

# STORMWATER INFORMATION & EDUCATION PROGRAM

## City of Stoughton, WI

### Introduction

In 2008 the City of Stoughton joined the Information and Education subcommittee of the Madison Area Stormwater Partnership (MAPSWaP) to fulfill a portion of the City's Public Education and Outreach requirement of the City's WPDES Permit (No. WI-S050075-1). This Stormwater I&E Program describes how the City will use information from the MAMSWaP I&E Subcommittee and other methods to inform and educate the Public on stormwater and water quality.

Public Involvement and Participation, another requirement of the City's WPDES Permit, is also addressed in this document.

### Goals of the Stormwater Information & Education Plan

- The City will use passive communication by publicizing stormwater I&E information on the local public access television channel and in the City's quarterly newsletter (the Tower Times). Information will include:
  - Links to stormwater information on the City's web site (2 times annually in the City's quarterly newsletter). Information from the UW-Extension can be included on the City's web site: <http://runoffinfo.uwex.edu/> and <http://runoffinfo.uwex.edu/urban/education.htm>
  - The Dane Waters DVD (12 times annually on the local public access television channel)
  - Information from the MAMSWaP I&E Subcommittee including what homeowners can do to help improve water quality (2 times in the City's quarterly newsletter)

Note: The City publishes notices in the local newspaper informing the public on proper management of leaves and grass clippings, and will continue to publish these notices. Notices are published twice annually.
- The City will use active communication by targeting different audiences, and will have specific messages for each audience. Target audiences and messages include:
  - Schools: Incorporating stormwater and rain garden curriculums, constructing a rain garden on school property
  - Garden clubs: Educating people on the many benefits of rain gardens and rain barrels.
  - Boy Scouts and Girl Scouts: Service-learning volunteer activities such as detention basin maintenance and constructing rain gardens.
- The City will use active communication to involve the public by inviting the general public and target groups to appropriate public meetings. The City will also involve the public by involving them in activities such as the City-sponsored rain garden that was installed in 2005. The project involved volunteer work by the Rock River Coalition and the School District.
- The City will measure the effectiveness of the I&E Program by keeping annual records of the types and occurrences of I&E efforts by the City, such as the number of times the Dane Waters DVD is shown on the local public access television channel. No surveying is necessary.