

MS4 Information and Education 3 Year Plan

Prepared by Waukesha County for the

Town of Delafield

2023

Key Focus: Pewaukee Lake

Special Emphasis: Riparian owners

Reasoning and Goal: The Town had identified runoff into Pewaukee Lake as a concern. By making this the focus in 2023, we could combine efforts with the Village and City of Pewaukee to address similar concerns related to the lake and riparian owners. The goal will be to have at least 20 people at the Shoreline Management Workshop.

Plan Elements:

1. **Social media posts:** County will provide 6 social media posts to highlight Pewaukee Lake watershed. Town will post once per month May - October.
2. **Educational workshop – shoreline management:** The County will provide a workshop on shoreline management for all Lake front owners regardless of municipal borders. Pewaukee Green Team and the Pewaukee River Partnership will be invited to co-host. County will promote the workshop through a targeted mailer sent to all riparian owners in the Town (Town to provide names and addresses). Town will promote the workshop by posting the event on their website, at their building, and via a social media post (County to provide).
3. **Outreach:** County will provide a display for Picture Day.
4. **Tax insert:** With the assistance of the Town, the County will develop and provide tax inserts.

Implementation Month	Item
May	Social media post
June	Social media post
July	Social media post Outreach at Picture Day
August	Social media post Educational Workshop – Shoreline Management (proposed)
September	Social media posts
October	Social media post
December	Tax bill insert

2024

Key Focus: Homeowner Association Education

Reasoning and Goal: Aging BMP's in developments is a concern in the Town. They have been actively inspecting BMP's and are have been working to let associations know what their obligations are. We would like to continue to build on those successes through a more robust education campaign. The goal will be to have at least 10 associations represented at the workshop.

Plan Elements:

1. **Social Media:** County will provide one social media post to advertise the workshop, and one social media post addressing maintenance.
2. **Tax Insert:** County will, with input from the Town, provide an insert for the tax mailing.
3. **Educational workshop – BMP Maintenance for HOA’s:** County will work with the Town to provide a fall workshop on BMP maintenance aimed at Homeowners Associations.
4. **Outreach:** County will provide a display and outreach materials for Picture Day.

Implementation Month	Item
July	Set workshop date and location Display for Picture Day
September	Social media posts delivered
October	Fall workshop on BMP maintenance
December	Tax insert

2025

Key Focus: Yard Waste Management

Reasoning and Goal: Knowing that yard waste management is applicable to all homeowners, it was decided to target the topic for education. The goal will be to have at least 15 people at the workshop.

Plan Elements:

1. **Social media posts:** County will provide 6 social media posts to highlight seasonal lawn care and waste management. Village will post once per month May - October.
2. **Educational workshop - composting:** County will provide a workshop on yard waste management at the Delafield Library. County will promote the workshop through providing a display banner to the library prior to the workshop. Town will promote the workshop by posting the event on their website, at their building, and via a social media post (County to provide).
3. **Outreach:** County will provide a display for Picture Day.
4. **Webpage information:** County will create content for a website identifying the EPA’s hierarchy of yard and food waste management and providing local resources for the management of organic items. Town will provide County terms of current yard waste program available to residents in the Town (i.e. curbside/drop off options as available) and will host the final webpage on the Town’s website for the duration of the 3 year plan.
5. **Tax insert:** With the assistance of the Town, the County will develop and provide tax inserts.

Implementation Month	Item
January	Webpage information
April	Educational Workshop – Composting (proposed)
May	Social media post
June	Social media post
July	Social media post

	Outreach at Picture Day
August	Social media post
September	Social media post
October	Social media post
December	Tax bill insert