

Public Education and Outreach on Storm Water Impacts-MCM #1

Part II.C.b.1

Responsible Person:

Identify the responsible person(s) for implementing this MCM. (There may be more than one person or different departments that provide outreach to various targeted groups. If so, discuss.)

- 15.a. Name: Karen E. Kirtley
 15.b. Title: Assistant Vice President for Administration
 15.c. Department: Administration
 15.d. Address: One John Marshall Drive, Huntington, West Virginia 25755-5320
 15.e. Phone number: (304) 696-3328
 15.f. Email address: kirtley@marshall.edu

Part II.C.b.1.

- 15.g. State your overall objective for this minimum control measure.
 Marshall University will implement a public education program to educate the public on the impacts of stormwater discharges to water bodies. Students, employees, contractors, and the general public will be the groups targeted for education and outreach to reduce or eliminate behaviors and practices that cause or contribute to adverse stormwater impacts.
- 15.h. State and describe your BMPs. Indicate if BMP are part of your existing program.
- a. Create a stormwater webpage to provide information to students, faculty, staff, and the public on the impacts of storm water runoff and what students, faculty, staff, and the public can do to reduce stormwater pollution. This will take place one year after the final approval of the permit.
 - b. Include stormwater pollution and its impacts as part of the curriculum.
 - c. Provide information regarding recycling, sustainability and waste management on the Marshall University website. Work with the campus student organizations to advance these issues. Student organizations will be determined one year after the final approval of the permit.
 - d. Marshall University will encourage and support articles in the student newspaper (Parthenon) regarding storm water, pollution prevention, recycling, and sustainability. Marshall University will provide information for newspaper articles and will rely heavily on information obtained from the Center for Watershed Protection (www.cwp.org). The first article will be published within 6 months after the final approval of the permit.
 - e. Marshall University will publicize the physical plant telephone number for use by students and staff to report suspected illicit discharges or other pollution concerns. The telephone number will be published in articles in the Parthenon and will be posted on the storm water website. Information will be provided to the student newspaper and website pertaining to when it is appropriate to contact the physical plant for suspected illicit discharges or other pollution concerns. This will take place 6 months after the final approval of the permit.
- The above BMPs are new. They are not part of an existing program.
- 15.i. Is another entity sharing responsibility for the BMP? If so, who? No

MCM Components

Part II.C.b.1.a.i

- 15.j. Describe your education and outreach strategy targeting the general public.
- Create a stormwater webpage to provide information to students, faculty, staff, and the public on the impacts of stormwater runoff and what students, faculty, staff, and the public can do to reduce stormwater pollution.
 - Include stormwater pollution and its impacts as part of the curriculum.
Stormwater surveys will be performed at the beginning, during and at the end of the curriculum to gauge change in awareness. Classes to have storm water pollution as part of it curriculum will be determined one year from the date of final approval of the permit. Sources for the curriculum and credit hours will be determined within the same timeframe.
 - Provide information regarding recycling, sustainability and waste management on the Marshall University website. Work with the campus student organizations to advance these issues.
 - Marshall University will encourage and support articles in the student newspaper (Parthenon) regarding stormwater, pollution prevention, recycling, and sustainability. Marshall University will provide information for newspaper articles.
 - Marshall University will publicize the physical plant telephone number for use by students and staff to report suspected illicit discharges or other pollution concerns.

Part II.C.a.ii

- 15.k. Describe your education and outreach strategy targeting businesses including home-based and mobile businesses. Not Applicable

Part II.C.b.1.a.iii.

- 15.l. Describe your education and outreach strategy targeting homeowners, landscapers, and property managers. Not Applicable

Part II.C.b.1.a.iv

- 15.m. Describe your education and outreach strategy targeting engineers, contractors, developers, review staff, and land use planners.

Marshall University will educate all contractors coming onto campus to do work by placing an 'educational stormwater page' in the contract document. This educational page will contain specific information about certain prohibited activities such as dumping or placing liquid or solid wastes on the ground, street, grass, sidewalk, gutter or storm drain. This educational page will also explain why certain activities have the potential to cause pollution in stormwater runoff. Certain practices such as rinsing out paint brushes, or washing down equipment will be specifically discussed on this page. Marshall intends to have this educational page ready within six months of final approval of the permit so that all contractors coming onto the campus, this date and beyond will receive this information. Marshall will disseminate this page to all our procurement personnel who deal with contracts and contractors so they will know that this page is mandatory for placement in all contracts. Staff that oversee procurement and/or contractor work will be trained on proper stormwater management and what to look for onsite to prevent stormwater pollution. On an annual basis Marshall will tally the number of contractors that received this page in their contracts.

