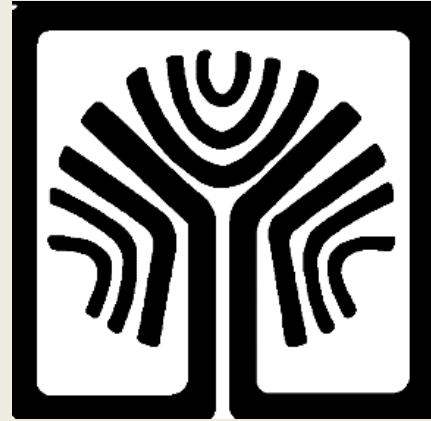


Community Recycling & Stormwater Education Meeting

January 28, 2025
Waukesha County
Department of Parks &
Land Use - Land
Resources Division



Introductions

- Waukesha County Staff
 - Alan Barrows - Land Resources Division Manager
 - Jayne Jenks – Conservation Specialist
 - Abbie Liedtke – Recycling and Solid Waste Supervisor
 - Jenna Biermann – Recycling Specialist
 - Travis Ripley – Recycling Specialist
- WI DNR Staff – Matt Kaelin and Grace Barlow

Agenda

1. Welcome and Introductions
2. 2024 Successes in Recycling and Stormwater Programs
3. 2025 Look Ahead
 - Recycling Processing
 - Muncycle
 - MS4 3 year planning and updated 5 year plan
 - Salt Awareness and Storm Water Awareness weeks
 - Stormwater Workshop
4. Available Resources
5. New DNR BMP Menu webpage
6. Customer Service Survey

Why are you here?

Stormwater Education Communities

City of Muskego
 Town of Genesee
 Town of Ixonia
 Village of Lannon
 Village of Mukwonago
 Village of North Prairie
 Village of Sussex

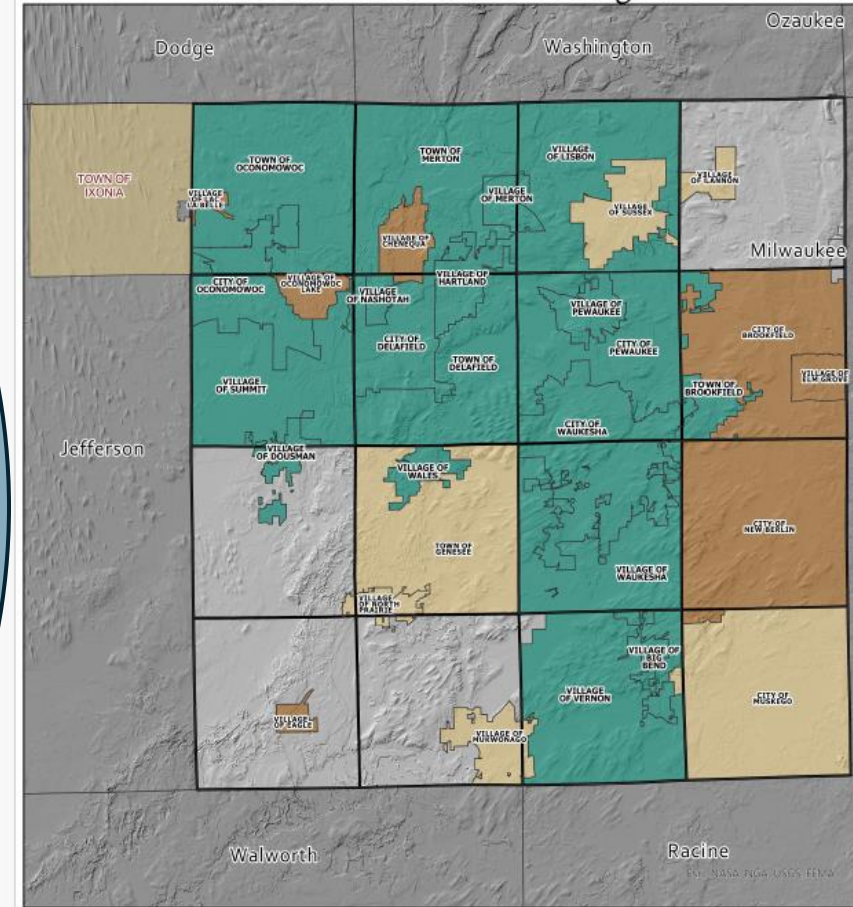
Stormwater Education And Recycling Program Communities

City of Delafield
 City of Oconomowoc
 City of Pewaukee
 City of Waukesha
 Town of Brookfield
 Town of Delafield
 Town of Merton
 Village of Big Bend
 Village of Dousman
 Village of Hartland
 Village of Lac La Belle
 Village of Lisbon
 Village of Merton
 Village of Nashotah
 Village of Pewaukee
 Village of Summit
 Village of Vernon
 Village of Wales
 Village of Waukesha

