MCM 1&2: Public Education, Outreach, and Involvement Program

The University of Nebraska-Lincoln's Public Education, Outreach, and Involvement Program targets faculty, staff, and students. Educational outreach activities directed at construction contractors working on UNL's City and East Campuses are discussed in Minimum Control Measure 4, Construction Site Run-off Control (BMP 4.06).

The overall goal of UNL's Public Education, Outreach, and Involvement Program is to minimize adverse impacts from storm water run-off and illicit discharges associated with UNL's SMS4. UNL's program includes relevant topics such as illegal dumping, illicit discharges, E.coli and ammonia water quality impairment information, vehicle maintenance, street maintenance, spill response, proper waste management, and post-construction BMPs. Specific objectives of this program are to:

- Enhance awareness of potential sources of storm water pollution, with special emphasis on pollutants for which a TMDL has been established for a receiving water from UNL's SMS4.
- Enhance awareness of strategies used to minimize pollutants in storm water run-off.
- Enhance awareness of strategies used to minimize increases in storm water run-off volume and rate.
- Encourage the UNL community to become familiar with UNL's Storm Water Management Plan, and provide comments and suggestions for improvements.
- Encourage the UNL community to be aware of and promptly report potential discharges of pollutants or failures of any features of UNL's storm water conveyance or control system.
- Encourage every member of UNL's community to adhere to those good housekeeping and pollution prevention practices that are applicable to their activities and role at UNL.

Examples of various means of distributing information include: fliers, press releases, signage, PowerPoint presentations, online training, informational booths, presentations and guest lectures, UNL EHS maintained website, EHS listserv, and on-line publications from UNL Communications. There are approximately 1,354 subscribers to the EHS listserv. “Nebraska Today” is a newsletter that is emailed to all faculty and staff throughout the year. “Next@Nebraska” is a newsletter that is emailed weekly during the school year to students.

EHS maintains an on-line reporting tool, Stormwater Pollution Reporter, to facilitate reporting of concerns by the campus community. This reporting tool is prominently displayed on the EHS home page (www.ehs.unl.edu). The EHS web page also contains many other resources, such as EHS authored guidance documents (SOPs), links to UNL Extension publications, links to federal and state resources, links to professional storm water organizations, and information on sustainability initiatives, which often include storm water considerations.
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<tr>
<th>Requirement: MCM 1 Public Education</th>
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<tr>
<th>Reference</th>
<th>BMP 1.01 Public Education</th>
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<td>(Part IV.B.1.a.1)</td>
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<tr>
<td></td>
<td>1. The permittee must develop and implement a comprehensive stormwater education and outreach program for the MS4. The SWMP must, at a minimum:</td>
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<td>a) Define the goals and objectives of the program based on defined high priority, community-wide issues; b) Define the target audience(s); c) Maintain and update appropriate messages for targeted residential, construction, industrial, and commercial issues; d) Define methods and process of distribution; e) Distribute appropriate educational materials and media to the target audience each year, using whichever methods and procedures determined appropriate by the permittee.</td>
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<tr>
<th>Responsible</th>
<th>EHS: Environmental Specialist</th>
<th>Date of Last Review</th>
<th>(date the strategy/SOP reviewed)</th>
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<tr>
<th>Strategy</th>
<th>(a) EHS will continue to publish and update storm water educational information on the EHS web site.</th>
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<td>(b) EHS will continue to include a storm water awareness message in general Injury and Illness Prevention Program (IIPP) training, which targets new employees and paid students.</td>
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<td>(c) EHS will continue to distribute storm water awareness information at gatherings specifically targeting new students.</td>
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<td>(d) EHS will continue to publish articles related to storm water in the EHS listserv.</td>
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<td>(e) EHS will continue to collaborate with UNL Communications to publish information in Nebraska Today and Next@Nebraska on newly installed post-construction controls and UNL’s SMS4 Permit and SWMP.</td>
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<tr>
<th>Measurable Goals</th>
<th>All Years:</th>
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<td></td>
<td>1. At least annually, review and update storm water educational information contained on EHS’s web site.</td>
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2. At least annually, sponsor a storm water awareness booth at a large student event.

3. At least annually, publish a storm water awareness article in the EHS list serve.

4. At least annually, submit a news article for publication in Nebraska Today and Next@Nebraska highlighting either newly installed post-construction structural controls or certain aspects of UNL’s SWMP.

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<tr>
<th>Report</th>
<th>Activity Satisfied</th>
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<tr>
<td>1. Date, nature of the large student event(s) with an EHS sponsored booth, estimated number of students that visited the booth, and summary of relevant information presented/distributed (during the prior year).</td>
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<td>2. Date, summary of information distributed through EHS listserv, Nebraska Today, or Next@Nebraska</td>
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<tr>
<td>3. Summary of changes made to the EHS web site relative to available educational materials (during the prior year).</td>
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<tr>
<td>4. Number of persons completing an EHS training module that contains a storm water awareness message (during the prior year).</td>
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| Evaluation: Environmental Indicators of Effectiveness | N/A |

**Requirement: MCM 2 Outreach and Involvement**

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<tr>
<th>Reference</th>
<th>BMP 2.01 Outreach and Involvement (Part IV.B.1.a.2)</th>
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<td>2. The permittee must provide a stormwater public involvement program that involves the public in the planning and implementation of programs and activities</td>
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related to the development and implementation of the SWMP. At a minimum, the permittee must: a) Provide public notice of opportunities to review and comment on all new rules, ordinances, regulations and SWMP revisions drafted by the MS4; b) Create opportunities for citizens to participate in the implementation of storm water controls; and c) Ensure the public can easily find information about the permittee’s SWMP.

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### Strategy

1. EHS will maintain the on-line Stormwater Pollution Reporter tool.
2. EHS will solicit feedback on UNL’s SWMP and proposed revisions by:
   a. Adding language to the EHS website asking for comments and suggestions from the campus community.
   b. Soliciting comments and suggestions with announcements published in the EHS listserv.
   c. Soliciting comments and suggestions at meetings of the Chancellor’s University Safety Committee, which has broad faculty and staff representation.
   d. Soliciting comments and suggestions by sending written notice to or attending a meeting of ASUN (Student Government)
3. EHS will announce publication of its annual report and solicit feedback using the same mechanisms described above.

### Measurable Goals

**Year 1:**
UNL’s SMS4 permit and SWMP will be published on the EHS website. Within one month of posting to the EHS website, EHS will solicit feedback using the mechanisms described above.

**All Years:**
1. EHS will solicit comment from the campus community of proposed significant changes to UNL’s SWMP as described above. EHS will provide at least one month for receiving comments on proposed changes. All comments and EHS responses will be published to the EHS web site for a minimum of one month prior to finalizing any changes.

2. EHS will announce publication of its annual storm water report and solicit comment from the campus community as described above. EHS will respond to all comments in writing and maintain records of comments and responses for the duration of the permit term. These records will be made available to the campus community upon request.

3. UNL’s most current SMS4 permit and SWMP will be available on the EHS web site for public viewing throughout the permit term.

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<tr>
<th>Report</th>
<th>Summary of public notices, including date, content, and mechanisms of distribution. Documentation of all comments and responses will be available upon request.</th>
<th>Activity Satisfied</th>
<th>Yes</th>
<th>No</th>
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<tr>
<td>Evaluation: Environmental Indicators of Effectiveness</td>
<td>N/A</td>
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