

Fond du Lac County Information and Education Plan

February 2009

Overview of Plan

This Information & Education Plan (I&E Plan) is a guidance document that will change over time. It captures the target audiences and the desired awareness and behavior changes needed to bring about storm water quality and quantity improvement in the Fond du Lac Urbanized Area along with adjoining areas of urbanized development that drain into the Urbanized Area. Mapping of this modified Urbanized Area will be finished later in 2009 and the revised map will become part of this document. Education is an important component of a comprehensive and effective storm water management program. The Fond du Lac Urbanized Area is rich with water and wetland resources ranging from the creeks and rivers of the Fond du Lac area watershed to Lake Winnebago. For county employees in this Urbanized Area an education program is not only a good idea for protecting these resources, it is required under NR 216 storm water regulations. This plan is designed to address the activities and target audience required under NR216, particularly sections NR 216.07 –public education and outreach and 216.07(2) –public participation and parts of the remaining sections under 216.07.

The plan is composed of several parts:

- Purpose
- Education goals.
- A description of the target audiences and their relative priority.
- A list of educational objectives for each audience. Objectives reflect the knowledge and awareness levels, behaviors and actions desired to achieve our goals of improving storm water quality.
- Responsibilities for actions.

PURPOSE

The purpose of implementing the Fond du Lac County Plan is **to improve the quality and reduce the quantity of urban runoff, resulting in cleaner lakes, streams and rivers, cleaner runoff and less runoff through education (which should be coupled with appropriate regulation, enforcement and municipal programs)**. The purpose of this Plan is also to clarify responsibilities of the various county department employees.

EDUCATION GOALS

The goals of the I&E Plan derive from the requirements of the NR 216 permit, focusing on the urban requirements for MS4s. This plan therefore does not address the control of runoff from agricultural resources, which is the focus of various other programs.

Goals are broad ideas that may take a very long time to achieve. Goals usually do not change significantly over the life of a project, occasionally new ones may be added. An educational program is dynamic, some goals may be more importance at certain times in a project's life than others.

Specifically the goals of this plan are:

Goal 1: Improve quality and reduce quantity of storm water runoff from existing county facilities to meet or exceed state and local standards.

- Goal 2:** Improve quality and reduce quantity of storm water runoff from all new County facilities and redeveloped County facilities to meet or exceed state and local standards.
- Goal 3:** Identify and eliminate all un-permitted wastewater discharges to the storm water system.
- Goal 4:** To have a coordinated, county employee education effort that encourages consistent messages among and between county employees.

TARGET AUDIENCES

Educational programs are designated to meet the educational needs of specific audiences. These audiences may be determined by where they live, the work they do, their contribution to the problem and their ability to make behavioral changes that can lead to achieving the storm water program’s goals. Educational programs are then designated to meet an audience’s unique needs for topics, skills and best delivery methods.

Public Sector: This category includes all *county staff and appropriate departments such as fairgrounds, highway, golf course, land conservation, planning & parks, airport, and central maintenance*, and any county department involved in implementing the storm water program (mentioned in 2.6.8 of the permit) or responsible for grounds maintenance and management.

Policy makers: This category includes all *elected or appointed officials* who make local budget decisions for programs that have an impact on storm water quality.

EDUCATIONAL OBJECTIVES

Objectives are the detailed knowledge and skills that either all people, or specific target audiences, need in order to meet the purpose and goals of the Fond du Lac County I&E plan. Objectives are normally accomplished in less time than goals, usually within five to ten years. Objectives specify an audience, and an educational need such as knowledge or skill to be gained.

The objectives are the heart of an education plan. They are based on the educational goals and target audience needs, and result in an orchestrated set of educational activities that are focused and effective. Well-written and designed objectives will result in measurable outcomes upon which the program’s evaluation will be based.

All County Employees Involved in MS4 Issues

County employees is a term used for all county employees working in the Urbanized Area. Persons may be employed in planning, zoning, land conservation, planning and parks, fairgrounds, airport, golf course, highways, public works or other departments with land use or land management responsibilities.

The target audiences will be reached using this plan, email, newsletters and specific job training. Consistent messages will be used to raise general awareness about storm water issues.

Objective 1: All audiences will understand the impacts of storm water and why it is important

to decrease storm water runoff, including water quality impacts and the effects of impervious surface on runoff (heat, quantity, pollutants, extreme variations in flow).

