



STORMWATER PROGRAM
Public Education & Outreach

THE UNIVERSITY OF ALABAMA®

Public Education & Outreach

- On February 1, 2011, Alabama Department of Environmental Management (ADEM) issued Phase 2 of The University of Alabama National Pollutant Discharge Elimination System (NPDES) stormwater discharge permit.



Public Education & Outreach

- As part of the UA discharge permit, EHS has developed a stormwater management plan which is composed of 6 elements.
 - Public education and outreach is one of the six minimum control measures.



Best Management Practices

- The Best Management Practices (BMPs) for the public education and outreach measure include:
 - Printed materials
 - Stormwater quality website
 - Public service ads
 - Digital media signage
 - Impact of illegal dumping and littering
 - Education concerning construction activities
 - Education on importance of water quality
 - Education of construction site personnel



Printed Materials

- EHS develops brochures and fliers which are used to educate the campus community on stormwater quality issues.
 - EHS periodically edits, updates and modifies printed materials as necessary.



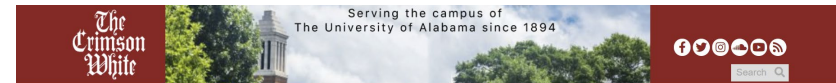
Stormwater Quality Website

- EHS maintains a website which will provide educational information regarding water quality issues.
 - The EHS website address is <https://ehs.ua.edu/>.
 - The EHS website provides a mechanism for reporting stormwater issues.



Public Service Ads

- EHS supports public service type ads which appear in the Crimson White and electronically.
 - Public service ads focus on the impact of stormwater runoff on local bodies of water and steps to reduce the stormwater pollution.



Digital Media Signage

- EHS provides digital signage content related to the Stormwater Management Plan as an educational and outreach tool.
 - UA maintains over 400 digital sign displays in over 90 buildings.
 - The content provided by EHS related to stormwater education and outreach is distributed to sign owners and managers as official UA shared content for display.



Illegal Dumping and Littering

- Illegal dumping and littering must be controlled on campus.
 - Materials which are dumped or trash that is not properly disposed of is likely to end up in our local bodies of water.
 - Paper, bottles, cans, wrappers and other litter which is tossed out on streets and in parking lots end up in the Black Warrior River.
 - Illegal dumping includes improper disposal of items such as paint, hazardous materials, fertilizers, etc.
 - Illegal dumping can cause fish kills, excessive algae growth and other adverse conditions.

Education Concerning Construction Activities

- UA has a very aggressive construction schedule.
 - Report potential construction site runoff problems to 205-348-5905.



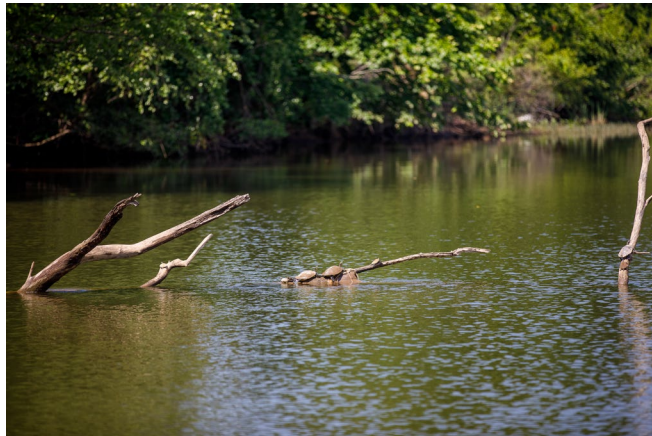
Education of Construction Site Personnel

- Training is provided to construction project managers and contractors regarding the selection, design, implementation and maintenance of erosion and sediment control mechanisms.



Water Quality

- Water quality is vital to each member of the campus community. Nothing more readily affects an area than poor water quality.
 - If it ends up in the Black Warrior River it can affect our drinking water, water sports, recreation, the appearance of our community, and our quality of life.





Annual Report

- Information related to the Public Education and Outreach measure will be included in the annual report provided to ADEM.