Recycling Program Communities

City of Brookfield
 City of New Berlin
 Village of Chenequa
 Village of Eagle
 Village of Elm Grove
 Village of Oconomowoc Lake

Communities Participating in Land Resources Information & Education Programs



Legend

- Participating Communities (Stormwater & Recycling)
- Stormwater Education Only
- Recycling Education Only



MS4 Community Partners

- **Public Education and Outreach**
- **Public Involvement and Participation**
- Illicit Discharge Detection and Elimination
- Construction Site Pollutant Control
- Post Construction Stormwater Management
- Pollution Prevention Practices for the Municipality
- Developed Urbanized Area Standard
- Storm Sewer System Maps

Responsible Unit: Effective Recycling Program

- **1. Pass Local Recycling Ordinance**
- **2. Operate an Education Program**
- **3. Provide a Program for Collection, Processing and Marketing of Recyclable Materials**
- **4. Implement a Compliance Assurance Plan**
- **5. Submit Annual Report to DNR**
- **6. Notify DNR of Program Changes**

2024 Successes





Educating Children and Adults

- 58 stormwater presentations to 2333 students and 605 adults
- 26 recycling programs to 1597 students

Includes schools, scouts, and libraries

Both adult and student

Engaging Citizens: Citizen Stream Monitoring

- 38 sites monitored
 - *Phosphorus data collected at 3 sites with state funding*
- Engaged 59 volunteers
- Annual appreciation event



Engaging Citizens: Adopt A Drain



- Cities of Waukesha, Pewaukee, Muskego and Oconomowoc and Villages of Pewaukee, Mukwonago, Hartland and Sussex, and Town of Brookfield
- 586 drains adopted by 263 citizens
- 665 pounds of debris removed this year and over 3400 since 2020
- Over 1500 drain cleanings reported this year and over 5700 since 2020

Master Naturalist Training

- Program prepares citizens for volunteering in citizen science, education and stewardship.
- Recruits into Adopt a Drain, Citizen Stream Monitoring and outreach.



Outreach

- Staffed Events
 - *Apple Harvest Fest*
 - *National Night Out*
 - *Kids Fest at both Hartland and Oconomowoc*
 - *Clean Water Festival*
- Unstaffed Outreach
 - *Displays at various municipal halls and libraries*
 - *Displays for elections*



2024 Tax Insert – approx. 90,000

Curbside Care
Keep Drains Clean, and Recycle Responsibly!

Keep your recyclables:

- 1. Loose**

Do not bag recyclables.
- 2. Empty**

No food or minimal food residue.
- 3. Dry**

No liquids remaining.

Keep storm drains clean!
Grass clippings, pet waste, leaves, fertilizers, litter, and other pollutants wash directly into the nearest waterbody.



  waukeshacounty.gov/recycling waukeshacounty.gov/cleanwater

- City of Brookfield
- City of Delafield
- City of Oconomowoc
- City of Pewaukee
- City of Waukesha
- Town of Brookfield
- Town of Delafield
- Town of Merton
- Village of Big Bend
- Village of Dousman
- Village of Eagle
- Village of Hartland
- Village of Lisbon
- Village of Merton
- Village of Nashotah
- Village of Pewaukee
- Village of Summit
- Village of Vernon
- Village of Wales
- Village of Waukesha

Recycling Enforcement & Engagement

- Compliance Enforcement:
 - *Waukesha County ordinance*
 - Applies to residents, businesses, and institutions
 - Collect recyclables separate from trash
 - Haul to a recycling facility
 - Education and signage
 - Waukesha County compliance assurance plan
 - *Operate on anonymous complaints – 1 business in 2024*

Jenna Biermann - Recycling Specialist
jbiermann@waukeshacounty.gov

Fall 2024 Recycling Data Collection (Municycle)

