

CITY OF HARTFORD

PUBLIC EDUCATION & OUTREACH PLAN

Public education is an essential part of any plan to reduce storm water pollution because the daily activities of millions of people contribute significantly to non-point source pollution. As citizens learn about the impacts of their actions on local water resources, they will become more likely to change their behaviors. An education program can also help communities learn about the kinds of barriers that prevent individuals from adopting new practices.

Education is an effective means of improving storm water quality because it can bring about behavior change. Most of us now consider recycling a normal activity, but when recycling first appeared many people did not know how to do it. The fact that it is now such an everyday part of our lives is due in part to a successful educational plan. An informed and knowledgeable community will offer more support and greater compliance to effective storm water pollution prevention.

The City of Hartford's Public Education & Outreach Plan establishes written, measurable goals to achieve compliance of the City's Phase II Municipal Separate Storm Sewer Systems (MS4s) permit conditions as follows:

1. *Promote detection and elimination of illicit discharges and water quality impacts associated with such discharges from municipal separate storm sewer systems.*
 - a. The adopted Ordinance creating Chapter 20, Article II, of the Hartford Municipal Code entitled "Storm Water Illicit Discharge and Connection" as approved by the Wisconsin Department of Natural Resources, will be accessible on the City's website.
 - b. The approved City of Hartford's Illicit Discharge Detection & Elimination Plan which includes response procedures will be accessible on the City's website.
 - c. A pollution concern hotline will be set up with a dedicated phone number directed to the Wastewater Department.
 - d. The City's website will allow citizens opportunity to report illicit discharge and pollution concerns through a reportpollution@ci.hartford.wi.us email address; concerns will be logged in an Illicit Discharge Concern Inventory.
2. *Inform and educate the public about the proper management of materials that may cause storm water pollution from sources including automobiles, pet waste, household hazardous waste and household practices::*
 - a. Placement of brochure developed under the City/County's "Clean Ways for Waterways" project on the City's website which provides the public with information regarding car care for cleaner water when washing your car in the driveway, proper disposal of pet waste, proper disposal of hazardous waste and other household practices.

- b. Provide educational support with Fact Sheets developed by the City/County's "Clean Ways for Waterways" project to help people learn about sensible ways they could change behaviors to avoid storm water pollution at home when actions are observed which are causing pollution. Place Fact Sheets at Public Library and Recycling Center.
 - c. Provide Fact Sheet on Car Care for Cleaner Water as developed by the City/County's "Clean Ways for Waterways" on the City's website to inform citizens how they can prevent storm water pollution.
 - d. Develop Fact Sheets on Hazardous Waste Disposal and place on City's website to provide information on disposing of paint and provide location/phone numbers for disposal of household hazardous waste.
 - e. Provide disposal containers at the Recycling Center for "do-it-yourselfers" to recycle used motor oil.
 - f. Provide Public Service Announcements on Cable TV and the local radio station (WTKM) encouraging pollution prevention measures at home.
3. *Promote beneficial onsite reuse of leaves and grass clippings and proper use of lawn and garden fertilizers and pesticides:*
- a. Develop a *Leaf Pickup Program* with simple guidelines to prevent leaves from going into the storm water by keeping them out of catch basins and storm drains.
 - b. Develop a *Grass Clippings & Lawn Care* information sheet for the City's website to promote grasscycling and environmentally friendly lawn care.
 - c. Provide "Yard Care and the Environment" Fact Sheets as developed by "Clean Ways for Waterways" at the City's Recycling Center and Public Library.
 - d. Provide compost containers at City's Recycling Center to drop off grass clippings, leaves and garden waste.
4. *Promote the management of streambanks and shorelines by riparian landowners to minimize erosion and restore and enhance the ecological value of waterways.*
- a. Identify property owners along the Rubicon River streambanks and compile a mailing list.
 - b. Provide information and Fact Sheets to the riparian landowners along the Rubicon River regarding ways to minimize erosion.
5. *Promote infiltration of residential storm water runoff from rooftop downspouts, driveways and sidewalks:*
- a. Develop a roof runoff controls Fact Sheet/Policy to address storm water that drains off rooftops to include on the City's storm water management webpage.
 - b. Provide Fact Sheets/Brochures on *rain gardens* to interested property owners by having the City Engineer's office email address available for requests on the City's website.

- c. Develop a Sidewalk Maintenance policy for the City regarding litter accumulation on sidewalks and driveway crossings.
6. *Inform and where appropriate educate those responsible for the design, installation, and maintenance of construction site erosion control practices and storm water management facilities on how to design, install and maintain the practices:*
 - a. The adopted Ordinance creating Chapter 20, Article I, of the Hartford Municipal Code entitled “Erosion Control and Storm Water Management” as approved by the Wisconsin Department of Natural Resources, will be accessible on the City’s website.
 - b. All City of Hartford ordinances adopted by the Common Council can be reached on the City’s website under the Municipal Code
 - c. Develop a Fact Sheet to be included with the permit package given to all contractors which outlines and gives guidance to the City’s “Erosion Control and Storm Water Management” standards.
 - d. Under the direction of the City Planner, the Building Inspection Department will inspect and enforce construction site erosion control standards.
7. *Identify businesses and activities that may pose a storm water contamination concern, and where appropriate, educate specific audiences on methods of storm water pollution prevention:*
 - a. Identify business owners you determine need guidance on developing an action plan to address storm water pollution risks.
 - b. Provide businesses with “A Self-Assessment Guide for Wisconsin Businesses” as developed UW-Extension.
 - c. Follow-up annual site inspections of businesses identified as sources of possible storm water pollution.
 - d. Inspections to be conducted by the Public Works Director and/or Plant and Collection Systems Director.
8. *Promote environmentally sensitive land development designs by developers and designers.*
 - a. Amend the City of Hartford’s “Standardized Development Specifications Manual” to include the new Erosion Control and Storm water Management standards adopted by the City on April 21, 2009.
 - b. Make available to developer’s and design engineers copies of the amended “Standardized Development Specifications Manual” prior to development.
 - c. City Planner attendance at continuing education seminars to educate and encourage developers to adopt effective pollution prevention measures during development.