



2020-2024 Outreach & Education Plan

Outreach & Education Goal: Increase awareness of storm water pollution impacts on waters of the state and encourage changes in public behavior to reduce such impacts.

MS4 Outreach Plan Implementation Team

MS4 Manager
John Nussmer

Street Dept
Pat VanderHeuvel

Administrative Coordinator
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Brittany Simonson

NEWSC Outreach Coordinator
Kelly Ryeer

#	2.1.1 Topic	Description Add WDNR description from permit language	2.1.3 Target Audience Description	NEWSC Resource Available	Resources from Others worth checking out	Where to get it/how to use it	2.1.2 Delivery Mechanism Active/Passive	2020					2021					2022					2023					2024				
								Action	Person Responsible	Date Planned/Complete	Reach	Complete?	Action	Person Responsible	Date Planned/Complete	Reach	Complete?	Action	Person Responsible	Date Planned/Complete	Reach	Complete?	Action	Person Responsible	Date Planned/Complete	Reach	Complete?	Action	Person Responsible	Date Planned/Complete	Reach	Complete?
			Select the Target Audience if other specify			Provide details about what it is so that implementing the Outreach is easier.	Select your type of Delivery Mechanism	What is planned?	Who is going to do it?	When?	# people reached	Yes	What is planned?	Who is going to do it?	When?	# people reached	Yes/No	What is planned?	Who is going to do it?	When?	# people reached	Yes/No	What is planned?	Who is going to do it?	When?	# people reached	Yes/No	What is planned?	Who is going to do it?	When?	# people reached	Yes/No
1	Illicit Discharge Detection & Elimination	Promote detection and elimination of illicit discharges and water quality impacts associated with such discharges from municipal separate storm sewer systems.	General Public Public Employees Public Employees Residents	Halloween Themed Illicit Discharge Infographic NEWSC IDEE Training Video Excel Visual Training (DVD training) - IDEE IDEE DOOR HANGER	H:\User\ENGINEER\STORMWATER TOOL BOX\WEBSITE INFO	Social media posts Targeted group training (contractors, consultants) Targeted group training (contractors, consultants) Distribution of print media (mailings, newsletters, etc) via mail or email	Facebook Post - Halloween Watch NEWSC Video at least once each permit term to refresh before outfall collection DPW Training Hand out Door Hangers for violations found in neighborhoods	Brittany Engineering Staff Pat V. Engineering Staff	October Prior to Outfall Sampling Summer All Year	2 11	Yes	Facebook Post Facebook Post - June Hand out or post with Dog License Facebook Post - August Facebook Post - September Poster at Dog Park NEWSC or STAFF TO PRESENT TO AT LEAST ONE CLASS PER YEAR	Brittany Brittany Sally Brittany Brittany John N. NEWSC/John N.	October June Jan-Feb August September Annually before April 1 Cancelled due to Covid-19	# people reached	Yes	Facebook Post Facebook Post - June Hand out with Dog License throughout year Facebook Post - April Facebook Post - September Poster at Dog Park NEWSC or STAFF TO PRESENT TO AT LEAST ONE CLASS PER YEAR	Brittany Brittany Sally Brittany Brittany John N. NEWSC/John N.	October 1-Jun Throughout year April September Annually before April 1 Annually before April 1	# people reached	Yes	Facebook Post Facebook Post - June Hand out with Dog License throughout year Facebook Post - April Facebook Post - September Poster at Dog Park NEWSC or STAFF TO PRESENT TO AT LEAST ONE CLASS PER YEAR	Brittany Brittany Sally Brittany Brittany John N. NEWSC/John N.	October 1-Jun Throughout year April September Annually before April 1 Annually before April 1	# people reached	Yes	Facebook Post Facebook Post - June Hand out with Dog License throughout year Facebook Post - April Facebook Post - September Poster at Dog Park NEWSC or STAFF TO PRESENT TO AT LEAST ONE CLASS PER YEAR	Brittany Brittany Sally Brittany Brittany John N. NEWSC/John N.				