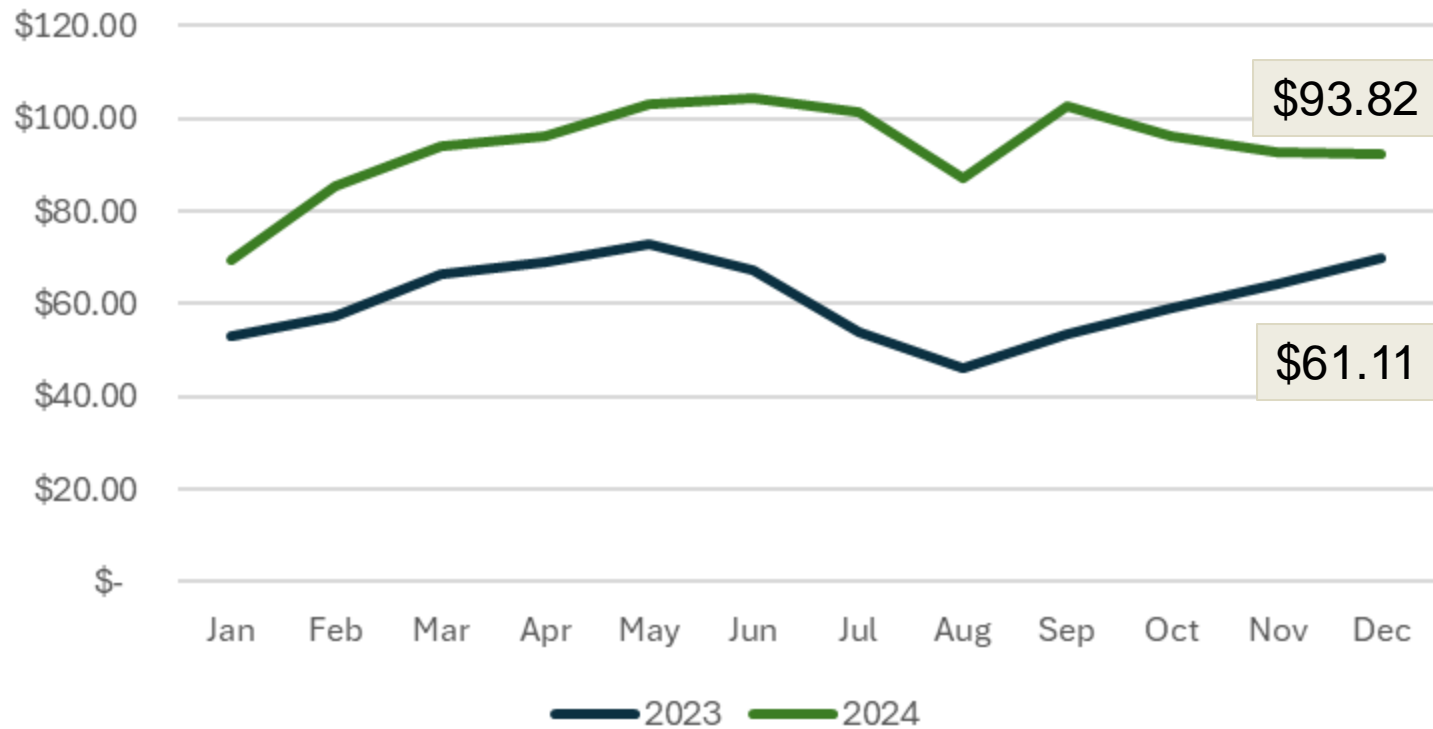


- Successfully completed fall data collection in September 2024
- Easy and efficient data submission compared to previous versions
- Data collected used for completion of DNR recycling grant application and reporting

Travis Ripley - Recycling Specialist
triple@waukeshacounty.gov

Recycling Market Update

Average Commodity Rate



Waukesha County Tons	
2023	25,121
2024	25,816

Household Hazardous Waste



- 2 permanent sites and 4 special events
- 3,846 billed users
- Muskego and Waukesha site changes may be forthcoming.

Travis Ripley - Recycling Specialist
triple@waukeshacounty.gov

Public Communications



 **Waukesha County Recycles**
1h · 🌐

It's National #BubbleWrapDay! Please remember: Bubble wrap does not belong in your recycling cart. It can get tangled in machinery and cause costly damage or put a facility worker at risk of injury.

Still want to recycle your bubble wrap? Bring it to your local grocery or department stores to be placed in the plastic bag bins for proper recycling. ♻️

Find a deposit bin nearest you at www.plasticfilmrecycling.org
#WauCoRecycles #NationalBubbleWrapDay #RecycleRight



👍 Like

💬 Comment

Infographics





Community Feedback Meetings

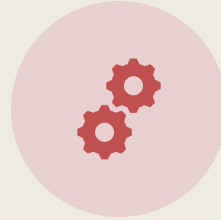
Met with several community partners,
received valuable feedback, and will
leverage it for future improvements.



