	Х		Х		
5 installation, and maintenance of construction site	2. 66.16.466675	Pre-construction meetings			-			
6 practices and stormwater management facilities on how	3. City staff	The construction meetings						
	3. City stair	18. FWWA Watershed Conference		Х		X		
, to design, motan, and maintain the practices.		16. PWWA Watershed Conference		^	-	^		
8		10. 81						
9		19. Plan review		Х		X		
10								
1								
2	1. Restaurants	10. One on One communication with standard	_	Х		X		
3		inspections by Plumbing and Health Depts			_			
4 7. Identify businesses and activities that may pose a								
5 stormwater contamination concern, and educate those								
6 specific audiences on methods of stormwater pollution	2. Cement Finishers and Concrete	1. Mailing		Х		Х		
7 prevention.	Suppliers							
8					•			
9					-			
10					-			
1								
2	1. Owners/Developers	10. One-on-one communication		Х		X		
3	1. Owners/ Developers	10. One-on-one communication		Λ		^		
4	2. Designers	10. One-on-one communication		X		X		
8. Promote environmentally sensitive land development	z. Designers			X		X		
designs by developers and designers, including green		18. Sponsor FWWA Watershed Conference		Λ		Χ		
infractructure and low impact development								
8								
9								
10								
							0 0	Completed topics
Passive Mechanisms		Active Mechanisms						
1. Mailing		10. One-on-One communication					6 1	Number of topics required
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						
5. Stormwater creater oney ricage Supporter		16. River Cleanup					+	
Total Passive Mechanisms Used	0	17. Utilities Committee Meeting	$\vdash$					
Total Fassive Mechanisms Oseu	U						+	
		18. Workshops/Conferences					++	
		19. Plan review						
Key:			<u> </u>					
1= used during the year		Total Active Mechanisms Used	0					
0= not used during the year								
		Required Active Mechanisms	2					

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

1						
2	Design consultants	10. One-on-one communication	X		X	
3						
4 6. Inform and educate those responsible for the	2. Contractors	12. Pre-submittal and	X		Х	
5 design, installation, and maintenance of construction		Pre-construction meetings				
6 site practices and stormwater management facilities	3. City staff					
7 on how to design, install, and maintain the practices.	3. City stair	18. FWWA Watershed Conference	Х		X	
		16. FWWA Watershed Conference	^		^	
8		10.01				
9		19. Plan review	X		Х	
10						
1						
2	1. Restaurants	10. One on One communication with standard	X		X	
3		inspections by Plumbing and Health Depts				
4 7. Identify businesses and activities that may pose a						
5 stormwater contamination concern, and educate those	2. Pool and spa owners	1. Mailing		Х	X	
6 specific audiences on methods of stormwater pollution						
7 prevention.		_				
8		_				
9						
10						
1						
2	1. Owners/Developers	10. One-on-one communication	X		X	
3						
2 3 4 8. Promote environmentally sensitive land development designs by developers and designers,	2. Designers	10. One-on-one communication	X		X	
5 development designs by developers and designers,		18. Sponsor FWWA Watershed Conference	Х		X	
6 including green infrastructre and low impact						
6 including green infrastructre and low impact 7 development.						
8		_	_			
9	<u> </u>					
		_				
10						
						0 Completed topics
Passive Mechanisms		Active Mechanisms				
1. Mailing		10. One-on-One communication				6 Number of topics required
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				
o. Stormwater Credit Policy Pleage Supporter		16. River Cleanup				
T. 15 . M. 1						
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						
ŭ '		Required Active Mechanisms	2			
			-			

