

Iowa Stormwater Education and Outreach Program 2005 (First Year) Program Outline

Quarter and Focal Group	Topic and Materials
<p style="text-align: center;">Introductory Quarter 1 January-March</p> <p>Focal Group: Municipal/Decision-making Officials, Council Members, General Public</p>	<p>General Stormwater 101</p> <p>Introduction to Storm Water Management & Phase II Regulations which may include:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Concentrated Flow Newsletter <input type="checkbox"/> Website Link to General Public Education <input type="checkbox"/> Master CD Brochure NPDES 101 General Stormwater and Regulations <input type="checkbox"/> After-The-Storm Brochure <input type="checkbox"/> City of Minneapolis Heritage Park Project Summary <input type="checkbox"/> NRCS Urban Conservation Brochure <input type="checkbox"/> NPDES 101 – Power Point Presentation <input type="checkbox"/> Talking Points-Toolbox Users Guide <input type="checkbox"/> Water Audit CD <input type="checkbox"/> Press Release CD <input type="checkbox"/> Public Service Announcement CD
<p style="text-align: center;">Quarter 2 April-June</p> <p>Focal Group: Developers, Builders, Contractors (You will receive builder/contractor packets based on the estimated number of building permits issued for residential and commercial buildings in your community)</p>	<p>Erosion and Sediment Control</p> <p>Which may include:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Concentrated Flow Newsletter <input type="checkbox"/> IAMU 2nd Stormwater Conference Notice <input type="checkbox"/> Builder/Contractor Packets with brochures: URBAN SWPPP, URBAN compost, NRCS Urban Conservation, IDNR Compost Studies, SWPPP Checklist. <input type="checkbox"/> PowerPoint Presentation CD <input type="checkbox"/> Talking Points Toolbox Users Guide <input type="checkbox"/> Press Release CD <input type="checkbox"/> Public Service Announcement CD
<p style="text-align: center;">Quarter 3 July-September</p> <p>Focal Group: Commercial/Industrial Businesses, General Public</p>	<p>Illicit Discharges</p> <p>Which may include:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Concentrated Flow Newsletter <input type="checkbox"/> Stormdrain Education Bill Stuffer <input type="checkbox"/> UNI's Resources <input type="checkbox"/> Polk County Extension – Water Wise <input type="checkbox"/> PowerPoint Presentation CD <input type="checkbox"/> Talking Points Toolbox Users Guide <input type="checkbox"/> Press Release CD <input type="checkbox"/> Public Service Announcement CD
<p style="text-align: center;">Quarter 4 October-December</p> <p>Focal Group: Municipal Officials/Decision-Making Officials, Council Members, Consulting Engineers, Landscape Architects</p>	<p>Stormwater Quality/Post Construction</p> <p>Which may include:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Concentrated Flow Newsletter <input type="checkbox"/> LID Brochure Iowa Hwy 65 Project <input type="checkbox"/> General Brochure Master <input type="checkbox"/> Municipal Brochure Master <input type="checkbox"/> Builder Brochure Master <input type="checkbox"/> PowerPoint Presentation CD <input type="checkbox"/> Talking Points Toolbox Users Guide <input type="checkbox"/> Press Release <input type="checkbox"/> Public Service Announcement