Recycling Processing Activities to Date



FIRE MAY 2023



ALTERNATIVE
RECYCLING
PROCESSING



COORDINATION WITH
MILWAUKEE; FACILITY
EVALUATION



FINANCIAL ANALYSIS
BY CONSULTANT



RFP PREPARATION
AND RELEASE



RFP EVALUATION

Financial Analysis by Consultant

- Assess long-term options to manage combined tonnage (Waukesha County and City of Milwaukee) in the most cost-effective manner.
- Several options considered including existing site redevelopment, greenfield site, various operating systems (15/35 TPH), multiple shifts, additional tonnage, and loan options.
- Existing site rebuild 35 TPH system with additional 3rd party tonnage would likely yield a net cost of over \$100/ton with revenue estimated to be under \$50/ton



Request for Proposals (RFP)



10-year contract with two optional 5-year extensions



Required Proposal: 100% private-processing of Waukesha County RU recyclables



Optional Proposal #1: Processing Select RU Recyclables at Privately-Owned MRF



Optional Proposal #2: Transfer of RU Recyclables to a Privately-Owned MRF

Looking Ahead to 2025



Request for Proposals (RFP) Evaluation

10%

Experience and
Qualifications of
Proposer

20%

Experience and
Qualifications of
Personnel

15%

General Operations
and Site Operations
Plan

15%

Materials Marketing
Plan and Capability

15%

Designated Facility
Location

25%

Cost

Request for Proposals (RFP) Next Steps



Negotiate contract



Terminate agreement with City of Milwaukee



Impacts to MRF Fund Floor/Ceiling and Address of MRF - IGA's

Coordinated Trash/Recycling Collection Requests for Proposals (RFP)

- County's trash/recycling hauling contract will expire 2025
- Several communities are also nearing end of their contract term
- Complete Request for Proposal (RFP) - Goal is to attain high quality service at the best pricing
- Need to understand if those communities are interested in partnering on RFP and your specific needs



New Composting App

Home Composting Survey
Please let us know about your composting habits!

Municipality this material is composted:

Please Select

Estimated Pounds Composted

example: 100

- Waukesha County Compost Collective
- Volunteer Opportunity
- Dashboard on our website to display how your community is doing
- Compost Bin Sale May 10th with composting/ yardening talks

2025 MS4 Public Education and Outreach Work Plan

- Starting year 1 of a new 5 year plan. This plan is for the entire group and covers all 8 of the required topics in the permit.
 - New work plan includes a salt workshop every year. We will alternate between roads and parking lot trainings.
- In addition, all communities have a personalized 3 year plan that sets goals as required by the permit.

This year, planning for City and Village of Pewaukee, Town of Lisbon, City and Village of Waukesha, Town of Brookfield, Town of Delafield, and Village of Sussex

Stormwater Workshop - 2025

April 1-2 8:00 – 12:00

Register at WisconsinLandandWater.org/events

Topics not finalized but will include:

Alum Treatments

Better Salting through Brine

Green Infrastructure

Case Studies



2025 Salt Awareness Week – Jan 27 – 31

- Nationwide coordinated effort
- Week of webinars about salt issues
- Radio ad buys and billboards
- Saltwise certificates for training
- Saltwise stickers for windows
- Link to Wisaltwise.com

Storm Water Awareness Week September 20-28

- Statewide effort with Governor's Proclamation
- Looking for our partners to help advertise and message with provided materials
- Statewide webinars aimed at the general public to raise awareness
- Would also like to see local events....ideas?
- Resources available at <https://www.wistormwater.com>

Available Resources



Unstaffed Outreach

- Know Before you Throw
- Recycling Banners & Posters
- Composting Banners
- Storm Drain Display
- Stormwater Banner
- Topical Posters



Travis Ripley - Recycling Specialist
Tripley@waukeshacounty.gov

Available Recycling Outreach Material

Safety matters.



Do your part! Keep propane tanks and batteries out of your recycling bin.

www.waukeshacounty.gov/recycling

Confused about what goes in your recycling bin?



Check out our recycling guide for answers!

www.waukeshacounty.gov/recycling

Empty, clean, and dry!



Containers with leftover food residue are not recyclable.

www.waukeshacounty.gov/recycling

Help keep recycling workers safe!



Batteries, propane tanks, scrap, and plastic bags don't belong.