2	Household Hazardous Waste Disposal/Pet Waste Management/Vehicle Washing	Inform and educate the public about the proper management of materials that may cause storm water pollution from sources including automobiles, pet waste, household hazardous waste and household practices.	Residents General Public General Public Residents Residents General Public Residents	Household Hazardous Waste Notice Kids Can Help Too Flyer Good Dog, Good Owner Flyer Household Hazardous Waste Webpage Fish Don't Swim in Chlorine Webpage Good Dog, Good Owner Infographic School Presentations	H:\User\ENGINEER\STORMWATER TOOL BOX\Website Info	Website Distribution of print media (mailings, newsletters, etc) via mail or email Distribution of print media (mailings, newsletters, etc) via mail or email Social media posts Social media posts Social media posts Signage Education Activities (School Presentations, summer camps)	Post in Newsletter Facebook Post - June Hand out or post with Dog License Facebook Post - August Facebook Post - September Poster at Dog Park NEWSC or STAFF TO PRESENT TO AT LEAST ONE CLASS PER YEAR	Brittany/Karen Brittany Sally Brittany Brittany John N. NEWSC/John N.	Fall June Jan-Feb August September Annually before April 1 Cancelled due to Covid-19	1000	Yes	Post in Newsletter Facebook Post - June Hand out or post with Dog License Facebook Post - August Facebook Post - September Poster at Dog Park NEWSC or STAFF TO PRESENT TO AT LEAST ONE CLASS PER YEAR	Brittany/Karen Brittany Sally Brittany Brittany John N. NEWSC/John N.	Fall June Jan-Feb August September Annually before April 1 Cancelled due to Covid-19	# people reached	Yes	Post in Newsletter Facebook Post - June Hand out or post with Dog License Facebook Post - August Facebook Post - September Poster at Dog Park NEWSC or STAFF TO PRESENT TO AT LEAST ONE CLASS PER YEAR	Brittany/Karen Brittany Sally Brittany Brittany John N. NEWSC/John N.	Fall June Jan-Feb August September Annually before April 1 Annually before April 1	# people reached	Yes	Post in Newsletter Facebook Post - June Hand out or post with Dog License Facebook Post - August Facebook Post - September Poster at Dog Park NEWSC or STAFF TO PRESENT TO AT LEAST ONE CLASS PER YEAR	Brittany/Karen Brittany Sally Brittany Brittany John N. NEWSC/John N.									
3	Yard Waste Management/Pesticide and Fertilizer Application	Promote beneficial onsite reuse of leaves and grass clippings and proper use of lawn and garden fertilizers.	General Public General Public General Public General Public Residents Residents	Leave Your Leaves on Land Flyer The Perfect Lawn Webpage Ice & Snow Control Webpage Leave Your Leaves on Land Webpage Sweep Grass Clippings Infographic Exhibit in Your Community to highlight topic IDEE DOOR HANGER	http://www.renewwaters.org/wp-content/uploads/2019/07/Leave-Your-Leaves-on-Land.pdf http://www.renewwaters.org/the-perfect-lawn-3/ http://www.renewwaters.org/ice-and-snow-control-3/ http://www.renewwaters.org/leave-your-leaves-on-land/ http://www.renewwaters.org/wp-content/uploads/2019/07/sweep-grass-clippings-INFO.pdf	Website Social media posts Social media posts Social media posts Social media posts Information booth at event Distribution of print media (mailings, newsletters, etc) via mail or email	Stormwater Landing Page Facebook Post - June Facebook Post - December Facebook post - October Facebook post - May Booth at 1000 Island Art Fair & Live from Hydro Park Event	John N. Brittany Brittany Brittany Brittany John N. w/ NEWSC Engineering Staff	September June December October May May-July	300	Yes	Facebook Post - June Facebook Post - December Facebook post - October Facebook post - May Booth at 1000 Island Art Fair & Live from Hydro Park Event	Brittany Brittany Brittany Brittany Brittany John N. w/ NEWSC Engineering Staff	June December October May May-July	# people reached	Yes	Facebook Post - June Facebook Post - December Facebook post - October Facebook post - May Booth at 1000 Island Art Fair & Live from Hydro Park Event	Brittany Brittany Brittany Brittany Brittany John N. w/ NEWSC Engineering Staff	June December October May May-July	# people reached	Yes	Facebook Post - June Facebook Post - December Facebook post - October Facebook post - May Booth at 1000 Island Art Fair & Live from Hydro Park Event	Brittany Brittany Brittany Brittany Brittany John N. w/ NEWSC Engineering Staff									
4	Stream and Shoreline Management	Promote the management of streambanks and shorelines by riparian landowners to minimize erosion and restore and enhance the ecological value of waterways.	General Public Residents General Public	Riparian Property Owner Restore Your Shore Flyer Plan Commission	Restore-Your-Shore-extended-margins.pdf (news.cru)	Distribution of print media (mailings, newsletters, etc) via mail or email Government event (public hearing, council meeting) Government event (public hearing, council meeting)	Mail to riparian residents in 1 watershed Oral meeting with residents Plan Commission / CAB Grant Application for Gypsum Park Stream	John N. John N. John N.	May 30-Sep 20-Apr	varies 6 20	varies Yes Yes	Mail to riparian residents in 1 watershed Oral meeting with residents Plan Commission / CAB Grant Application for Gypsum Park Stream	John N. John N. John N.	May 30-Sep 20-Apr	varies 6 20	varies Yes Yes	Mail to riparian residents in 1 watershed Oral meeting with residents Plan Commission / CAB Grant Application for Gypsum Park Stream	John N. John N. John N.	May 30-Sep 20-Apr	varies 6 20	varies Yes Yes	Mail to riparian residents in 1 watershed Oral meeting with residents Plan Commission / CAB Grant Application for Gypsum Park Stream	John N. John N. John N.									
