

## **Waukesha County Storm Water Education Program 2019 Draft Workplan**

This workplan describes a public information and education program that complies with the Municipal Permit conditions of NR216 as approved by the DNR. The program is organized by target audience. For each target audience, programs goals, activities and the general roles of the County and the local Community are described.

The Education Advisory Committee is chaired and coordinated by the County, with representation from participating communities. The Committee will meet at least once each year to review the status of activities, evaluate their success and make work plan revisions, as needed. Subcommittees may be formed to plan or carry out certain activities, as needed. Some activities will be phased into the program, as noted below.

Between annual meetings, the County will provide **quarterly** e-mail updates. Community contacts should read the information provided to be able to take advantage of the opportunities and information in the updates.

To comply with the Municipal Permit, all communities are required to carry out minimum assigned tasks, as described below. Staff in the larger communities are expected to participate more in program planning and implementation. To encourage public participation in the development and implementation of the work plan, the County will post the plan on their web page for comment and contact local environmental, civic and other interested groups or individuals and encourage their involvement. Each community must provide the County with contact information for applicable local groups or interested individuals.

### **Target Audience: Contractors, Builders, Developers, Consultants & Municipal Staff**

**Goal:** *Increase understanding of and compliance with local ordinance requirements for construction site erosion control and post-construction storm water management. Provide technical training for plan development and Best Management Practice (BMP) design, installation and maintenance. Promote environmentally sensitive land development methods.*

1. Workshops – The County will conduct one storm water workshop in 2019 on March 20th. The County will lead program development, implementation, advertisement and post-workshop evaluation efforts, as needed.
  - *Community role: Assist the County in program planning, promotion and implementation, including providing e-mail lists for local target audiences, distributing advertising materials locally, and finding presenters and local examples of target BMPs. Communities may also be asked to serve on a planning committee.*

**Goal: To have at least 75 workshop participants with good evaluation rating (3.5 or higher)**

2. Newsletters – The County will provide quarterly updates to participating communities. These updates may contain information about upcoming events and/or reporting on past events.

- *Community role: Provide the County with e-mail addresses for elected officials to include in the newsletter.*

**Goal: To add at least one elected official from each participating community to mailing list**

3. Education Opportunities – In addition to sharing webinar and education opportunities with local MS4 communities, notices will be sent to developers and builders when appropriate opportunities arise.

**Target Audience: General Public**

**Goal:** *Increase public understanding of the processes and negative impacts that urban storm water runoff and illicit discharges have on the local water resources and what each person can do to address the problem. Promote changes in behavior and the adoption of practices such as native landscaping, rain barrels, rain gardens, green roofs, environmentally sensitive lawn, pet and car care, riparian land management, yard waste composting, water quality monitoring, hazardous waste management and other related practices.*

1. Storm Drain Stenciling – The County will provide stencils, paint and educational door hangers, or permanent markers with adhesive and coordinate their distribution and use by youth groups and adult organizations to apply the message “Dump No Waste – Drains to River/Lake” on local storm drain inlets. Educational door hangers will be provided for homes in stenciled areas to educate residents about storm drains.

- *Community role: Promote the activity locally, provide the County with contacts for local youth and civic groups, and facilitate local approvals as needed. Notify the County if you do not want permanent markers applied by volunteers.*

**Goal: To have a least 1 group participate in stenciling**

2. News Releases/Newsletters/Recognition — The County will prepare seasonal news releases and articles for local newspapers and Community newsletters announcing water quality related activities, programs and services. An educational tax insert will also be provided to those communities who wish to include it in their tax bills. (removed annual newsletter)

- *Community role: Provide the County with contacts for local media, people or businesses that deserve recognition, and other ideas for news releases and articles. Assist with writing local articles or local versions of County articles. Disseminate articles locally through Community newsletters, civic groups, etc. Help obtain permission to include tax insert with municipality tax mailing.*

**Goal: To send at least 4 press releases per year**

3. Presentations – The County will provide a speaker for local civic groups and other organizations with a choice of water related topics. Groups such as churches, scouts and 4-H would be appropriate targets as well as Kiwanis, Lions Club and Chambers of Commerce. These groups provide opportunity for public involvement and participation as required in your permit, with opportunities to link in to displays, handouts, stenciling and others.

- *Community role: Promote the service locally and forward presentation requests to the County. Identify local opportunities, coordinate with local events, and assist with implementation duties per the work plan.*

**Goal: To speak to at least 5 groups other than schools and to provide at least one merit badge class for Boy Scouts**

4. Displays/Handouts – The County will provide fully developed displays and handout materials for local special events or building lobbies and entryways. The County will also coordinate the transportation of the display and train local staff in setup. Displays will be tailored to address seasonally specific issues, such as lawn care, fall leaf collection, etc. The most successful venues for the display have been library events, family movie night in the park, events for kids and pancake breakfasts.

Waukesha County has developed a permanent display at Retzer Nature Center that covers runoff pollution—sources and citizen actions for prevention. Retzer attendance numbers will be included in annual reporting.

- *Community role: Schedule local display opportunities with the County. Coordinate local setup, maintenance and take down with the County.*

**Goal: To use the display at a minimum of 15 events throughout the County.**

5. Web Page – The County will create and maintain web pages that provide information on the above noted practices, promote their use, and direct citizens to related local services, events and demonstration sites. Related fact sheets and informational flyers will also be made available for download.

