

Table 2. WMU Public Education Plan (PEP)

PEP Topic	PEP Category	PEP ID	Key Messages	Partners	Target Audience	Delivery Mechanism	Year (start) /Frequency	Responsible Party	Measurable Goal
A	Watershed Stewardship	A1	Stormwater impacts and stewardship of water resources	None	WMU staff, students, visitors, general public	WMU EHS website, Social Media, Office of Sustainability FB page	Sept. 2018-2020 Nov. 2018-2020	EHS	Set a baseline in 2018 and increase # of people by 10% each year
		A2	Stormwater impacts and stewardship of water resources	None	WMU employees (Custodial, Maintenance, Landscape, Power Plant)	Classroom Training for WMU employees, Portage/Arcadia WMP	First year of employment and once in permit cycle May 2018-2020	EHS	Goal of 100% attendance (will offer makeup sessions if employees are absent)
		A3	Watershed definition	WMU, Kzoo TMDL NPS, NGOs	All, general public	Portage/Arcadia WMP, Social Media	Jan-Dec 2018-2020	WMU, Kzoo TMDL NPS	Set a baseline in 2018 and increase # of people by 10% each year
		A4	Knowledge of Kalamazoo River watershed (or other local waterbodies)	WMU, Kzoo TMDL NPS, NGOs	All, general public	Portage/Arcadia WMP, Social Media	Jan-Dec 2018-2020	WMU, Kzoo TMDL NPS	Set a baseline in 2018 and increase # of people by 10% each year
		A5	Promote responsibility to water quality by advertising opportunities for public to engage in activities along the river	Kzoo TMDL NPS, NGOs, TMDL group	All, general public	Posters at WMU Bernhard Center and on website (e.g., Kanoë the Kazoo, Krazy for Kazoo, Water Festival, etc.), Social Media	July 2018-2020	Individual permittees, watershed partners	1 poster, 1 week duration, 500 people (Use store register #s)
MS4		B1	Connection of storm system and impacts to water resources	None	WMU staff, students, visitors, general public	Map of stormwater features at campus BMPs	Jan-Dec 2018-2020	Landscape Facilities	1 sign for each new BMP installed
		B2	Connection of storm system and impacts to water resources	None	WMU employees (Custodial, Maintenance, Landscape, Power Plant)	Classroom Training for WMU employees	First year of employment and once in permit cycle May 2018-2020	EHS	Goal of 100% attendance (will offer makeup sessions if employees are absent)

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B	connection to surface water and potential impacts	B3	Connection of storm system and impacts to water resources	None	General public	Stormwater markers at inlets	July 2018-2020	EHS	Maintain Markers. Replace broken each summer

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		B4	Storm drains/ SW drains to surface waters untreated	None	All, general public	Stormwater markers at inlets	July 2018-2020	EHS	Markers (20/yr)
		B5	SW impacts on local water quality	Kzoo TMDL NPS, NGOs	All, general public	WMU sustainability FB page and/or other social media platforms, Western Herald, Kalamazooiver.org	Jan-Dec 2018-2020	NGO, Kzoo TMDL NPS	Set a baseline in 2018 and increase # of people by 10% each year
C	Illicit discharge impacts and reporting	C1	Connection of storm system and impacts to water resources	None	WMU, general public	WMU website provides instructions for illicit discharge reporting/WMU sustainability FB page and/or other social media platforms	Jan-Dec 2018-2020	EHS	Continue 100% compliance with 0 Illicit discharges.
		C2	Connection of storm system and impacts to water resources	None	WMU employees (Custodial, Maintenance, Landscape, Power Plant)	Classroom Training for WMU employees	First year of employment and once in permit cycle May 2018-2020	EHS	Goal of 100% attendance (will offer makeup sessions if employees are absent)
		C3	Connection of storm system and impacts to water resources	None	WMU employees (Custodial)	WMU Custodial Services maintains signage on floor cleaning and proper mop water disposal	May 2018-2020	EHS/WMU custodial	10 signs/permit cycle
	Illicit discharges, dumping	C4	Raise awareness of illicit discharges, dumping and promote public reporting	None	All, general public	Parking map brochure for all students	Sept 2018-2020	WMU Parking Services	Number of maps distributed (25,000 maps/permit cycle)
D	Preferred cleaning materials, procedures	D1	Promote responsible car, pavement, power washing	None	All, general public	Classroom training for WMU employees, Parking map brochure for students and visitors	First year of employment and once in permit cycle May 2018-2020 / New maps produced each year	EHS,WMU Parking Services	Goal of 100% attendance (will offer makeup sessions if employees are absent), Number of maps distributed (25,000/permit cycle)

