

MS4 Information and Education 3 Year Plan

Prepared by Waukesha County for the

Town of Brookfield

2023

Key Focus: Adopt a Drain

Reasoning and Goals: The Town has photos of storm drains where residents have dumped large quantities of grass clippings. For this reason, the Town has decided to join the Adopt a Drain program and focus on yard waste in the first two years. The goal is to get at least 10 drains adopted in 2023.

Plan Elements:

1. **Social media posts:** County will provide a series of 8 social media posts to promote the Adopt a Drain program. Town will post one per month from March to October.
2. **Town Tidings Newsletter:** County will, with input from the Town, develop messaging for 2 newsletters.
3. **Display:** County will coordinate with the Brookfield Public Library to host the interactive storm drain display during the month of March. The County will deliver, set up, and pick up the display from the library. Display must be plugged in for maximum interaction.
4. **Display:** Town will host the interactive storm drain display at the spring elections. County will deliver, set up, and pick up the display from the election site. Display must be plugged in for maximum interaction.
5. **Outreach:** County will set up the storm drain display at the Touch a Truck Day.

Implementation Month	Item
March	Social media post Display at Library Press release and adopt a drain official launch
April	Town Tidings Newsletter Social media post Display at Spring Elections
May	Social media post Display at Public Library
June	Social media post
July	Social media post
August	Social media post
September	Social media post Outreach at Town Touch a Truck Day
October	Social media post
November	Town Tidings Newsletter

2024

Key Focus: Yard Waste Management

Reasoning and Goals: Please see reasoning from 2023. Because the yard waste is ending up in the storm drains, the goal is to see an additional 10 drains adopted in 2024.

Plan Elements:

- 1. Social media posts:** County will provide 6 social media posts to highlight seasonal lawn care and waste management. Town will post once per month May - October.
- 2. Educational workshop - composting:** County will provide a workshop on yard waste management at the Brookfield 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 Town Truck 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. Town Tidings Newsletter:** With the assistance of the Town, the County will develop and provide an article for the April Town Tidings newsletter.

Implementation Month	Item
January	Webpage information
April	Educational Workshop – Composting (proposed) Newsletter Article for Town Tidings
May	Social media post
June	Social media post
July	Social media post
August	Social media post
September	Social media posts Outreach at Town Truck Day
October	Social media post

2025

Key Focus: Leaf Management

Reasoning and Goals: Leaves in the fall can create significant problems for storm drains. We will continue to raise awareness of yard waste in the storm drains through the adopt a drain program. The goal will be to get an additional 10 storm drains adopted in 2025.

Plan Elements:

1. **Social media posts:** County will provide 8 social media posts highlighting leaf management. Town will post them throughout the leaf season.
2. **Outreach:** County will provide a display for Town Touch a Truck Day.
3. **Town Tidings Newsletter:** With input from the Town, Waukesha County will provide a newsletter article for the fall issue of the Town Tidings.

Implementation Month	Item
September	Social media posts Outreach – Town Truck Day
October	Social media posts
November	Social media posts Article in Town Tidings Newsletter on leaf management