5	Residential Infiltration	Promote infiltration of residential storm water runoff from rooftops, downspouts, driveways, and sidewalks.	General Public General Public General Public	The Perfect Landscape Webpage Rain Barrel Webpage Exhibit in Your Community to highlight topic	http://www.renewwaters.org/the-perfect-landscape/ http://www.renewwaters.org/rain-barrel/ http://www.renewwaters.org/	Social media posts Social media posts Workshops	Facebook post - April Facebook post - April Workshop	Brittany Brittany John N.	April April Spring	# people reached	Yes	Facebook post - April Facebook post - April Workshop	Brittany Brittany John N.	April April Spring	# people reached	Yes	Facebook post - April Facebook post - April Workshop	Brittany Brittany John N.	April April Spring	# people reached	Yes	Facebook post - April Facebook post - April Workshop	Brittany Brittany John N.									
6	Construction Sites & Post Stormwater Management	Inform and educate those responsible for the design, installation, and maintenance of construction site erosion control practices and storm water management facilities on how to design, install, and maintain the practices.	Public Employees Public Employees Public Employees Public Employees Public Employees Developers Other (Specify Here)	Erosion Control Workshop for 1 & 2 Family Home Builders, Contractors and Inspectors NASECA Erosion Control Training Stormwater BMP Workshop - Design/Operation/Maintenance Fox-Wolf Watershed Conference Annual Conference held 1st Tuesday/Wednesday in March - check online www.wwa.org/conference for more details Review Pond Maintenance Activities Presentation - Annual Phone or email discussion with developers and site designers	NEWSC training held every other year or as requested. NEWSC Municipal Committee holds trainings annually Annual Conference held 1st Tuesday/Wednesday in March - check online www.wwa.org/conference for more details Review Pond Maintenance Activities Presentation - Annual Phone or email discussion with developers and site designers	Targeted group training (contractors, consultants) MS4 Manager Attend Stormwater Conference Government event (public hearing, council meeting) Targeted group training (contractors, consultants)	Inspectors attended Training DPW Staff to Attend Review Pond Maintenance Activities Presentation - Annual Phone or email discussion with developers and site designers	Inspector Pat V. / John N. Engineering and DPW John N.	Inspector Pat V. / John N. Fall Various	Inspector Pat V. / John N. 2 8	Yes Yes Yes Yes	Inspectors attended Training DPW Staff to Attend Review Pond Maintenance Activities Presentation - Annual Phone or email discussion with developers and site designers	Inspector Pat V. / John N. Engineering and DPW John N.	Inspector Pat V. / John N. Fall Various	# people reached	Yes	Inspectors attended Training DPW Staff to Attend Review Pond Maintenance Activities Presentation - Annual Phone or email discussion with developers and site designers	Inspector Pat V. / John N. Engineering and DPW John N.	Inspector Pat V. / John N. Fall Various	# people reached	Yes	Inspectors attended Training DPW Staff to Attend Review Pond Maintenance Activities Presentation - Annual Phone or email discussion with developers and site designers	Inspector Pat V. / John N. Engineering and DPW John N.									
7	Pollution Prevention	Identify businesses and activities that may pose a storm water contamination concern, and educate those specific to methods of stormwater pollution prevention.	