

# MS4 Information and Education 3 Year Plan

Prepared by Waukesha County for the

## City of Waukesha

2023

Key Focus: Illicit Discharge/Proper Disposal

Reasoning and Goal: Targeting illicit discharge is viewed as an important tool in meeting the permit requirements. With the new Household Hazardous Waste collection site starting, it was also a timely partnership to share messaging and be more effective. The goal is to reach 10 people at Waukesha Unlocked and increase the number of engagements on social media.

Plan Elements:

1. **Social media posts:** County will provide 8 social media posts highlighting storm drains and only water should go down them. The City will post them once per month, March to October.
2. **DPW Newsletter:** County will, with input from the City, develop an article for DPW spring and summer newsletters.
3. **Outreach:** County will provide a display and handouts for the City to use during Waukesha Unlocked event in October. The City Engineering Department should partner with the Clean Water Plant to make the display a “stop” during their tours.
4. **Household Hazardous Waste Education:** The County Household Hazardous Waste collection site will be moving in 2023. Messaging will be shared to inform the public of the new location and the need for proper disposal to avoid dumping in storm drains.

Implementation Month	Item
March	social media post DPW newsletter
April	Social media post
May	Social media post
June	DPW newsletter Social media post
July	Social media post
August	Social media post
September	Social media post
October	Waukesha Unlocked event Social media post

## 2024

Key Focus: Homeowner Association Education (BMP Maintenance)

**Reasoning and Goal:** The City receives many phone calls from people complaining about trees being cut from around ponds and other BMP's. This demonstrates a clear misunderstanding of the role of the BMP and need for maintenance. A previous attempt at an education event was poorly attended. The goal will be to have at least 10 Associations represented at the fall 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. **DPW Newsletter:** County will, with input from the City, provide a newsletter article about the planned workshop and why maintenance is necessary. Information regarding the outreach in Waukesha Unlocked will also be included.
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 to be used at a BMP of the City's choosing to be highlighted during Waukesha Unlocked in October. The City will provide staff for the outreach during the event.

Implementation Month	Item
July	Develop article for newsletter, set workshop date and location
September	Social media posts delivered Targeted mailing of invites for workshop
October	Waukesha Unlocked Outreach event Fall workshop on BMP maintenance

## 2025

Key Focus: Fox River and water quality

**Reasoning and Goal:** The City has invested a lot of time and money to redevelop many of the areas around the Fox River. Realizing that the River is a valuable asset to the City, it makes sense to spend some time helping residents to see the value in not just the Fox River, but a clean Fox River. The goal will be to reach at least 200 residents at the Fox River Day celebration.

### Plan Elements:

1. **Social media posts:** County will provide a series of 8 social media posts with facts about the Fox River and its water quality. City will post one per month from March to October.
2. **DPW Newsletter:** County will, with input from the City, develop messaging for 2 newsletters, winter and summer.
3. **Display:** County will coordinate with the Waukesha Public Library to host a display with actions citizens can take to protect water quality.

4. **Outreach:** County will provide a display and handouts for the City to set up outreach during Fox River Day event in September.

Implementation Month	Item
January	DPW Newsletter
March	Social media post
April	Social media post
May	Social media post
June	Social media post DPW newsletter
July	Social media post
August	Social media post Display at Library
September	Social media post Outreach at Fox River day
October	Social media post