- Objective 2:** All audiences will know where to get information on Best Management Practices (BMPs) and will be able to use the appropriate BMPs such as directing downspouts to pervious areas, reducing impervious areas, maintaining grassed swales, and having proper landscaping techniques around county buildings and facilities.
- Objective 3:** County employees will empower themselves to take action to improve water quality and to develop creative solutions to work in concert with their supervisors and county government policy makers.
- Objective 4:** All audiences will understand where storm water drains lead to and will not dump materials into them.
- Objective 5:** County employees and policy makers will see BMPs as necessary and functional.
- Objective 6:** County employees and policy makers will understand why the county needs to do storm water management. They will understand that storm water management will require resources (money, staff) to install and maintain BMPs and manage a storm water program.
- Objective 7:** County employees will be trained to detect and eliminate illicit discharges, and will know whom to call when someone is violating performance standards or local storm water ordinances.
- Objective 8:** All audiences will understand how volume of water impacts habitat, groundwater and surface water.
- Objective 9:** All audiences will know about alternative (e.g. pavers) to reduce imperviousness and increase infiltration during redevelopment, new developments, or on existing properties.
- Objective 10:** All audiences will increase their 'storm water literacy' (e.g. terminology, recognizing best management practices, know why its important to reduce storm water quality and quantity impacts, basic principles and concepts etc.)
- Objective 11:** All audiences will be able to identify unpermitted wastewater discharges and know who to contact for enforcement and remedy. County policing of illicit discharges will become a common practice.
- Objective 12:** All audiences will understand the environmental consequences of illicit discharges.
- Objective 13:** All audiences will understand the differences between sanitary and storm sewers.
- Objective 14:** All audiences will understand that their behavior will have an effect on county resources used for .

- Objective 15:** County staff and consultants will be able to evaluate BMPs for effectiveness.
- Objective 16:** County staff will understand the importance of hiring engineering firms that understand and use proper storm water retrofitting.
- Objective 17:** County staff will understand the importance of communicating standards to landowners, developers, contractors and consultants, reviewing plans and enforcing standards in plans.
- Objective 18:** County staff will understand what is required to achieve behavior change, which includes a combination of education, proper planning and enforcement.
- Objective 19:** County staff will be aware of the need to provide adequate staffing (or consulting) for administration of programs.
- Objective 20:** County staff will provide demonstrations of new and innovative practices that meet or exceed standards.
- Objective 21:** County staff and consultants will be aware of designs that minimize erosion from construction sites.
- Objective 22:** County staff will take action to encourage “green developments.”
- Objective 23:** County staff will understand permit requirements, actions needed and be able to educate their staff on the requirements.
- Objective 24:** County staff will be able to identify facilities and learn what their educational needs are, and be able to target education towards those needs.
- Objective 25:** County staff will, at county facilities, promote beneficial onsite reuse of leaves and grass clippings and proper use of lawn fertilizers and pesticides.
- Objective 26:** County staff, on county owned properties, will promote the management of stream banks and shorelines to minimize erosion and restore and enhance the ecological value of waterways.
- Objective 27:** County staff, on county owned properties, will promote infiltration of runoff from impervious surfaces including rooftops, driveways and sidewalks.
- Objective 28:** All county department heads and staff with management responsibilities will become familiar with and utilize on a day to day basis the Pollution Prevention Plans prepared for county facilities in the Urbanized Area. These plans contain detailed information on each facility’s pollution prevention team, identification of contamination sources and risk identification, best management practices, training, inspections and record keeping.

Policy-makers Involved in MS4 Issues

Elected and appointed officials, especially those serving on land use and zoning committees, have

unique educational needs that will allow them to make policy and legal decisions regarding the program.

Objective 29: Elected officials will have a broad understanding of storm water basics so that they know where to go for information.

Objective 30: Elected officials will be able to support their staff and the implementation of storm water programs through budgets, policies and regulations.

RESPONSIBILITIES

County Planning & Parks Department

1. Identify in-house capabilities to write and implement a localized education plan. Determine which, if any functions need to be contracted out.
2. Identify key audiences in county government and targeted activities.
3. Write an education and outreach plan that includes annual goals, brief description of activities and timelines. Update annually.
4. Maintain an annual membership in the Northeast Wisconsin Consortium (NEWSC) and attend NEWSC membership meetings.
5. Communicate at least quarterly with NEWSC on public participation and outreach activities.
6. Use NEWSC materials and tune the message to department employees on a regular basis.
7. At a minimum, annually provide and participate in staff training on management issues. Training must include onsite reuse of leaves and grass clippings, proper use of fertilizers and pesticides, proper handling of materials that can cause pollution, and methods of detection and elimination of illicit discharges into facilities. NEWSC resources will be used whenever possible.
8. Develop partnerships with other departments and local governments to implement employee educational activities.
9. Inform construction professionals, for every development or maintenance project, of all applicable MS4 requirements that relate to construction projects on department facilities within the Urbanized Area.
10. Document and report annually all employee educational activities including participation in or use of NEWSC materials and activities.
11. Complete and submit all annual and periodic reports required under the County's MS4 permit.
12. The County Planning & Parks Director is responsible for the bulleted items listed above.