Other Appropriate Audience Contractors Businesses Other Appropriate Audience Public Employees Public Employees Public Employees Public Employees Residents Residents Public Employees Public Employees General Public Public Employees Public Employees	Restaurants Concrete pourer Commercial / Dumpster Rental Ltd All property owners over 1/2 acre pervious surface Fleet Maintenance Training Poster Parks & Grounds Maintenance Training Poster Materials Storage & Spill Cleanup Training Poster Streets & Drainage Maintenance Training Poster Are you tired of green ponds, rivers and lakes in Wisconsin? We Can Have Safe Walkways in the Winter and Cleaner Water All Year Round Excel Visual Training (DVD training) - Raincheck Watershed Cleanup* Pollution Prevention Video Park Maintenance Video	Restaurant Poster Concrete Washout Flyer Dumpster Management Poster Winter Parking Lot Workshop Fleet Maintenance Training Poster Parks & Grounds Maintenance Training Poster Materials Storage & Spill Cleanup Training Poster Streets & Drainage Maintenance Training Poster Are you tired of green ponds, rivers and lakes in Wisconsin? We Can Have Safe Walkways in the Winter and Cleaner Water All Year Round Rain Check - Stormwater Pollution Prevention for MS4s Contact NEWSC Coordinator to check out See Outreach Policy for procedure to make the most of NEWSC services Municipal Pollution Prevention Employee Training - Blog video	Distribution of print media (mailings, newsletters, etc) via mail or email Distribution of print media (mailings, newsletters, etc) via mail or email Distribution of print media (mailings, newsletters, etc) via mail or email Signage Signage Signage Signage Website Website Website Targeted group training (contractors, consultants) Targeted group training (contractors, consultants) Volunteer event Targeted group training (contractors, consultants)	Include with Sidewalk Builders License and Paving Contracts Distribute printed poster to Local Businesses Promote NEWSC Training Timed poster training - October Timed poster training - May Timed poster training - January Timed poster training - April Newsletter Annual Notice Newsletter Annual Notice DPW staff training Salt Use Training Promote & Host Cleanup Site in my Community Targeted group training (contractors, consultants)	John N. John N. John N. John N. Pat V. / John N. Pat V. / John N. Pat V. / John N. Pat V. / John N. Brittany/Karen Brittany/Karen John N. Pat V. John N. and NEWSC John N. and NEWSC	Varies Spring Summer October May January April Spring Winter December 4-Aug 22-Aug	10 10 10 10 10 10 10 10 1000 1000 1 30	Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes	Include with Sidewalk Builders License and Paving Contracts Distribute printed poster to Local Businesses Promote NEWSC Training Timed poster training - October Timed poster training - May Timed poster training - January Timed poster training - April Newsletter Annual Notice Newsletter Annual Notice DPW staff training Salt Use Training Promote & Host Cleanup Site in my Community Targeted group training (contractors, consultants)	John N. John N. John N. Pat V. / John N. Pat V. / John N. Pat V. / John N. Brittany/Karen Brittany/Karen John N. Pat V. John N. and NEWSC John N. and NEWSC	Varies Spring Summer October May January April Spring Winter December 4-Aug 22-Aug	10 10 10 10 10 10 10 10 1000 1000 1 30	Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes	Include with Sidewalk Builders License and Paving Contracts Distribute printed poster to Local Businesses Promote NEWSC Training Timed poster training - October Timed poster training - May Timed poster training - January Timed poster training - April Newsletter Annual Notice Newsletter Annual Notice DPW staff training Salt Use Training Promote & Host Cleanup Site in my Community Targeted group training (contractors, consultants)	John N. John N. John N. Pat V. / John N. Pat V. / John N. Pat V. / John N. Brittany/Karen Brittany/Karen John N. Pat V. John N. and NEWSC John N. and NEWSC	Varies Spring Summer October May January April Spring Winter December 4-Aug 22-Aug	10 10 10 10 10 10 10 10 1000 1000 1 30	Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes											
8	Green Infrastructure/Low Impact Development	Promote environmental sensitive land development designs by developers and designers including green infrastructure and low impact development.	Developers General Public General Public	WSOC / WDNR Rain Garden Guide	H:\User\ENGINEER\STORMWATER TOOL BOX\WEBSITE INFO	Other Active/Interactive Mechanism Website Government event (public hearing, council meeting)	Phone or email discussion with developers and site designers Post Rain Garden Guide Kil Basin Updates - Storage and Native Plantings	John N. Brittany John N.	Various Spring 14-Sep	8 30	Yes Yes Yes	Phone or email discussion with developers and site designers Post Rain Garden Guide Kil Basin Updates - Storage and Native Plantings	John N. Brittany John N.	Various Spring 14-Sep	8 30	Yes Yes Yes	Phone or email discussion with developers and site designers Post Rain Garden Guide Kil Basin Updates - Storage and Native Plantings	John N. Brittany John N.	Various Spring 14-Sep	8 30	Yes Yes Yes											