www.waukeshacounty.gov/recycling



Travis Ripley - Recycling Specialist
Tripley@waukeshacounty.gov

Municipal Resources For You

www.waukeshacounty.gov/municipal

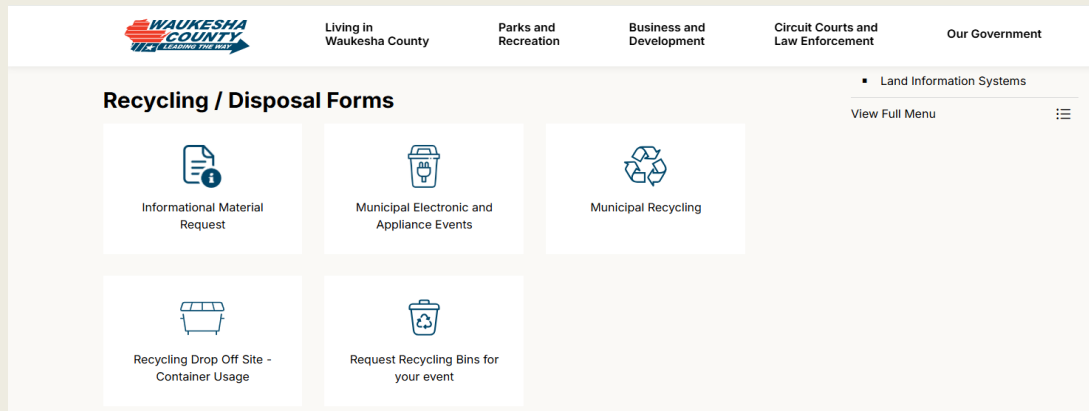
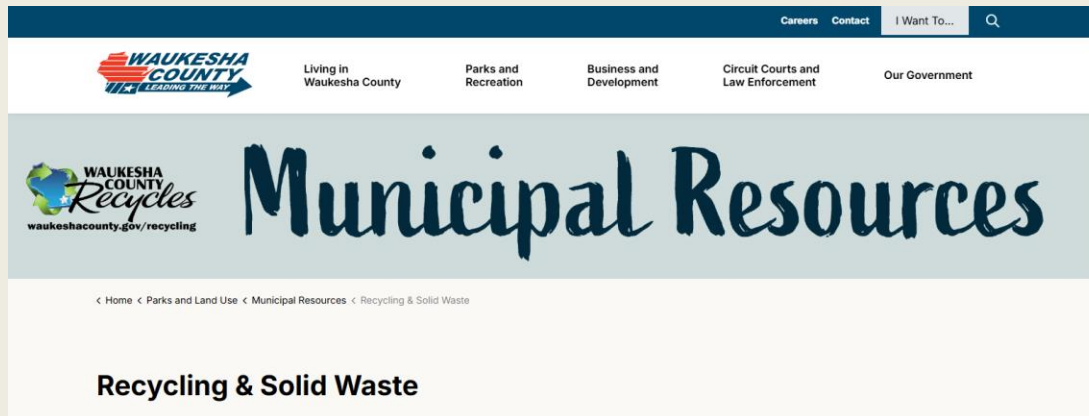
Land and Water

- IGA's
- Community Meeting Presentation
- MS4 reporting instructions for education
- BMP's- maintenance agreements, fact sheets and inspection forms
- Annual Construction Site Inspection and Enforcement reports
- Archived Newsletters and Press releases

Recycling & Solid Waste

- Programs and Responsibilities
- Recycling Ordinance
- Event Recycling request form
- Brochure request form
- Press Releases and archived newsletters
- Wisconsin Recycling Market Directory
- Updates and Additions

Additional Public Communications



- Newsletters
- Phone Calls
- NEW Website
- Facebook

NEW Website

Careers Contact I Want To... 🔍

Waukesha County LEADING THE WAY

Living in Waukesha County Parks and Recreation Business and Development Circuit Courts and Law Enforcement Our Government

News and Notices

CHECK OUT OUR WEBSITE
It's Brand New!

Welcome to our new website!

Welcome to our brand-new website designed to serve Waukesha County with enhanced access to essential services and resources. Easily navigate through sectors such as Community Development, Healthcare, and Environmental Services, providing tools and information to enrich and support every aspect of your community life. Enjoy a user-friendly experience tailored to meet your needs efficiently and effectively.

County Executive Signs 2025 County Budget

On November 14, 2024, Waukesha County Executive Paul Farrow signed the 2025 Budget, which totals nearly \$400 million and was unanimously approved by the Board with two minor amendments.

By Waukesha County - Nov 22, 2024

County Executive Featured News

Trail Ribbon Cutting (sample)

Waukesha County Executive joined community leaders for a ribbon-cutting ceremony to celebrate the opening of a new bike trail. This trail promises to enhance outdoor recreational opportunities and promote healthier lifestyles in the county.

By Waukesha County - Nov 01, 2024

County Executive Featured News

Highway project underway (sample)

The I-94 East-West Corridor project in Wisconsin seeks to enhance 3.5 miles of highway from Milwaukee to Waukesha County by easing congestion and boosting safety. This involves widening lanes, adding auxiliary lanes, and updating ramps.