County Highway Department

1. Use NEWSC materials and tune the message to department employees on a regular basis.
2. At a minimum, annually provide and participate in staff training on management issues. Training must include onsite reuse of leaves and grass clippings, proper use of fertilizers and pesticides, proper handling of materials that can cause pollution, and methods of detection and elimination of illicit discharges into facilities. NEWSC resources will be used whenever possible.
3. Develop partnerships with other departments and local governments to implement employee educational activities.
4. Inform construction professionals of all applicable MS4 requirements that relate to construction projects on department facilities within the Urbanized Area.
5. Document and report annually all employee educational activities including participation in or use of NEWSC materials and activities.

6. The County Highway Commissioner is responsible for the bulleted items listed above.

Fairgrounds

1. Use NEWSC materials and tune the message to department employees on a regular basis.
2. At a minimum, annually provide and participate in staff training on management issues. Training must include onsite reuse of leaves and grass clippings, proper use of fertilizers and pesticides, proper handling of materials that can cause pollution, and methods of detection and elimination of illicit discharges into facilities. NEWSC resources will be used whenever possible.
3. Develop partnerships with other departments and local governments to implement employee educational activities.
4. Inform construction professionals, for every development or maintenance project, of all applicable MS4 requirements that relate to construction projects on department facilities within the Urbanized Area.
5. Document and report annually all employee educational activities including participation in or use of NEWSC materials and activities.
6. The County Fairgrounds Supervisor is responsible for the bulleted items listed above.

Rolling Meadows Golf Course

1. Use NEWSC materials and tune the message to department employees on a regular basis.
2. At a minimum, annually provide and participate in staff training on management issues. Training must include onsite reuse of leaves and grass clippings, proper use of fertilizers and pesticides, proper handling of materials that can cause pollution, and methods of detection and elimination of illicit discharges into facilities. NEWSC resources will be used whenever possible.
3. Develop partnerships with other departments and local governments to implement employee educational activities.
4. Inform construction professionals, for every development or maintenance project, of all applicable MS4 requirements that relate to construction projects on department facilities within the Urbanized Area.
5. Document and report annually all employee educational activities including participation in or use of NEWSC materials and activities.
6. The Golf Course Manager is responsible for the bulleted items listed above.

Central Maintenance Department

1. Use NEWSC materials and tune the message to department employees on a regular basis.
2. At a minimum, annually provide and participate in staff training on management issues. Training must include onsite reuse of leaves and grass clippings, proper use of fertilizers and pesticides, proper handling of materials that can cause pollution, and methods of detection and elimination of illicit discharges into facilities. NEWSC resources will be used whenever possible.
3. Develop partnerships with other departments and local governments to implement employee educational activities.
4. Inform construction professionals, for every development or maintenance project, of all applicable MS4 requirements that relate to construction projects on department facilities within the Urbanized Area.
5. Document and report annually all employee educational activities including participation in or use of NEWSC materials and activities.
6. The County Building Maintenance Manager is responsible for the bulleted items listed above.

Airport

1. Use NEWS materials on a regular basis and tune the message to department employees.
2. At a minimum, annually provide and participate in staff training on management issues. Training must include onsite reuse of leaves and grass clippings, proper use of fertilizers and pesticides, proper handling of materials that can cause pollution, and methods of detection and elimination of illicit discharges into facilities. NEWS resources will be used whenever possible.
3. Develop partnerships with other departments and local governments to implement employee educational activities.
4. Inform construction professionals, for every development or maintenance project, of all applicable MS4 requirements that relate to construction projects on department facilities within the Urbanized Area.
5. Document and report annually all employee educational activities including participation in or use of NEWS materials and activities.
6. The County Airport Manager is responsible for the bulleted items listed above.

Policy Makers

1. Stay apprised of county management issues through sources such as NEWS newsletters and the NEWS web site.
2. Provide annually the financial resources to county departments as needed to comply with mandated NR 216 requirements.
3. When appropriate, participate in local training and educational opportunities related to management.
4. Encourage the development of partnerships among county departments and local governments to implement employee educational activities.
5. The County Executive or designee along with the County Board is responsible for the bulleted items listed above.