**WPDES Permit (MAMSWaP) 2025 Annual Information and Education Work Plan for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Dane County, WI**

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

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

*\* Per guidance from WDNR, 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 2025)** | **Public Education and Outreach Topic(s) Addressed1** |
| Storm Drain Mural Program | Residential Educational | 1. Nov-Dec 2024
2. Dec 2024-Jan 2025
3. Feb 2025
4. Mar-Jun 2025
5. Apr-Aug 2025
6. Jun-Aug 2025
7. Jun-Aug 2025
8. Jun-Aug 2025
 | 1. Update and post Storm Drain Mural Grant on Ripple Effects web site.
2. Promote Storm Drain Mural Grants.
3. Rank and select 3-4 applications for new murals and 3-4 repainted murals.
4. Create tailored presentations/activities, present to groups and gather design ideas.
5. Coordinate with local artist and partners on final design, approvals, and painting storm drain murals.
6. Provide partner groups with articles to promote new murals locally.
7. Select and coordinate 3-4 repaints of weathered murals.
8. Add new storm drain murals to the Storm Drain Mural Project map.
 | [ ] Promote program and encourage partner groups to apply.[ ]  Help locate suitable sites for storm drain murals.[ ]  Approve storm drain mural design. | 1. Illicit Discharge Detection and Elimination
2. Pollution Prevention
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| Illicit Discharge Reporting Program  | ResidentialPublic SectorPrivate Sector | 1. Jan-Mar 2025
2. Mar-May 2025
 | 1. Work with Madison & Dane County Public Health to develop/update illicit discharge training for municipal field staff.
2. Partner with MDCPH to provide Illicit Discharge Training.
 | [ ]  Host illicit discharge training.\*[ ]  Promote and encourage municipal field staff to attend training (streets, parks, public works, etc.).\* Must have facility that can accommodate up to 75 people. | 1. Illicit Discharge Detection and Elimination
2. Pollution Prevention
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| Clean Sweep Collection Events | Residential | 1. Jan-Apr 2025
2. Jan-Feb 2025
3. Jan-Feb 2025
4. Mar-Apr 2025
 | 1. Partner with Dane County Waste and Renewables and participating communities to plan 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. Coordinate Hazardous Waste Collection Events.

