

## Iowa Storm Water Education Program (ISWEP) 2006 Program Outline

Quarter and Focal Group	Topic and Materials
<p><b>The Watershed Approach Quarter 1 January-March</b> Target Groups: Municipal/Decision-making Officials, Council Members, General Public, Students</p>	<p><b>The Watershed Approach</b> Watershed Assessments and Watershed Protection Which may include:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Concentrated Flow Newsletter</li> <li><input type="checkbox"/> Website Link to General Public Education</li> <li><input type="checkbox"/> Master CD</li> <li><input type="checkbox"/> NRCS Urban Conservation Brochures for Rain gardens, Native Landscaping and LID</li> <li><input type="checkbox"/> IDNR Watershed 101 Brochure</li> <li><input type="checkbox"/> Watershed Power Point Presentation</li> <li><input type="checkbox"/> Talking Points-Toolbox Users Guide</li> <li><input type="checkbox"/> Press Release CD</li> <li><input type="checkbox"/> Public Service Announcement CD</li> </ul>
<p><b>Quarter 2 April-June</b> Target Groups: Developers, Builders, Contractors, Municipal Staff</p>	<p><b>Pollution Prevention at Construction Sites and Municipal Operations/SUDAS Design Guidelines for Erosion and Sediment Control</b> Which may include:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Concentrated Flow Newsletter</li> <li><input type="checkbox"/> Builder-Contractor Information</li> <li><input type="checkbox"/> Compost Brochure</li> <li><input type="checkbox"/> PowerPoint Presentation CD</li> <li><input type="checkbox"/> Talking Points Toolbox Users Guide</li> <li><input type="checkbox"/> Press Release CD</li> <li><input type="checkbox"/> Public Service Announcement CD</li> </ul>
<p><b>Quarter 3 July-September</b> Target Groups: Municipal staff and officials, general public</p>	<p><b>Post Construction/ SUDAS Draft Stormwater Quality Design Guidelines/Soil Quality Restoration, Native Landscaping</b> Which may include:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Concentrated Flow Newsletter</li> <li><input type="checkbox"/> PowerPoint Presentation CD</li> <li><input type="checkbox"/> Brochure and/or other tools</li> <li><input type="checkbox"/> Talking Points Toolbox Users Guide</li> <li><input type="checkbox"/> Press Release CD</li> <li><input type="checkbox"/> Public Service Announcement CD</li> </ul>
<p><b>Quarter 4 October-December</b> Target Groups: Municipal Officials/Decision-Making Officials, Business and Industry</p>	<p><b>Illicit Discharge, Business and Industry</b> Which may include:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Concentrated Flow Newsletter</li> <li><input type="checkbox"/> PowerPoint Presentation CD</li> <li><input type="checkbox"/> Brochure and/or other tools</li> <li><input type="checkbox"/> Talking Points Toolbox Users Guide</li> <li><input type="checkbox"/> Press Release</li> <li><input type="checkbox"/> Public Service Announcement</li> </ul>