**WPDES Permit (MAMSWaP) 2024 Annual Information and Education Work Plan for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Dane County, WI**

**Topic Areas Covered: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Active Delivery Mechanisms Used\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

*\* Per guidance from Eric R, MAMSWaP members may take credit for active mechanisms organized by MAMSWaP as long as they promote those activities.*

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| **Program/**  **Activity** | **Audience** | **Timing** | **MAMSWaP Activities** | **Individual Municipality Activities**  **(Check all that will be completed in 2024)** | **Public Education and Outreach Topic(s) Addressed1** |
| Storm Drain Mural Program | Residential  Educational | 1. Nov-Dec 2023 2. Dec 2023-Jan 2024 3. Feb 2024 4. Mar-Aug 2024 5. Jun-Aug 2024 6. Jun-Aug 2024 | 1. Update and post Storm Drain Mural Grant on Ripple Effects web site. 2. Promote Storm Drain Mural Grants. 3. Rank and select 2-3 applications for new murals and 8-9 repainted murals. 4. Work with municipalities, partner groups (schools, communities groups, etc.), and local artist to design and paint storm drain murals. 5. Provide partner groups with articles to promote new murals locally. 6. Add new storm drain murals to Storm Drain Mural Project map. | Promote program and encourage partner groups to apply.  Help locate suitable storm drain mural sites.  Approve storm drain mural design. | 1. Illicit Discharge Detection and Elimination 2. Pollution Prevention |
| Illicit Discharge Reporting Program | Residential  Public Sector  Private Sector | 1. Jan-Mar 2024 2. Apr-May 2024 | 1. Work with City of Madison Dane County Public Health to create BMP fact sheets for contractors and businesses within sectors prone to engaging in unauthorized discharges. 2. Mail or email local businesses of concern directly and share illicit discharge ordinance and BMP information. | Share BMP fact sheets with local businesses directly from the municipality (or, alternatively, provide addresses of relevant businesses to the Stormwater Education Coordinate (SWEC) to be sent out from MDCPH/DCLWRD). | 1. Illicit Discharge Detection and Elimination 2. Pollution Prevention |
| WI Stormwater Week | Residential  Public Sector  Educational | 1. Jan 2023-Aug 2024 2. Apr-Aug 2024 3. Apr-Aug 2024 | 1. Participate on statewide Stormwater Collaborative Group planning team. 2. Develop outreach resources to promote Stormwater Week. 3. Plan and hold at least one local outreach event during Stormwater Week (potentially, a downspout garden kit sale). | Promote stormwater related messages and events using provided outreach tools during WI Stormwater Week.  Host a local stormwater related event during WI Stormwater Week | 1. Illicit Discharge Detection and Elimination 2. Household Hazardous Waste Disposal/Pet Waste Management/Vehicle Washing 3. Yard Waste Management/Pesticide and Fertilizer Application 4. Residential Infiltration 5. Pollution Prevention |

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| Clean Sweep Local Collection Event | Residential | 1. Jan-Apr 2024 2. Jan 2024 3. Jan-Feb 2024 4. Mar-Apr 2024 | 1. Partner with Dane County Waste and Renewables and participating communities to plan a municipal Clean Sweep Hazardous Waste Collection Event at the Clean Sweep facility. 2. Create a registration and voucher system for residents. 3. Create outreach tools for participating communities. 4. Hold Hazardous Waste Collection Events.   \*\*\*This is limited to four municipalities located in proximity to the Clean Sweep facility. Contact the SWEC, if interested.\*\*\* | Promote Clean Sweep Hazardous Waste Collection Event using provided outreach tools (only open to residents of selected communities). | 1. Illicit Discharge Detection and Elimination 2. Household Hazardous Waste Disposal 3. Pollution Prevention |
| Stormwater Pollution/  Prevention Education Tools | Residential  Educational | 1. Jan-Dec 2024 2. Jan-Dec 2024 3. Jan-Dec 2024 4. Apr-Oct 2024 | 1. Promote stormwater ed. tools to groups and educators. 2. Use stormwater ed. tools in at least 5 presentations, in-person or virtual. 3. Check out stormwater ed. tools to at least 5 educators/groups. 4. Prepare and maintain rainfall simulator samples.   *Educational tools include:*  *Rainfall Simulator, Enviroscape, Stormwater Animation, Lawns and Water Quality video, Stormwater Pollution and Solutions video and Storm Drain Marking* | Promote stormwater ed. tools to local partners, groups and educators.  Post links to virtual resources on municipal web site.  Check out the Enviroscape or Rainfall Simulator to use at local event(s) or presentation(s).  Provide SWEC with a local presentation opportunity along with contact information.  \*\*\*Limited to 10 SWEC-led presentations per year for all MAMSWaP partners\*\*\* | 1. Illicit Discharge Detection and Elimination 2. Household Hazardous Waste Disposal/Pet Waste Management/Vehicle Washing 3. Yard Waste Management/Pesticide and Fertilizer Application 4. Stream and Shoreline Management 5. Residential Infiltration 6. Pollution Prevention |