By Waukesha County - Sep 11, 2024

Highway Projects Featured News

Careers Contact I Want To... 🔍

Waukesha County LEADING THE WAY

Living in Waukesha County Parks and Recreation Business and Development Circuit Courts and Law Enforcement Our Government

Popular

REPORT AN ISSUE

Citizens can report issues and concerns in order to help keep our community safe and active.

STAFF DIRECTORY

Search and find email addresses and direct dials for Waukesha County employees.

COURTS

Welcome to the Waukesha County Circuit Courts web site.

PARKS

Waukesha County Park System is an 8,500-acre, natural resources-based system with diverse landscapes.

INMATE LIST

Find information about inmates incarcerated at the facility, including their current status, location, and upcoming court dates.

CAREERS

Click here to view a list of current career opportunities.

APPLICATIONS LICENSES AND PERMITS

Click this link for a description of the permit or process and for access to the appropriate forms.

RECYCLING

Waukesha County provides Recycling Education Programs for groups of all ages.

News and Notices

Careers Contact I Want To... 🔍

Waukesha County LEADING THE WAY

Living in Waukesha County Parks and Recreation Business and Development Circuit Courts and Law Enforcement Our Government

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Popular

REPORT AN ISSUE

STAFF DIRECTORY

COURTS

PARKS

Careers Contact I Want To... 🔍

Waukesha County LEADING THE WAY

Living in Waukesha County Parks and Recreation Business and Development Circuit Courts and Law Enforcement Our Government

Featured

Parks & Trails

Recycling

Courts

DNR Updates/Reminders & Introduction to the MS4 Best Management Practices (BMP) Menu

Waukesha County Community Meeting, January 28, 2025

Grace Barlow & Matt Kaelin, WDNR

DNR Updates & Reminders

- 2024 MS4 Annual Report due March 31, 2025.
 - The 2024 MS4 Annual Report had some minor changes and clarifications from feedback received on the 2023 MS4 Annual Report
 - MS4 Permittees can expect the 2024 MS4 Annual Report structure to be similar to the previous MS4 Annual Report.
- For those who like to fill out the MS4 Annual Report or prepare information for it prior to entering and submitting it in ePermitting:
 - The downloadable 2024 MS4 Annual Report PDF form should be available in the next few weeks on the MS4 page of the [DNR website](#)
 - For status updates, feel free to contact Brooke Robinson at Brooke.Robinson@Wisconsin.gov.

