

MS4 Information and Education 3 Year Plan

Prepared by Waukesha County for the

Village of Sussex

2023

Key Focus: Yard Waste Management/Composting, special emphasis on grass clippings

Reasoning and Goal: Education on yard waste management was selected based on observations of grass clippings in the streets. The success of this outreach will be measured by the observations of grass clippings in the road to see if any improvements have been made. The goal will be a 10 percent reduction in grass clippings in the street observations.

Plan Elements:

1. **Social media posts:** County will provide 6 social media posts to highlight seasonal lawn care and yard waste management. Village will post once per month May - October.
2. **Monthly utility billings:** County will, with input from the Village, develop messaging for three billings during the mowing months.
3. **Educational workshop - composting:** County will provide a workshop on yard waste management at the Sussex Library. County will promote the workshop through providing a display banner to the library prior to the workshop. Village will promote the workshop by posting the event on their website, at their building, and via a social media post (County to provide).
4. **Outreach:** County will provide a display for the spring elections and National Night Out. County will set up and take down for spring elections and Village will set up and take down for National Night Out.
5. **Webpage information:** County will create content for webpages providing local resources for the management of organic items. Village will provide terms of current yard waste program available to residents in the Village (i.e. curbside/drop off options as available) on their website and will link to the County pages for more information about yard waste management.

Implementation Month	Item
March	Webpage link provided
April	Educational Workshop – Composting (proposed) Social media post Display at spring elections
May	Social media post Monthly utility bill message
June	Social media post Monthly utility bill message
July	Social media post Monthly utility bill message
August	Social media post

	Outreach at National Night Out
September	Social media post

2024

Key Focus: Pet Waste

Reasoning and Goal: Education on pet waste was selected based on observations of pet waste in parkways and on sidewalks. The success of this outreach will be measured by a noticeable reduction in the amount of pet waste being seen left behind. The goal will be a 20% reduction in observed pet waste piles.

Plan Elements:

1. **Social media posts:** County will provide 8 social media posts encouraging residents to pick up after their pets and providing they “why”.
2. **Monthly Utility Billings:** County will, with input from the Village, develop messaging for quarterly messages to be included in the utility billings.
3. **Outreach:** County will provide a pet waste outreach display for the spring and fall primaries, National Night Out, and Touch a Truck events. Set up and take down duties will be determined in 2024.
4. **Handouts:** The County will provide handouts about the importance of picking up pet waste to the Village. The Village will give them out with dog licenses.

Implementation Month	Item
January	Provide handouts to go with dog licenses
Feb	Provide quarterly messages for utility billings Display for spring primaries
March	Social media posts
August	National Night Out outreach display Fall primaries outreach display
September	Touch a Truck outreach display

2025

Key Focus: Adopt a Drain

Reasoning and Goal: The Adopt a Drain program has been slow in catching on in Sussex. Adopt a Drain can address all potential pollutants while involving and engaging citizens. The goal will be to get 10 new drains adopted in 2025.

Plan Elements:

1. **Social Media:** County will provide one social media post per month from March to October (8 total) to promote adopting a drain.
2. **Monthly Utility Billing:** County will, with input from the Village, provide messaging for 3 billings – one for spring, summer and fall.
3. **Webpage:** The Village will provide their residents a link to the County's Adopt a Drain webpage from their website.
4. **Outreach:** County will provide displays for outreach at spring elections, National Night Out, Touch a Truck and fall elections. Set up and take down duties will be determined in 2025.

Implementation Month	Item
March	Social Media posts Link to Adopt a Drain webpage Quarterly utility billing message
April	Display at spring elections
June	Quarterly utility billing message
August	National Night Out display
September	Touch a Truck display Quarterly utility billing message
November	Display at fall elections