| Leaf-free Streets for Clean Waters | Residential  Educational  Private Sector | 1. Sept 2024 2. Sept-Oct 2024 3. Oct-Nov 2024 4. Oct-Nov 2024 | 1. Update and distribute Leaf-free Streets for Clean Waters Toolkit to municipalities and groups. 2. Print leaf-free streets signs for municipalities, as requested. 3. Promote actions and rain alert system through social media, flyers, newsletter articles, signs, presentations, newspaper and online advertising. 4. Monitor weather and issue email/text rain alerts. | Promote Leaf-free Streets program, encourage residents to remove street leaves before the rain and sign up for rain alerts using provided outreach toolkit.  Make signs available to residents.  Engage local groups in heavy street tree areas and reward good practices. | 1. Yard Waste Management/Pesticide and Fertilizer Application |
| Plant Dane Native Plant Program | Residential  Educational  Private Sector | 1. Nov 2023-Jan 2024 2. Feb 2024 3. Feb-Mar 2024 4. Feb-Mar 2024 5. May-Jun 2024 | 1. Work with Agrecol to update plant list/order system. 2. Launch Plant Dane online order site. 3. Update and distribute Plant Dane Toolkit to municipalities and groups. 4. Sell at least 20,000 native plants through Plant Dane. 5. Distribute native plant orders/donations. | Promote Plant Dane program and encourage residents and groups to plant native plants and build rain gardens using provided campaign tools.  Volunteer to hand out plants during a Plant Dane pickup event. | 1. Stream and Shoreline Management 2. Residential Infiltration 3. Pollution Prevention 4. Green Infrastructure/Low Impact Development |
| Free Native Plants for School and Community Projects (FNPSCP) Program |  | 1. Nov- Dec 2023 2. Dec 2023-Jan 2024 3. Feb-Mar 2024 4. May-Jun 2024 | 1. Update and post FNPSCP Grant Application. 2. Promote and review FNPSCP Grants. 3. Solicit and collect donations for at least 10 FNPSCPs. 4. Distribute native plant donations. | Promote FNPSCP program to local schools, groups, non-profits, neighborhood associations, etc. and encourage groups to apply.  Assist groups with planning and installation of gardens.  Promote local projects and encourage local residents and groups to donate plants through Plant Dane orders system. | 1. Residential Infiltration 2. Pollution Prevention 3. Green Infrastructure/Low Impact Development |
| Rain Garden Coaching Session / Workshop | Residential  Educational  General Public | 1. Feb-Mar 2024 2. Feb-Mar 2024 3. Feb-Mar 2024 4. May-Jul 2024 | 1. Plan and host rain garden coaching session or workshop with at least 20 people. 2. Promote rain garden coaching sessions. 3. Coordinate registrations and create customized tools for each participant. 4. Offer and process plant reimbursements for participants located in MAMSWaP communities. | Promote the Rain Garden Workshop and encourage residents to sign up.  Volunteer to be a trainer at the Rain Garden Workshop. | 1. Residential Infiltration 2. Pollution Prevention 3. Green Infrastructure/Low Impact Development |
| Adopt A Storm Drain Program (AASD) | Residential  Educational | 1. Jan-Dec 2024 2. Jan-Dec 2024 3. Jan-Dec 2024 4. Jan-Dec 2024 5. Jan-Dec 2024 6. Jan-Dec 2024 | 1. Coordinate with Dane County Information Management to maintain and improve AASD website. 2. Assist volunteers with web issues. 3. Supply municipalities with cleaning kit materials. 4. Develop outreach tools and promote program. 5. Develop and distribute volunteer newsletter, the Storm Drain Scoop, 3-4x/year. 6. Work with partner communities interested in joining the program. | Participate in program and provide storm drain location data to Dane County.  Distribute cleaning kits to local volunteers.  Promote program locally using campaign tools through newsletters, local newspaper, mailings, web site, meetings, social media, etc.  \*\*\*Contact SWEC, if interested.\*\*\* | 1. Illicit Discharge Detection and Elimination 2. Yard Waste Management/Pesticide and Fertilizer Application 3. Pollution Prevention |
| NASECA Trainings | Construction Professionals  Public Sector | 1. Jan-Dec 2024 2. Jan-Dec 2024 3. Jan-Dec 2024 | 1. Promote NASECA Trainings. 2. Provide discounts to attend trainings for MAMSWaP communities. 3. Encourage municipal staff and contractors to attend NASECA events. | Promote NASECA Trainings to local construction professionals and municipal staff and encourage attendance through MAMSWaP provided discounts. | 1. Construction Sites and Post-Construction Storm Water Management |
