

## MCM 1. PUBLIC EDUCATION AND OUTREACH

Task	Title – Activity Description	CY1	CY2	CY3	CY4	CY5
<b>1.A</b>	Develop a stormwater website containing personal pollution prevention tips, illicit discharge information, complaint documentation by the public, and stormwater contacts.					
<b>1.A.1</b>	Keep the stormwater website current.					
<b>1.B</b>	Provide stormwater quality articles to local media at least 3 times per year.					
<b>1.C</b>	Develop the WKU Green Tour highlighting sw quality BMPs, recycling, and other green technologies on campus.					
<b>1.D</b>	Provide stormwater quality information to students, staff and faculty during the annual Earth Day event on campus.					
<b>1.E</b>	Include SW information during freshman orientation. Develop talking points about WKU SW policies, sustainability, etc.					
<b>1.F</b>	Conduct an online survey to determine the awareness of staff, faculty and students about how they impact stormwater quality. Conduct these surveys during permit years 1 and 3, and use this information to adjust and/or direct the educational activities for the following permit years.					