## Public Involvement and Participation – MCM #2

Part II.C.b.2

### Responsible Person:

Identify the responsible person(s) for implementing this MCM. There may be more than one person or different departments responsible for various projects. If so, discuss.

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|---|---|---|
| 16.a. | Name: Title: | Karen E. Kirtley |
| 16.b. | Department: | Assistant Vice President for Administration |
| 16.c. | Address: | Administration |
| 16.d. | Phone number: | One John Marshall Drive, Huntington, West Virginia  25755-5320 |
| 16.e. | Email address: | (304) 696-3328 |
| 16.f. | | kirtley@marshall.edu |

16.g.     State your overall objective for this minimum control measure.

Marshall University will provide opportunity for public involvement and participation in the implementation of the stormwater management program.

16.h.     State and describe your BMPs. Indicate if the BMP is part of the existing program.

a.  Marshall University will publish the facility's MS4 stormwater management program, plan, updates to the plan, and annual reports on the University's website.

b.  Involve students as part of classroom activity/coursework to assist with the development of stormwater system inventory and mapping.

16.i.     Is another entity sharing responsibility for the BMP? If so, who?     No

### MCM Components

Part II.C.b.2.

16.j.     Describe at least two methods you plan to use to engage the public in your SWMP.

a.  Marshall University will publish the facility's MS4 stormwater management program, plan, updates to the plan, and annual reports on the University's website.

b.  Involve students as part of classroom activity/coursework to assist with the development of stormwater system inventory and mapping.

c.  Marshall University will hold two contests, the first open to students to create catchy slogans/phrases to make people (student and faculty/staff) aware of how their actions could cause pollution in stormwater runoff. These slogans will be used in the design of posters that will constitute the second contest. The posters will contain artwork and the winning slogans of the first contest. The posters will be displayed in appropriate locations around campus, specifically in the cafeteria, dormitories and various offices where both students and staff frequent.  The contest for the slogans will begin in the fall semester of 2011. The poster contest will start during the spring semester of 2012.  Marshall will utilize the principles contained in the website: "Water Words That Work," in the rules for both contests in order to make the slogans and the test on the posters effective and understandable (www.waterwordsthatwork.com).  In other words, not using 'shop talk.'

Marshall will choose at least three winning posters to have art students professionally print/duplicate at least ten copies of each for placement around campus. Posters will be in place by the fall semester 2012.  The winning designs will display the student's name who

designed the poster and the slogan. All posters will contain the URL for Marshall's stormwater webpage. A press release about the winners will be issued to the Parthenon newspaper for publication.

Part II.C.b.2.a

16.k.  Describe how you will accommodate public participation in the decision making process for your SWMP.

a.  Through public awareness in publishing stormwater documents on the website and opportunities for student participation.

b.  Judges for slogans and poster contests will potentially include one faculty, one Huntington official, and one WVDEP official.

Part II.C.b.2.b

16.1.    Describe your communication process for notifying groups of opportunities to become involved in stormwater activities in your watershed(s).Webpage will be utilized, advertisement in the student newspaper (Parthenon), information will be placed on campus calendars/message boards and bi- annual flyers will be passed out by volunteers. Posters from the contest will be displayed annually.

Part II.C.b.2.c

16.m.  List the URL of your *Stormwater* website.  Website will be established within one year after the final approval of the permit.

## Schedule

Part II.C.a.1l

l6.n.          Provide a timeline of implementation of each component of your program for this MCM, including dates for interim and full implementation. Website will be established within one year after the final approval of the permit. Staff will attempt to involve students one year after the final approval of the permit and beyond.

## Measurable Goals

Part IV.A. & Part II.B.4

16.o.     List and fully describe your measurable goal(s) for this MCM.

a.  Marshall will track the number of hits or visits to the stormwater webpage. A quiz or survey will be placed on Marshall's stormwater website inviting students and staff t o answer certain questions about the posters/flyers and what they have learned pertaining to storm water management.

b.  As time and opportunity allows, students will assist in developing the inventory of campus stormwater system. This information will be used to create a storm water system map.

c.  Marshall will track the slogans and the artwork from the contests to see how they are used in other outreach opportunities, such as flyers and website pages.

## Tracking

Part II.B.7.

16.p.     Describe your plan for tracking activities associated with this MCM.

a.  Marshall will track the number of hits or visits to the storm water webpage and will track the number of times someone has utilized the quiz or survey.

b.  As time and opportunity allows, students will assist in developing the inventory of campus stormwater system. This information will be used to create a stormwater system map.

c.   Marshall will track the slogans and the artwork from the contests to see how they are used in other outreach opportunities, such as flyers and website pages.

## Evaluation

Part II.B.7

16.q.      Explain how you plan to gauge the effectiveness of your Public Involvement and Participation program.

        a.   Marshall will track the number of hits or visits to the stormwater webpage.

        b.   A quiz or survey will be placed on Marshall's stormwater website inviting students and staff to answer certain questions about the stormwater program.  Marshall will gauge the effectiveness of the program based off of the answers to the quiz/survey and will adjust their approach accordingly.