\*\*\* Participating MAMSWaP municipalities-Stoughton, Windsor, Monona, and Town of Middleton. \*\*\* | [ ] 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  | ResidentialEducational | 1. Jan-Dec 2025
2. Jan-Dec 2025
3. Jan-Dec 2025
4. Apr-Oct 2025
 | 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, etc.* | [ ] 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
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| Leaf-free Streets for Clean Waters | ResidentialEducationalPrivate Sector | 1. Sept 2025
2. Sept-Oct 2025
3. Oct-Nov 2025
4. Oct-Nov 2025
 | 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
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| Plant Dane Native Plant Program | ResidentialEducationalPrivate Sector | 1. Nov 2024-Jan 2025
2. Feb 2025
3. Feb-Mar 2025
4. Feb-Mar 2025
5. May-Jun 2025
 | 1. Work with Agrecol to update plant list/order system.
2. Update and promote 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.[ ]  Provide staff to assist with Plant Dane pickup event in late May. | 1. Stream and Shoreline Management
2. Residential Infiltration
3. Pollution Prevention
4. Green Infrastructure/Low Impact Development
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| Free Native Plants for School and Community Projects (FNPSCP) Program | ResidentialEducationalPrivate Sector | 1. Nov- Dec 2024
2. Dec 2024-Jan 2025
3. Feb-Mar 2025
4. May-Jun 2025
 | 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 order system. | 1. Residential Infiltration
2. Pollution Prevention
3. Green Infrastructure/Low Impact Development
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| Rain Garden Coaching Session / Workshop | ResidentialEducationalGeneral Public | 1. Feb-Mar 2025
2. Feb-Mar 2025
3. Feb-Mar 2025
4. May-Jul 2025
 | 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
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| Adopt A Storm Drain Program (AASD) | ResidentialEducational | 1. Jan-Dec 2025
2. Jan-Dec 2025
3. Jan-Dec 2025
4. Jan-Dec 2025
5. Jan-Dec 2025
6. Jan-Dec 2025
 | 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
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| WI Stormwater Week | ResidentialPublic SectorEducational | 1. Jan-Aug 2025
2. Jun-Sept 2025
3. Jun-Sept 2025
 | 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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| NASECA Trainings | Construction ProfessionalsPublic Sector | 1. Jan-Dec 2025
2. Jan-Dec 2025
3. Jan-Dec 2025
 | 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 municipal staff/consultants and encourage attendance through MAMSWaP provided discounts. | 1. Construction Sites and Post-Construction Storm Water Management
 |
| WI Salt Wise Program and Salt Certification Trainings | ResidentialPrivate SectorPublic Sector | 1. Jan-Dec 2025
2. Jan-Mar 2025, Sept-Dec 2025
3. Sept-Dec 2025
 | 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.
 | [ ] 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. Jan-Mar 2025
2. Jan-Mar 2025
3. Apr-Oct 2025
4. Apr-Oct 2025
5. Apr-Oct 2025
 | 1. Update 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, Village of Deforest, and City of Stoughton to store and distribute barrels.
 | [ ] Promote rain barrel sale and use of rain barrels using MAMSWaP outreach tools.[ ] Serve as a county-wide distribution site. | 5. Residential Infiltration |
| Maintenance Resources for Stormwater Management Facility Owners | Private Sector Public Sector | 1. Jan-Apr 2025
2. Feb-Jun 2025
 | 1. Partner with Water Resource Engineering (Dane Co.) to finalize, share and promote Stormwater Maintenance Facility Flyers.
2. Collect and summarize information on existing maintenance programs from MAMSWaP members (frequency, forms, letters, inspector requirements, overall process, follow-up, etc.) and share with partners.
 | [ ]  Use and link to Stormwater Maintenance Facility Flyers.[ ]  Complete form requesting information on municipal stormwater maintenance programs, when available. | 1. Construction Sites and Post-Construction Storm Water Management
2. Green Infrastructure/Low Impact Development
 |
| Green Infrastructure Demo Projects | General Public | 1. Apr-Oct 2025
2. Apr-Aug 2025
3. Sept-Oct 2025
4. Sept-Dec 2025
 | 1. Work with interested MAMSWaP communities/Dane County parks to install demo downspout gardens, rain gardens, or rain barrels.
2. Create signage/stickers for demo projects.
3. Provide plants and/or rain barrels and a sign for demo projects.
4. Create an online map to showcase demo gardens.
 | [ ]  Provide SWEC with potential location(s) for a demo projects.[ ]  Provide input on local signage.[ ]  Install plants, rain barrels, and signage provided by SWEC. \*\*\* Contact SWEC, if interested. \*\*\* | 1. Residential Infiltration
2. Pollution Prevention
3. Green Infrastructure/Low Impact Development
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| Nature in Session Education Programs | Educational | 1. Dec 2024-Feb 2025
2. Jan-Apr 2025
3. Jan-Apr 2025
 | 1. Create outreach tools for partners.
2. Assist Lussier Family Heritage staff in developing age-appropriate programs.
3. Work with Lussier staff to review and approve requests for free programs in MAMSWaP communities.
 | [ ]  Promote program to local schools and libraries.\*\*\* Limited to 3 free programs per MAMSWaP partner with a total maximum of 20 free programs for all MAMSWaP partners. Program cost is normally $50/class. \*\*\* | 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
 |
| Web-based Rain Garden Modules | ResidentialEducationalGeneral Public | 1. Jan-Aug 2025
2. Jan-Aug 2025
3. Aug-Dec 2025
 | 1. Reach out to other stormwater collaboratives and explore options to partner to develop modules.
2. Research similar tools from other organizations.
3. Develop plan for 2026.
 | [ ]  Provide feedback on plan to create rain garden modules in 2026. | 1. Residential Infiltration
2. Pollution Prevention
3. Green Infrastructure/Low Impact Development
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