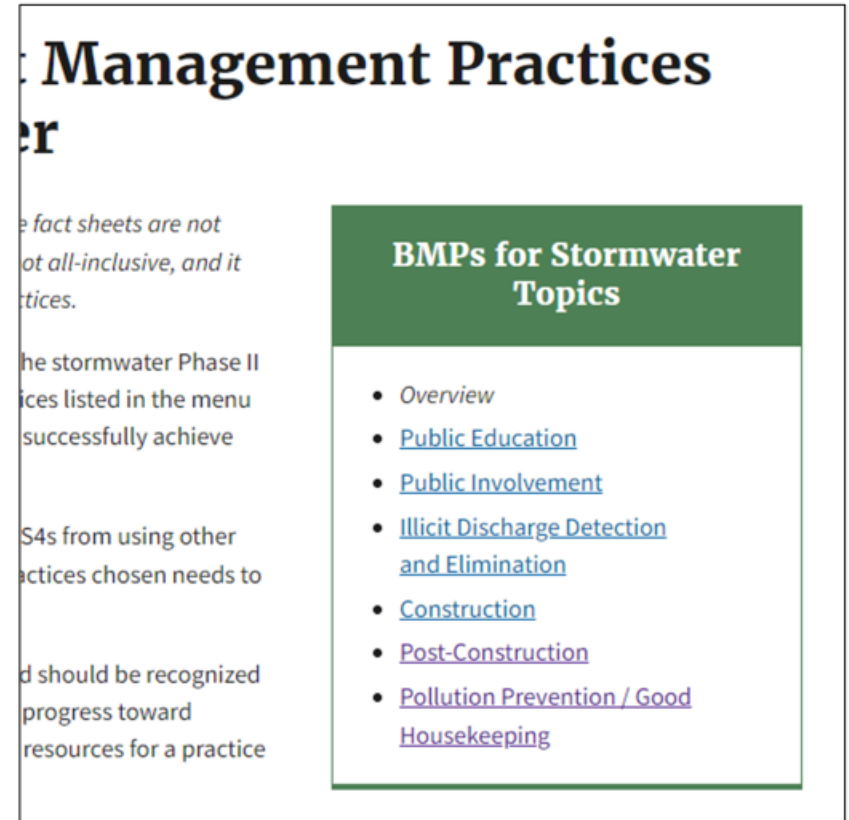
DNR Updates & Reminders Continued

- A GovDelivery message was sent on 1/14/25 regarding the transition from WAMS ID to MyWisconsin ID for Wisconsin DNR's ePermitting website.
 - ePermitting is used for submitting Notice of Intent/Terminations for WPDES Wastewater/Stormwater Permits, Aquatic Plant Management, Dams, CAFO, Waterways/Wetlands, WisDOT permits, and MS4 Annual Reports!
- It is anticipated the transition to MyWisconsin ID will begin mid 2025, with full implementation of the new ID for all state systems by 2026.
 - Anyone with an OPEN application (drafts included) will still be able to use the WAMS ID the application was created with.
 - Once MyWisconsin ID gets rolled out, you will need to create a new account for any new submittals moving forward (NOI, MS4 Annual Reports, ect.)

Introduction to the MS4 Best Management Practices (BMP) Menu

What is a Best Management Practices (BMP) Menu?

- In October 2000, the U.S. Environmental Protection Agency (EPA) created a [National Menu of Best Management Practices \(BMPs\) for stormwater](#).
- The menu of BMPs is based on stormwater Phase II rule's six minimum control measures (MCMs)—also known as the six stormwater management programs (i.e., Public Education and Outreach, Public Involvement and Participation, Illicit Discharge Detection and Elimination (IDDE), Construction Site Pollutant Control, Post-Construction Stormwater Management, and Pollution Prevention).



Screenshot from the EPA's National BMP Menu homepage

U.S. EPA's National BMP Menu:

- It provides information and resources on the broader topics of each of the six stormwater programs,
 - But not specific to Wisconsin's MS4 Permit Program.
- States have a choice to either create their own MS4 BMP Menu or continue to reference and use the U.S. EPA's. Until recently, the Wisconsin DNR had referred MS4 Permittees to the National BMP Menu if a Permittee was looking for additional tools and resources to better implement their six stormwater programs.

- [Preserving Natural or Existing Vegetation \(pdf\)](#) (764.45 KB)

Erosion Control

- [Chemical Stabilization \(pdf\)](#) (593.54 KB)
- [Compost Blankets \(pdf\)](#) (887.34 KB)
- [Dust Control \(pdf\)](#) (658.45 KB)
- [Geotextiles, Matting and Netting \(pdf\)](#) (866.69 KB)
- [Land Grading \(pdf\)](#) (384.59 KB)
- [Mulching \(pdf\)](#) (728.03 KB)
- [Riprap \(pdf\)](#) (592.7 KB)
- [Permanent Seeding \(pdf\)](#) (569.31 KB)
- [Sodding \(pdf\)](#) (640.7 KB)
- [Soil Retention \(pdf\)](#) (618.41 KB)
- [Soil Roughening \(pdf\)](#) (721.39 KB)
- [Temporary Slope Drains \(pdf\)](#) (1.03 MB)
- [Temporary Stream Crossings \(pdf\)](#) (501.61 KB)
- [Wind Fences and Sand Fences \(pdf\)](#) (602.77 KB)

Runoff Control

- [Check Dams \(pdf\)](#) (643.42 KB)

Screenshot from the EPA's National BMP Menu – Construction page

Why did the WDNR create one?

- Due to the broadness of the National BMP Menu, this understandably led to more questions and/or confusion.
- Wisconsin DNR rolled out its own MS4 BMP Menu developed to assist MS4 Permittees comply with its MS4 Permit.

permittee must achieve the MS4 Permit Standard of Reducing Pollutants to the Maximum Extent Practicable (MEP).

MS4 BMP MENU DIRECTORY:

- [Stormwater Management Programs: The Six Minimum Control Measures \(MCMs\) And MS4 Map](#): Learn about each of the six minimum control measures required by the MS4 Permit (I.e., Public Education and Outreach, Public Involvement and Participation, Illicit Discharge Detection and Elimination (IDDE), Construction Site Pollutant Control, Post-Construction Storm Water Management and Pollution Prevention. Each program provides information, resources and BMPs as a tool to help MS4 Permittees comply with MS4 Permit requirements.
- [Total Maximum Daily Loads \(TMDLs\) and Impaired Waters](#): This page contains information, resources and BMPs on TMDL pollutants, including Total Suspended Solids, Total Phosphorus and Fecal Bacteria. It also contains information and resources on alternative TMDL compliance options, such as adaptive management and water quality trading.
- [Individual And General MS4 Permits](#): The difference between Individual and General MS4 permit coverage which also includes all of the State of Wisconsin's MS4 permits to view and download.
- [MS4 Audits](#): The U.S. EPA requires DNR staff to routinely conduct MS4 Audits to accomplish primary objectives.
- [Additional MS4 Resources](#): A variety of information and resources on funding, past regional MS4 Highlights, shared responsibility, and other frequently asked questions or MS4 topics.