Each Permit Cycle: 6 of 8 Topics must be addressed	Each Year a Permittee Must: Address 6 out of 8 Topics. Use at least 2 active Delivery Mechanisms	Public Participation Efforts may count towards Education & Outreach Efforts	Total # of Outreach Efforts	Planned	Complete	Planned	Complete	Planned	Complete	Planned	Complete	Planned	Complete	Planned	Complete	Planned	Complete	
			17	17	16	37	2	33	0	33	0	33	0	33	0	33	0	
			9	9	8	8	0	8	0	8	0	8	0	8	0	8	0	
			1	1	1	1	0	1	0	1	0	1	0	1	0	1	0	
			1	1	1	1	0	1	0	1	0	1	0	1	0	1	0	
			1	1	1	1	0	1	0	1	0	1	0	1	0	1	0	
			1	1	1	1	0	1	0	1	0	1	0	1	0	1	0	
			1	1	1	1	0	1	0	1	0	1	0	1	0	1	0	
			1	1	1	1	0	1	0	1	0	1	0	1	0	1	0	
			1	1	1	1	0	1	0	1	0	1	0	1	0	1	0	
			1	1	1	1	0	1	0	1	0	1	0	1	0	1	0	
			7	7	7	2	8	0	8	0	8	0	8	0	8	0	8	0
			YES	YES	YES	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	
			YES	YES	YES	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	
			4	4	4	2	2	2	2	2	2	2	2	2	2	2	2	
			YES	YES	YES	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	
			5	5	5	0	2	2	2	2	2	2	2	2	2	2	2	
			YES	YES	YES	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	



Planned Complete
Covered at least Once during permit term? YES