- *Community role: Direct local citizens to the County web pages and incorporate links into Community web pages to promote related County service and events.*

**Goal: To promote local links to webpages**

6. Businesses – The County will target day care businesses for the promotion of rain garden installations. Day cares might be specifically interested because of the option to have the kids help plant and watch the garden grow. They also typically have some green space and play yards with room to accommodate a rain garden.

In addition, the County will create and administer a survey of businesses to assess what needs exist and how that fits in to our education efforts.

- *Community role: To refer groups with business ties such as rotary and Kiwanis to the County*

**Goal: To work with one day care for the possible installation of a rain garden and/or planting of native plants.**

7. Rain Gardens & Rain Barrels – Promote the use of rain gardens and rain barrels for capturing roof runoff through education programs. A workshop on function, installation and maintenance of rain gardens and rain barrels will be offered. Discounted rain barrels will be made available in the annual sale. Rain garden plants will continue to be available to schools participating in the County Green School program.

- *Community role: Share one-day sale event details with residents.*

**Goal: Hold one rain garden/rain barrel workshops and one rain barrel sale.**

8. Hazardous Waste/Used Oil Collection – To prevent improper disposal and water pollution, the County will continue to promote and support four permanent household and agricultural hazardous waste collection sites in Waukesha, Muskego, Menomonee Falls, and Franklin and periodically host temporary collection sites in other Communities, as funding allows (*per separate agreements between the County and the Community*). Used motor oil and oil filters will also continue to be collected at Community recycling drop off sites.

In addition, the County will provide education about hazardous materials and ways to eliminate them in the home through scout programs and other events as they arise.

- *Community role: Promote the collection sites locally and direct citizens to the County web site for more information.*

**Goal: Collect at least 200,000 pounds of hazardous waste from either permanent or temporary collection facilities, and to host at least 3 ‘household elf’ scout programs or green cleaning workshops.**

9. Yard Waste Processing / Composting – To reduce water pollution from improperly disposed leaves and grass clippings, the County will promote home composting of yard wastes to individuals. Compost bins will be made available through Retzer Nature Center as well as educational classes on home composting.

The County will continue to offer a drop-off site for Community yard waste collection programs through cost sharing agreements with the communities.

- *Community role: Collect yard waste from citizens and transport to the County composting facility in the Village of Menomonee Falls. Promote annual compost bin sale and workshops.*

**Goal: Process approximately 2500 tons of yard waste and host one compost bin sale and at least one composting workshop.**

10. Citizen Stream Monitoring – The County will offer interested citizens the opportunity to monitor a local stream site once a month from May to October. The County will train and equip participants to collect temperature, turbidity, biotic index, flow and dissolved oxygen data. This activity educates participants while collecting useful water quality data for monitoring program progress.

- *Community role: Promote locally and direct interested citizens to the County.*

**Goal: To maintain monitoring at 20 sites throughout the County and provide at least one training opportunity for new volunteers.**

11. Education for Homeowners Associations – The County has created a set of three flyers with information for homeowners associations on wet ponds, infiltration, and bioretention information. Municipalities required to do education to this target audience should make these flyers available to their homeowners associations.

The County will be work with one municipality to do targeted education for homeowners associations. This may include presentations at annual meetings or a larger group meeting.

- *Community Role: Request additional areas for targeted projects in future.*

**Goal: To promote BMP maintenance through one targeted event.**

## **Target Audience: School Teachers & Students**

**Goal:** *Have teachers learn the negative impacts that urban storm water runoff and illicit discharges have on the local water resources, and what they and their students can do to address the problem. Incorporate into related indoor and outdoor classroom activities and implement runoff pollution control practices on school property.*

1. **Teacher Training** – The County will provide Project WET training on an as-needed basis to schools requesting the training. Project WET is supplemental water education that can be used in science, math, art, physical education and other areas. All activities are hands-on and water related.

In addition, training on soils, water and natural resources/recycling will be provided at a separate summer training opportunity for teachers. This will be a tour during summer break. The tour will include local resources for classroom instruction.

- *Community role: Promote training locally and direct interested teachers to the County.*
2. **Presentations** – The County will provide a speaker and Power Point presentation for classrooms to discuss local water quality issues, including actions that students and their families can take to reduce nonpoint pollution.
    - *Community role: Promote presentations locally and direct interested teachers to the County.*
  3. **Green Schools** – The County will help participating schools work through the DNR’s “Green & Healthy Schools” program. Assist school teams with completing the “water” and “school grounds” inventories, making recommendations for controlling runoff and reducing water usage. The County may also provide some grant dollars to help implement the recommendations and move toward state certification. Through the years, a total of 59 schools have received funding and help through the County. (*Note: Separate agreement required between the school and the County.*)
    - *Community role: Promote program locally and direct interested schools to the County.*
  4. **Stream Monitoring** – Offer local teachers the opportunity to expose students to a one-time field trip for stream monitoring. Students would collect temperature, turbidity, biotic index, flow and dissolved oxygen. This type of monitoring is primarily designed to educate students on water quality issues and the techniques used to measure the impacts of land use on water quality.
    - *Community role: Promote program locally and direct interested teachers to the County.*

**Goal: To reach at least 2000 students through presentations and field experiences. In addition, reach at least 12 teachers through training opportunities.**