MAMSWAP 2009 I&E WORK PLAN

*DRAFT**

GRANT PRIORITIES

1. Develop 2009 fall leaf campaign outreach plan to replace the Community Based Social Marketing program idea as outlined in grant.
2. Conduct evaluation of five-year outreach campaign.
3. Continue radio ad campaign as part of fall leaf campaign.
4. Grant reporting.

OTHER PRIORITIES IN 2009-2013 PLAN

High

1. Develop 2009-2013 Intergovernmental I&E Agreement for signature by all members.
2. Develop brief audio-visual presentations, displays, etc., that can be shown at meetings.
3. Develop coasters to be delivered to local water-side venues with storm water messages.
4. Annual reporting to DNR.
5. Bill municipalities.
6. Develop 2010 plan.
7. Develop salt and deicing program and/or materials.

Medium

1. Create resource list for citizens on rain gardens, rain barrels, housekeeping, porous pavement, etc.
2. Provide a resource list for environmental actions (youth, community groups, college).
3. List resources on website.

ONGOING (actions initiated in previous years that require maintenance or updating)

1. Continue Plant Dane! Cost-Share program.
2. Continue promoting rain barrel programs.
3. Continue to work with the Earth Gauge Partnership.
4. Continue to promote NASECA events.
5. Develop and distribute articles to municipalities for their newsletters.
6. Create and distribute articles for friends groups, community groups and neighborhood association newsletters.
7. Develop presentations (PowerPoint, slides, overheads, etc.) focused on audience interests/concerns.
8. Maintain web site (information and resource lists for environmental actions, link to municipal sites) listing resources.
9. Continue to use existing list serves to disseminate info.
10. Develop and set up displays for fairs, expos, etc.
11. Continue providing organizations and community groups assistance with projects.
12. Continue to promote storm drain stenciling and marking programs.
13. Promote curriculum developed.
14. Maintain distribution lists.
15. Develop, publicize and offer in-house training for building inspectors, contractors and staff.
16. Publicize availability of BMP Manual.

* 2009 I&E work plan has not yet been presented nor approved by MAMSWaP I&E Committee or MAMSWaP