

# MS4 Information and Education 3 Year Plan

Prepared by Waukesha County for the

## Town of Lisbon

2023

Key Focus: Yard Waste Management/Composting

**Reasoning and Goal:** Education on yard waste management was selected based on observations of material that accumulates in the ditches and curb areas of residential neighborhoods. The success of this outreach will be measured by the # engagements on social media and the number of people attending the workshop. The goal will be 20 engagements on social media and 20 people at the workshop.

### Plan Elements:

1. **Social media posts:** County will provide 6 social media posts to highlight seasonal lawn care and yard waste management. Village will post once per month May - October.
2. **Community Newsletter:** County will, with input from the Town, develop messaging for the spring and summer community newsletter.
3. **Educational workshop - composting:** County will provide a workshop on yard waste management at the Sussex Library. 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 provide a display for the Community Festival. Town will set up and take down the display and may choose to staff it or not
5. **Webpage information:** County will create content for a website identifying the EPAs 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   |
| March                | Community newsletter  |
| April                | Educational Workshop – Composting (proposed)                                |
| May                  | Social media post   |
| June                 | Social media post<br>Outreach at Community Festival<br>Community newsletter |
| July                 | Social media post   |
| August               | Social media post   |

|           |                   |
|-----------|-------------------|
| September | Social media post |
| October   | Social media post |

## 2024

Key Focus: Leaf Management

**Reasoning and Goal:** Education on leaf management was selected based on observations of leaves that accumulate in the ditches and curb areas of residential neighborhoods. The success of this outreach will be measured by the # engagements on social media and the number of people attending the workshop. The goal will be 20 engagements on social media and 20 people at the workshop.

### 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. **Community Newsletter:** County will, with input from the Town, develop messaging for the fall community newsletter.
3. **Educational workshop - leaf management:** County will provide a workshop on leaf management at the Sussex 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).
4. **Outreach:** County will provide a leaf management outreach display for the Community Festival. Town will set up and take down display and choose if it will be staffed.
5. **Webpage information:** County will create content for a website identifying the EPAs 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 – Community Festival  |
| September            | Social media posts<br>Educational workshop – Fall Lawn Care (proposed)<br>Community newsletter |
| October              | Social media posts   |
| November             | Social media posts   |

## 2025

Key Focus: Homeowner Association Education (BMP Maintenance)

**Reasoning and Goal:** Aging BMP's are a concern for many neighborhoods in the Town. There is a need to educate homeowners associations about their obligation to maintain the BMP as well as budget for its maintenance. The goal is to have at least 10 homeowners associations represented at the workshop.

### Plan Elements:

1. **Social Media:** County will provide one social media post to advertise the workshop, one social media post addressing maintenance (specifically why trees get cut), and one social media post for Waukesha Unlocked event.
2. **Community Newsletter:** County will, with input from the Town, provide a newsletter article about the planned workshop and why maintenance is necessary.
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 fliers about the workshop for distribution at Community Festival.

| Implementation Month | Item   |
|----------------------|--|
| May                  | Develop article for newsletter, set workshop date and location |
| June                 | Distribute fliers at Community Festival                        |
| July                 | Social media posts delivered                                   |
| September            | Fall workshop on BMP maintenance                               |