		2023 CITY OF APPLETON PUBLIC EDUCATION AND OUTRE	ACH PLAN		
DRAFT November 2019					
TOPIC	TARGET AUDIENCE	PLANNED ACTIVITY	MECHANISM ACTIVE PASSIVE	PRIMARY LEAD CITY NEWSC	COMPLETED ACTIVITY
1			ACTIVE PASSIVE	CITY NEWSC	
2	1. Residents	2. DPW Newsletter	X	X	
3		10. One-on-one communication	X	X	
1. Promote detection and elimination of illicit		11. NEWSC Exhibiting	X	X	
5 discharges and water quality impacts associated with		6. Credit Policy Pledge Supporter	X	X	
6 such discharges from municipal separate storm sewer system.		14. Citizens Academy Presentation	X	X	
8	2. Businesses	10. One-on-One communication	X	X	
9					
10					
1	4 Paridante	2. DDW Marriel than			
3	1. Residents	2. DPW Newsletter 11. NEWSC Exhibiting	X	X	
2. Inform and educate the public about the proper		3. NEWSC Posters	X	X	
management of materials that may cause stormwater		6. Credit Policy Pledge Supporter	X	X	
pollution from sources including automobiles, pet waste, household hazardous waste and household					
nractices	2. Students	14. NEWSC school presentations	X	X	
8 9		15. Summer Camp	X	X	
10	<u> </u>	13. Summer Camp			
1					
2	1. Residents	2. City DPW newsletter	X	X	
3		3. NEWSC posters	X	X	
3. Promote beneficial onsite reuse of leaves and grass		6. Stormwater Credit Policy Pledge Supporter 11. NEWSC Exhibiting	X	X	
clippings and proper use use of lawn and garden	<u> </u>	11. NEWSC EXHIBITING	^	^	
fertilizers and pesticides.	2. Students	15. Summer Camp	Х	X	
8					
9 10					
10					
2	1. Residents	16. River cleanup	X	X	
3		<u> </u>			
4. Promote the management of streambanks and	2. Students	14. NEWSC school presentation	X	Х	
5 shorelines by riparian landowners to minimize erosion		15. Summer Camp	X	X	
6 and restore and enhance the ecological value of waterways.		_			
8	<u> </u>	_			
9					
10					
1 2	1 Desidents	C. Characteristics Cradit Delice Diedes Comme	V	V	
2 3	1. Residents	6. Stormwater Credit Policy Pledge Supporter 14. Citizens Academy Presentation	X	X	
4		14. Cid2Cits Academy Fresentation	^	A	
5. Promote infiltration of residential stormwater runoff from rooftop downspouts, driveways, and					
runoff from rooftop downspouts, driveways, and sidewalks.					
		_			
8 9		_			
10		_			

1							
2	Design consultants	10. One-on-one communication	X			Х	
3							
4 6. Inform and educate those responsible for the	2. Contractors	12. Pre-submittal and	X			Х	
5 design, installation, and maintenance of construction		Pre-construction meetings					
6 site practices and stormwater management facilities	3. City staff						
7 on how to design, install, and maintain the practices.		18. FWWA Watershed Conference	X	X		Х	
8							
9		19. Plan review	Х	:		Х	
10							
1							
2	1. Restaurants	10. One on One communication with standard	×			Х	
7. Identify businesses and activities that may pose a	I Nestadiants	inspections by Plumbing and Health Depts					
stormwater contamination concern, and educate		mspections by Flambing and Fleater Depts			-		
those specific audiences on methods of stormwater	2. Power Washing companies	1. Mailing	X			Х	
pollution prevention.	2. Power Washing companies	1. Mailing	^		-	^	
0					-		
/							
1							
2	1. Owners/Developers	10. One-on-one communication	X			X	
3							
4 8. Promote environmentally sensitive land	2. Designers	10. One-on-one communication	X			Х	
5 development designs by developers and designers,		18. Sponsor FWWA Watershed Conference	X			Х	
6 including green infrastructre and low impact							
7 development.							
8							
9							
10							
							0 Completed topics
Passive Mechanisms		Active Mechanisms					<u> </u>
1 1. Mailing		10. One-on-One communication					6 Number of topics required
1 2. Newsletter		11. NEWSC Exhibiting					
3 3. NEWSC Posters		12. Meetings					
2 4. Website		13. Group Training					
1 5. Signage		14. Presentations			+ +		
6. Stormwater Credit Policy Pledge Supporter		15. Summer Camp					
o. Stormwater Credit Folicy Fledge Supporter		16. River Cleanup					
8 Total Passive Mechanisms Used	0	17. Utilities Committee Meeting					
o Total Passive Mechanisms USEO	0	9					
		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				

Topics					Year							
	2019		202	0	2021			2022		20	2023	
	Active	Passive	Active	Passive	Active	Passive		Active	Passive	Active	Passive	
1. IDDE											<u> </u>	
2 IIIII Data Vahialaa ata											<del> </del>	
2. HHH, Pets, Vehicles, etc											<u> </u>	
3. Yard Waste, Pesticide, Ferilizer												
4. Stream and Shoreline											<u> </u>	
5. Residential Infiltration												
6. ESC and Post Construction											<u> </u>	
7. Pollution Prevention												
8. Green Infrastructure/Low Impact											<u> </u>	
Totals												