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		D2	Promote responsible car, pavement, power washing	None	WMU employees	Car washing performed in the WMU Garage where there is an oil/water separator to sanitary, or vehicles taken to commercial car washes. WMU EHS website.	First year of employment and once in permit cycle May 2018-2020	EHS	Goal of 100% attendance (will offer makeup sessions if employees are absent)
E	Best lawn care practices	E1	Proper application and disposal of pesticides, herbicides, fertilizers	None	WMU Landscape Services employees	Classroom Training for WMU employees	First year of employment and once in permit cycle May 2018-2020	EHS	Goal of 100% attendance (will offer makeup sessions if employees are absent)
		E2	Proper application and disposal of pesticides, herbicides, fertilizers	None	WMU Landscape Services employees	Classroom Training for WMU employees about Pesticide containers triple-rinsed before disposal and placed in dumpster with no runoff	First year of employment and once in permit cycle May 2018-2020	Landscape Services, EHS	Goal of 100% attendance (will offer makeup sessions if employees are absent)
		E3	Proper application and disposal of pesticides, herbicides, fertilizers	None	WMU Landscape Services employees	Classroom Training for WMU employees on Topic; "Use Mixing pads for pesticide mixing."	First year of employment and once in permit cycle May 2018-2020	Landscape Services, EHS	Goal of 100% attendance (will offer makeup sessions if employees are absent)
		E4	Proper application and disposal of pesticides, herbicides, fertilizers	None	WMU Landscape Services employees	Buffer zone management and training	First year of employment and once in permit cycle May 2018-2020	Landscape Services, EHS	Goal of 100% attendance (will offer makeup sessions if employees are absent)
		F1	Education on proper disposal of grass clippings, leaves and pet wastes	None	WMU Landscape Services employees	Classroom Training for WMU employees	May 2018-2020	EHS	Goal of 100% attendance (will offer makeup sessions if employees are absent)

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F	Lawn debris and waste disposal	F2	Education on proper disposal of grass clippings, leaves and pet wastes	None	WMU Landscape Services employees	Employee certification as master gardeners, pest control applicators, arborists	May 2018-2020	Landscape Services	Number employees certified (% of staff certified, Goal of 100% certified)
		F3	Education on proper disposal of grass clippings, leaves and pet wastes	None	WMU Landscape Services employees	Training to include proper mow zones, mulching, leaf composting, pet wastes	April 2018-2020	Landscape Services, EHS	Goal of 100% attendance (will offer makeup sessions if employees are absent)
		F4	Proper disposal practices for grass clippings, leaf litter, animal wastes	None	All, general public	WMU sustainability FB page and/or other social media platforms, Western Herald	2017/On-going	WMU Web	Set a baseline in 2018 and increase # of people by 10% each year
		G1	Education on proper disposal of household hazardous wastes, travel trailer wastes, chemicals and motor vehicle fluids and recycling	None	WMU staff, students, visitors, general public	Educational flyers and disposal containers supplied to residence hall students at move out	April 2018-2020	Residence Life, EHS	Quantity of materials collected, recycled (Reduce Quantity each yr through education)