| WI Salt Wise Program and Salt Certification Trainings | Residential  Private Sector  Public Sector | 1. Jan-Dec 2024 2. Jan-Mar 2024, Sept-Dec 2024 3. Sept-Dec 2024 4. Sept-Dec 2024 | 1. Participate on WI Salt Wise Steering Committee and attend meetings. 2. Collaborate with WI Salt Wise partners to promote, develop and distribute resources to reduce winter salt use. 3. Partner with WI Salt Wise to hold one in-person salt related training (certification or specialized training) in Dane County with at least 20 participants. 4. Contract with Bolton and Menks to lead one virtual salt certification training. | Promote Salt Wise resources and practices to businesses, residents, schools, organizations, and facility managers using WI Salt Wise campaign tools.  Provide Salt Wise Coordinator with a local presentation opportunity along with contact information (school district, local company, etc). \*\*Limited to 2 WI Salt Wise-led presentations per year for all MAMSWaP partners\*\*\*  Send municipal staff to Salt Certification Trainings.  Promote Salt Certification Trainings to municipal and private winter maintenance professionals and facilities managers.  Partner with Salt Wise to host a salt related training in your community and actively participate by sharing local efforts with group to reduce salt use. \*\*\*Limited to one MAMSWaP partner per year\*\*\* | 1. Pollution Prevention |
| Rain Barrel Sale | Residential | 1. Mar-Apr 2024 2. Apr-Oct 2024 3. Apr-Oct 2024 4. Apr-Oct 2024 5. Apr-Oct 2024 | 1. Develop outreach tools to promote program. 2. Order rain barrels and maintain supply. 3. Maintain online order system to sell rain barrels. 4. Collect and process reimbursement requests for residents in MAMSWaP communities. 5. Partner with City of Middleton and Village of Deforest to store and distribute barrels. | Promote use of rain barrels and purchase of discounted rain barrels using MAMSWaP outreach tools. | 5. Residential Infiltration |
| Lawn Care Calendar | Residential | 1. Feb-Mar 2024 2. Mar-April 2024 3. April 2024 | 1. Partner with UW to create lawn care calendar. 2. Create outreach tools for partners. 3. Publish and promote lawn care calendar. | Promote use of final lawn care calendar using MAMSWaP outreach tools. | 1. Yard Waste Management/Pesticide and Fertilizer Application 2. Residential Infiltration |
| Stormwater Facility Interpretive Signage | General Public | 1. Dec 2023-May 2024 2. May-Aug 2024 | 1. Work with local artist to create stormwater facility illustrations. 2. Create signage templates for different types of stormwater facilities. 3. Post signage at Dane County Parks with stormwater facilities. | Use provided illustrations/templates to develop educational signage for municipal stormwater facilities. | 1. Green Infrastructure/Low Impact Design |
| Green Infrastructure Demo Projects | General Public | 1. April-Oct 2024 2. April-Aug 2024 3. Sept-Oct 2024 | 1. Work with selected MAMSWaP communities to create demo downspout gardens. 2. Create signage for demo gardens. 3. Provide plants and a printed sign for demo gardens. | Provide SWEC with potential location(s) for a demo downspout garden.  Provide input on draft signage.  Install plants and signage, provided by SWEC.  \*\*\*Contact SWEC, if interested.\*\*\* | 1. Residential Infiltration 2. Pollution Prevention 3. Green Infrastructure/Low Impact Development |
| 5-year Stormwater Outreach Survey | General Public | 1. Nov-Dec 2023 2. Dec 2023 3. Feb-Mar 2024 4. Apr-May 2024 5. Jun-Jul 2024 6. Aug 2024 | 1. Work with consultant to update 2018/2019 survey. 2. Send draft survey to I&E Team for input. 3. Distribute online partner survey to local environmental or water related groups. 4. Work with consultant to analyze results and develop draft survey report. 5. Provide draft survey report to I&E Team for input. 6. Present results to MAMSWaP Large Group. | Help distribute and encourage completion of online survey to local environmental or water related groups. | ALL |
| Check-in Meetings with MAMSWaP Communities | MAMSWaP Communities | 1. July-Sep 2024 | 1. Coordinate meetings with individual MAMSWaP communities to discuss what's been working/not working, and gather input on future programs/activities. | Coordinate with SWEC and attend check-in meeting. | ALL |
| MAMSWaP I&E 5-Year Plan | MAMSWaP Communities | 1. Sep-Oct 2024 | 1. Develop draft 5-Year Plan using input from Check-in Meetings and Stormwater Outreach Survey results. 2. Provide 5-Year Plan to I&E Team for input. 3. Provide 5-Year Plan to MAMSWaP Large Group for input and finalization. | Provide input on draft 5-Year Plan. | ALL |