

MS4 Public Education and Outreach Plan for Waukesha County Partner Communities 2020 to 2024

Permit Topic Areas	I&E Programs	Audience	Municipal I&E Plan Program Descriptions	2020	2021	2022	2023	2024	Municipal Activities (describe)	Passive or Active P/A
1. Illicit Discharge and Elimination	Storm Drain Stenciling	Teachers/Students, General Public	Continue to promote Storm Drain Stenciling (markers) especially as service learning project	X	X	X	X	X		A
	Adopt a Storm Drain	General Public, Businesses	Launch Adopt a Storm Drain Program with press release associated with World Water Day Set goal for # of adopters/year.	X	X	X	X	X		A
	social media	general public	media posts to help with launch of storm drain program	X	X	X	X	X		P
2. Household Hazardous Waste Disposal/Pet Waste Management/Vehicle Washing	HHW Collections	General Public	Partner with communities to host HHW collection events, website to help residents know how to dispose of items	X	X	X	X	X		A
	Watershed educational programs	Teachers/Students , general public	educational programs that cover pet waste and car washing	X	X	X	X	X		A
	Home Makeover: Green Edition program	General Public	program that covers pet waste, car washing and more	X	X	X	X	X		A
	Green Cleaning and Household Elf programs	General Public	program that covers toxic cleaners and safer alternatives	X	X	X	X	X		
	Displays and Handouts	General Public	Display that covers pet waste and car washing	X	X	X	X	X		P
	social media	General Public	timely posts on seasonal topics	X	X	X	X	X		P
	3. Yard Waste Management/Pesticide and Fertilizer Application	Watershed educational programs	Teachers/Students , general public	educational programs that cover leaf management and fertilizers	X	X	X	X	X	
Home Makeover: Green Edition program		General Public	program that covers leaf management and fertilizer use	X	X	X	X	X		A
Healthy Soils through Composting program		Teachers/Students	program that covers composting leaves and other yard waste	X	X	X	X	X		A

	Home Composting for Healthy Soils program	General Public	program that covers composting leaves and other yard waste	X	X	X	X	X		A
	Displays and Handouts	General Public	display with handouts that covers yard waste management and fertilizer use	X	X	X	X	X		P
	yard waste collection/processing	municipalities	work with municipalities to provide processing of yard wastes in partnership with Johnson Nursery	X	X	X	X	X		A
	social media	General public	timely posts on seasonal topics	X	X	X	X	X		P
4. Stream and Shoreline Management	Displays and Handouts	General Public	display with handouts that covers native plantings for shorelines	X	X	X	X	X		P
	Healthy Lakes Conference	Lakeshore property owners	Conference that covers shoreline restoration		X		X			A
5. Residential Infiltration	Rain Barrels/rain gardens workshop	General Public	program covering installation and use of rain gardens and rain barrels		X		X			A
	Displays and Handouts	General Public	Display that covers rain gardens and rain barrels as well as native plants	X	X	X	X	X		P
	Composting for Healthy Soils workshop	General Public	program that covers using compost to increase infiltration and water holding capacity of soils	X	X	X	X	X		A
	social media	General Public	timely posts on seasonal topics	X	X	X	X	X		
6. Construction Sites/Post-Construction Stormwater Management	Annual Stormwater Workshop	Developers, Builders, Contractors, Municipal Staff	workshop that covers a variety of topics regarding constructions sites and BMP management and maintenance	X	X	X	X	X		A
	Homeowners Association BMP maintenance workshop	Homeowners Associations	workshop that covers management and maintenance for BMP's	X	X	X	X	X		A
7. Pollution Prevention	Salt Management for Parking Lots Workshop	Businesses, Municipal staff, school facility staff	workshop that covers salting best management practices for sidewalks and parking lots	X			X			A

	Adopt a Storm Drain	Businesses	Launch Adopt a Storm Drain Program with press release associated with World Water Day Set goal for # of adopters/year.	X	X	X	X	X		A
	business resource webpage	businesses	launch website with resources specific to businesses	X	X	X	X	X		
8. Green Infrastructure/Low Impact Development	Green Infrastructure class	WCTC students	teach session in WCTC class on planning and development/building	X	X	X	X	X		A
	Annual Stormwater Workshop	Developers. Builders, Contractors, Municipal Staff	workshop that covers a variety of topics regarding constructions sites and BMP management and maintenance	X	X	X	X	X		A
9. Miscellaneous	Citizen Stream Monitoring	General Public	citizens trained to collect water quality data on local streams	X	X	X	X	X		A
	Municipal board/council meeting	General Public, elected officials	present annual workplan and report to public	X	X	X	X	X		A
	web page	General public	up to date information on pollution prevention and available programs	X	X	X	X	X		P