

# MS4 Information and Education 3 Year Plan

Prepared by Waukesha County for the

## City of Pewaukee

2023

Key Focus: Yard Waste Management/Composting

Special Emphasis: Riparian owners

**Reasoning and Goals:** The City chose this topic for the first year to be able to leverage partnering with the Village and Town of Delafield to really target the riparian owners around Pewaukee Lake. With an already established Adopt a Drain program, we can measure citizen engagement through that program for general yard waste. The first goal will be to see 10 new storm drains adopted. The second goal will be to have at least 20 people participate in the shoreline workshop.

### Plan Elements:

1. **Social media posts:** County will provide 6 social media posts to highlight seasonal lawn care and waste management. City will post once per month May - October.
2. **Utility bill messaging:** County will, with input from the City, develop messaging for 3 utility bills. City will include in bills typically sent out in April, July and October.
3. **Educational workshop - composting:** County will provide a workshop on yard waste management at the Pewaukee Library. Pewaukee Green Team will be invited to co-host. County will promote the workshop through providing a display banner to the library prior to the workshop. City will promote the workshop by posting the event on their website, at their building, and via a social media post (County to provide).
4. **Educational workshop – shoreline management:** The County will provide a workshop on shoreline management. 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 Municipality (City to provide names and addresses). City will promote the workshop by posting the event on their website, at their building, and via a social media post (County to provide).
5. **Outreach:** County will have a staffed yard waste management outreach display at the Clean Water Festival.
6. **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. City will provide County terms of current yard waste program available to residents in the City (i.e. curbside/drop off options as available) and will host the final webpage on the City's website for the duration of the 3 year plan.

Implementation Month	Item
January	Webpage information
April	Utility bill message

	Educational Workshop – Composting (proposed)
May	Social media post Summer staff training
June	Social media post Outreach – Clean Water Festival
July	Social media post Utility bill message
August	Social media post Educational Workshop – Shoreline Management (proposed)
September	Social media posts
October	Social media post Utility bill message

## 2024

### Key Focus: Homeowner Association Education

**Reasoning and Goals:** The City has many aging BMP's spread through many neighborhoods. As the day approaches that maintenance may be required, it is time to start educating the homeowners associations about their obligations, so they can take actions to delay required maintenance and begin budgeting for the inevitable. The goal will be to have at least 10 associations represented at the educational meeting.

### Plan Elements:

1. **Social Media:** County will provide one social media post to advertise the workshop, and one social media post addressing maintenance.
2. **Stormwater Billing:** County will, with input from the City, provide an insert for the stormwater billing.
3. **Educational workshop – BMP Maintenance for HOA's:** County will work with the City to provide a fall workshop on BMP maintenance aimed at Homeowners Associations.
4. **Outreach:** County will provide a display and outreach materials for Public Works Day.

Implementation Month	Item
March	Set workshop date and location Display for Public Works Day
September	Social media posts delivered Article for fall newsletter delivered Targeted mailing for workshop invitations
October	Fall workshop on BMP maintenance

## 2025

### Key Focus: Adopt a Drain

**Reasoning and Goal:** The Adopt a Drain program is a great way to educate and engage residents with measurable results. Because taking care of a storm drain addresses so many of the pollutants it was decided to take extra steps to increase the number of storm drains adopted. The goal will be to have at least 10 new drains adopted in 2025.

### Plan Elements:

1. **Social media posts:** County will provide a series of 8 social media posts to promote the Adopt a Drain program. City will post one per month from March to October.
2. **Utility bill messaging:** County will, with input from the City, develop messaging for 2 utility bills. City will include in bills typically sent out in April and July.
3. **Display:** County will coordinate with the Pewaukee 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:** City will host the interactive storm drain display at City Hall in December during tax payment time. County will deliver, set up, and pick up the display from City Hall. Display must be plugged in for maximum interaction.
5. **Outreach:** County will set up the storm drain display at the Clean Water Festival.
6. **K-12 programming:** – County will work with the Pewaukee School District to include education for 5<sup>th</sup> grade class during pre-camp presentation.
7. **Outreach:** County will share Adopt a Drain information with Pewaukee Women’s Club to encourage adoptions.

Implementation Month	Item
March	Social media post Display at Library
April	Utility bill message Social media post Display at Spring Elections Outreach to Women’s Club
May	Social media post K-12 programming – present to 5 <sup>th</sup> grade
June	Social media post Outreach – Clean Water Festival
July	Utility bill message Social media post
August	Social media post
September	Social media post
October	Social media post