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G	Proper disposal of harmful wastes	G2	Education on proper disposal of household hazardous wastes, travel trailer wastes, chemicals and motor vehicle fluids and recycling	None	WMU staff, students, visitors, general public	"Green Guide" and "WMU Recycles" on Recycling and Sustainability website/WMU sustainability FB page and/or other social media platforms	"WMU Recycles" published twice per year on website	Office of Sustainability, EHS	Set a baseline in 2018 and increase # of people by 10% each year
		G3	Education on proper disposal of household hazardous wastes, travel trailer wastes, chemicals and motor vehicle fluids and recycling	None	WMU staff, students, visitors, general public	Classroom Training for WMU employees	May 2018-2020	EHS	Goal of 100% attendance (will offer makeup sessions if employees are absent)
I	Green Infrastructure (GI) and Low Impact Development (LID)	11	Benefits of native vegetation	None	WMU staff, students, visitors, general public	Map of stormwater features at campus BMPs	Jan-Dec 2018-2020	Facilities Management and EHS	1 sign/new BMP installed
		12	Benefits of native vegetation	None	WMU staff, students, visitors, general public	Community outreach with groups such as Steward of Kleinstuck and Asylum Lake Preserve Mngt Council/WMU sustainability FB page and/or other social media platforms	Jan-Dec 2018-2020	Landscape Services and EHS	Number of meetings (1 meeting/yr)/ Set a baseline in 2018 and increase # by 10% each year
		13	Education on proper disposal of grass clippings, leaves and pet wastes	None	WMU staff, students, visitors, general public	Classroom Training for WMU employees	May 2018-2020	EHS, Landscape Services	Goal of 100% attendance (will offer makeup sessions if employees are absent)

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		I4	Promote locations within Kalamazoo County where GI, LID is in place	Kzoo TMDL DNPS, NGOs, other property owners	All, general public	Create a self-guided green infrastructure/LID "tour" for general public to view rain gardens, green roofs, and other BMPs; Promote on websites, newsletters, radio and/or other media and campus tours	Aug 2018-2020	Kzoo TMDL NPS, EHS, Facilities Management and Landscape Services	1 tour/permit cycle
		I5	Promote opportunities for public to engage in GI, LID practices at home	NGOs	All, general public	WMU sustainability FB page and/or other social media platforms, Western Herald; Advertise events on website (e.g. rain barrel sales, native plant sales, etc.); Distribute rain garden flyer from Kzoo County Drain Office; EHS website	Jan-Dec 2018-2020	NGO, SW work group, individual permittees, EHS	Set a baseline in 2018 and increase # of people by 10% each year
		J1	Education on proper disposal of grass clippings, buffer zones, leaves and pet wastes	None	WMU staff, students, visitors, general public	Map of stormwater features at campus BMPs, EHS website	Jan-Dec 2018-2020	Facilities Management, EHS	Number of signs installed (1 sign / new vegetated BMP installed)

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J	Managing riparian lands for water quality	J2	Education on proper disposal of grass clippings, buffer zones, leaves and pet wastes	None	WMU staff, students, visitors, general public	Community outreach with groups such as Steward of Kleinstuck and Asylum Lake Preserve Mngt Council	Jan-Dec 2018-2020	Landscape Services, EHS	Number of meetings (1 meeting/yr)
		J3	Education on proper disposal of grass clippings, buffer zones, leaves and pet wastes	None	WMU staff, students, visitors, general public	Classroom Training for WMU employees	May 2018-2020	EHS, Landscape Services	Goal of 100% attendance (will offer makeup sessions if employees are absent)
		J4	Education on proper disposal of grass clippings, buffer zones, leaves and pet wastes	None	WMU staff, students, visitors, general public	Maintains educational placards on benefits of buffer zones at Arcadia Creek and Goldsworth Valley Detention Pond/WMU sustainability FB page and/or other	Jan-Dec 2018-2020	Landscape Services, EHS	Maintain signs (4 signs/yr)

Acronyms/Abbreviations

Res – Residential, Bus/Ind – Businesses/industries, Pub Emp – Public employees, Univ – Universities, Kzoo TMDL NPS - Kalamamazoo River TMDL NPS implementation committee, SW – Stormwater, GI – Green infrastructure, LID – Low impact development, NGO – non-governmental organizations, MDARD – Michigan Dept of Agriculture and Rural Development,

Delivery Mechanisms

The EHS website will be maintained quarterly. The EHS website address will be listed on the posters, brochures, maps, and handouts that will be provided to each target audience as identified in Table 2. WMU staff will be directed to the EHS Stormwater website through each annual training session conducted by EHS in May.