

# MS4 Information and Education 3 Year Plan

Prepared by Waukesha County for the

## Village of Pewaukee

2023

Key Focus: Yard Waste Management/Composting

Special Emphasis: Riparian owners

**Reasoning and Goals:** The Village has issues specifically with lake weed management for riparian owners. It was reasonable to assume that we could educate about yard waste management in general, but then also be very specific about connecting with riparian owners. Part of the yard waste management will include educating about preventing the material from entering the storm drain. Therefore, we will set the goal for 10 new storm drains adopted and at least 20 people at the shoreline management 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. **Utility bill messaging:** County will, with input from the Village, develop messaging for 3 utility bills. Village 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. Village 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 (Village to provide names and addresses). Village 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. Village will provide County terms of current yard waste program available to residents in the Village (i.e. curbside/drop off options as available) and will host the final webpage on the Village's website for the duration of the 3 year plan.
7. **Summer Staff training:** County will provide 1 hour training for summer staff involved in mowing in parks to cover no-mow native plantings and grass clipping management.

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: Leaf Management

**Reasoning and Goal:** After addressing yard waste in general for a year, the message will then become more targeted to fall leaf management. Education is needed about leaf pick up policy. Because the leaves must be piled in the street for effective pick up, education is needed about other ways to manage them, and to keep them piled out of the street until pick up day as much as possible. Preventing pollution from leaves down the storm drain is still the main message, so the goal will be to have 10 new storm drains adopted.

### Plan Elements:

1. **Social media posts:** County will provide 8 social media posts highlighting leaf management. Village will post them throughout the leaf season.
2. **Utility bill messaging:** County will, with input from the Village, develop messaging for 1 utility bill. Village will include in bills typically sent out in October.
3. **Educational workshop - leaf management:** County will provide a workshop on leaf 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. Village will promote the workshop by posting the event on their website, at their building, and via a social media post (County to provide).
4. **Outreach:** County will have a staffed leaf management outreach display at the Clean Water Festival.
5. **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. Village will provide County terms of current yard waste program available to

residents in the Village (i.e. curbside/drop off options as available) and will host the final webpage on the Village’s website for the duration of the 3 year plan.

Implementation Month	Item
January	Webpage information
June	Outreach – Clean Water Festival
September	Social media posts Educational workshop – Fall Lawn Care (proposed)
October	Social media posts Utility bill message
November	Social media posts

## 2025

### Key Focus: Adopt a Drain

**Reasoning and Goal:** The Village can continue educating about leaf and yard waste management through the Adopt a Drain program. There is value in having a number of engaged and educated residents throughout the Village. The goal will be to have 10 new storm drains adopted.

### Plan Elements:

1. **Social media posts:** County will provide a series of 8 social media posts to promote the Adopt a Drain program. Village will post one per month from March to October.
2. **Utility bill messaging:** County will, with input from the Village, develop messaging for 2 utility bills. Village 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:** Village 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 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