Screenshot from the WDNR's MS4 BMP Menu homepage

The WDNR MS4 BMP Menu:

- It provides resources and examples which may help Permittees choose appropriate stormwater strategies.
- Includes information and resources for the six stormwater management programs, Total Maximum Daily Loads (TMDLs), and impaired waters requirements.
- Also includes:
 - Current WDNR publications relevant to the MS4 permit.
 - Example MS4 compliance documents, and tools to help prepare MS4 Permittees for MS4 audits or, to help MS4 Permittees assess the effectiveness of its own programs.

Who would benefit from the MS4 BMP Menu?

- Can be used by MS4 Permittees, consulting firms, education consortiums, WDNR staff, the general public interested in learning more about municipal stormwater—the list goes on! Here are some scenario-based examples:

MS4 Permittee

- Has questions about how to comply with their MS4 permit.
- Looking for examples of written program procedures.
- Wants to prepare for a MS4 Audit.

Consulting Firms

- Needs to find information or guidance on TMDLs.
- Needs to develop a Stormwater Pollution Prevention Plan (SWPPP) for their client and looking for examples.

WDNR Staff

- Needs to identify current gaps for resources or guidance that may not exist. Or if it exists, how can the existing resource or guidance be improved upon.

How do I find the MS4 BMP Menu?

1. Go to WDNR's Storm Water Runoff Permits [homepage](#):

2. Scroll down and click "[Municipal Separate Storm Sewer \(MS4\) Permitting](#)"


3. Find "MS4 Best Management Practices Menu"

» TOPIC » STORM WATER

MUNICIPAL STORM WATER PERMITS

More than two hundred municipalities in Wisconsin that include cities, villages, towns and counties within urbanized areas are required to have Municipal Separate Storm Sewer System (MS4) permits under [NR 216, Wis. Adm. Code](#) [exit DNR]. Use the links below to find out who is affected, how municipalities comply with permit requirements, and technical assistance documents. [Learn more](#) about storm water runoff.

- [Permit overview](#)
Municipal permit program information
- [Find permit information](#)
Look up municipal permittees
- [Publications/technical guidance](#)
Obtain technical guidance on storm water management planning and practices, and find guidance on grass swales and rain gardens
- [Standards/models](#)
Find information on technical standards for management practices, SLAMM model, P8 Model, MS4 modeling guidance and West Nile Virus concerns with storm water management
- [Presentations](#)
View presentations from past workshops on municipal storm water management
- [Grants](#)
Learn about grants to municipalities for planning and constructing storm water projects and download application materials
- [MS4 eReporting](#)
Municipal permittees are required to submit an annual/biennial reports and permit compliance documents to the DNR to document progress and compliance with the permit requirements.
- [MS4 Best Management Practices Menu](#)
The MS4 BMP Menu provides tools and resources to assist MS4 Permittees in complying with their MS4 Permit.
- [Whose Pond is it Anyway?](#)



Bioswales capture runoff for infiltration (DNR photo)

Storm Water Permits

- Construction Permits
- Industrial Permits
- Municipal Permits**
- Technical Standards
- Publications & Reports

Related Links

- What is Storm Water
- Nonpoint Source
- Water ePermitting

Additional Resources

- Overview
- eReporting
- Permit Data

Let's begin our tutorial on
how to use it:

[MS4 Best Management](#)

[Practices Menu | |](#)

[Wisconsin DNR](#)

CONNECT WITH US

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grace.barlow@wisconsin.gov

Matt Kaelin,
Matthew.Kaelin@wisconsin.gov

*Questions pertaining to MS4 compliance &
the MS4 BMP Menu please contact Lexi
Montes, Elexius.montes@wisconsin.gov



@WIDNR



@WI_DNR

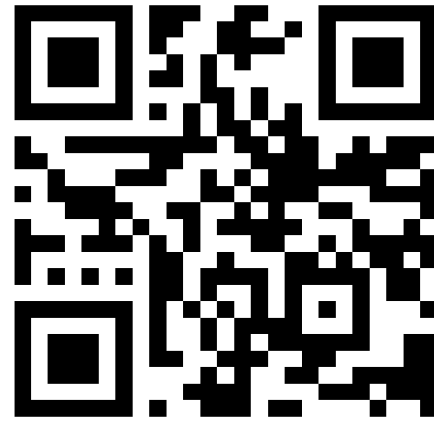


/WIDNRTV



"WILD WISCONSIN:
OFF THE RECORD"

Customer Service Survey



Thank You!

recycling@waukeshacounty.gov

water@waukeshacounty.gov