Schedule

Part II.C.a.1

- 15.n. Provide a schedule for implementing each component, including dates for interim and full implementation. Webpage and curriculum will be implemented within one year of final approval of the permit.

Measurable Goals

Part II.B.4

- 15.o. List and fully describe your Measurable goal(s) for this MCM.
- a. Goal 1 - Create webpage during the first year of the program.
Goal 2 - Track the number of hits or visits to the webpage.
 - b. Track the number of classes *and* the number of students enrolled in those classes incorporating storm water pollution and its impacts as part of the curriculum.
 - c. Evaluate the quantity of materials recycled each year. Document sustainability measures adopted. Information on this BMP will be included in the annual report.
 - d. Evaluate the number of articles appearing in the newspaper annually and include in the annual report.
 - e. Track the number of calls received at the physical plant related to illicit discharges or pollution concerns.
 - f. Creation of an educational page, placement into contracts, and annually counting the number of contractors that received this page in their contracts.

Tracking

Part II.C.b.1.c.

- 15.p. Describe your plan to track the activities associated with this MCM.
- a. Goal 1- Create webpage during the first year of the program.
Goal 2- Track the number of hits or visits to the webpage.
 - b. Track the number of classes and the number of students enrolled in those classes incorporating storm water pollution and its impacts as part of the curriculum. Students will be surveyed at the beginning, during, and at the end of the curriculum to gauge change in awareness. This will be documented and will be included in the annual report.
 - c. Evaluate the quantity of materials recycled each year. Document sustainability measures adopted. Information on this BMP will be included in the annual report.
 - d. Evaluate the number of articles appearing in the newspaper annually and include in the annual report.
 - e. Track the number of calls received at the physical plant related to illicit discharges or pollution concerns. These calls will be tallied and placed in the annual report to see the impact of outreach during the permit period.
 - f. Survey staff that will oversee the contractors on-site and ask specific stormwater questions regarding the actions of the contractor. The surveys will be documented and will be included in the annual report.

Evaluation

Part II.B.7 & Part II.C.b.1.b.

- 15.q. Explain how you plan to gauge the effectiveness of your public education and outreach efforts.
- a. Goal 1 - Create webpage during the first year of the program.
Goal 2 - Track the number of hits or visits to the webpage.
 - b. Track the number of classes and the number of students enrolled in those classes incorporating stormwater pollution and its impacts as part of the curriculum. Evaluate the student surveys at the beginning, during, and at the end of the curriculum during the permit period. Adjust curriculum if progress in survey evaluations are not satisfactory.
 - c. Evaluate the quantity of materials recycled each year. Document sustainability measures adopted. Information on this BMP will be included in the annual report. Evaluate the quantity of materials recycled during the permit period to evaluate if outreach material is effective.
 - d. Evaluate the number of articles appearing in the newspaper annually and include in the annual report.
 - e. Track the number of calls received at the physical plant related to illicit discharges or pollution concerns. These calls will be tallied and placed in the annual report to see the impact of outreach during the permit period.
 - f. Survey staff that will oversee the contractors on-site and ask specific stormwater questions regarding the actions of the contractor. The surveys will be documented and will be included in the annual report.

TIP: Changes in awareness, knowledge, and attitudes can be measured effectively using statistically valid surveys or questionnaires. Other approaches include monitoring attendance at public meetings, tracking requests for information, and counting hits on web sites. Keep in mind that simply reporting the number of meetings held or the number of brochures printed is not an effective method to document changes in stormwater knowledge.

Assess behavior changes. Measurement of change in pollution-generating behavior in a watershed can be an important indicator of progress toward achieving SWMP goals. Examples include: A. Changes in lawn fertilizer sales in response to a publicity campaign, B. Pounds of hazardous waste turned in at collection events, participation in streambank clean-up events, and C. Sign-ups for environmental action pledges.