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| Storm Drain Mural Program | Residential  Educational | 1. Illicit Discharge Detection and Elimination | Provide location/group to work with and assist group with storm drain mural application.  Select and approve storm drain mural design. |  |
| Illicit Discharge Reporting Program | Residential  Public Sector  Private Sector | 1. Illicit Discharge Detection and Elimination 2. Pollution Prevention | Promote and encourage residents and businesses to report illicit discharges using new illicit discharge campaign tools through newsletters, local newspaper, mailings, web site, meeting, social media, etc.  Provide Dane County with a list and addresses of local businesses of concern (concrete contractors, restaurants, carpet cleaners, painters, automotive shops, landscapers, other with outdoor waste storage containers) to share illicit discharge ordinance and BMP information with.  Reach out to local businesses of concern directly and share illicit discharge ordinance and BMP information. |  |
| Clean Sweep Local Collection Event | Residential | 1. Illicit Discharge Detection and Elimination 2. Household Hazardous Waste Disposal 3. Pollution Prevention | Partner with Dane County to hold a Clean Sweep Hazardous Waste Collection Event in local community.  \*\*\*This is limited to one municipality. Contact the SWEC, if interested.\*\*\* |  |
| Stormwater Pollution/Prevention Education Tools (Rainfall Simulator, Enviroscape, Stormwater Curriculum, Stormwater Animation, Lawns and Water Quality video, Stormwater Pollution and Solutions video and Storm Drain Marking) | Residential  Educational | 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 | Promote stormwater ed. tools to local partners, groups and educators.  Post links to virtual resources on municipal web site.  Checkout the Enviroscape or Rainfall Simulator to use at local event(s) or presentation(s).  Engage one or more local groups in Storm Drain Marking efforts.  Provide SWEC with a local presentation opportunity along with contact information. \*\*Limited to 10 SWEC-led presentations per year for all MAMSWaP partners\*\*\* |  |
| Leaf-free Streets for Clean Waters | Residential  Educational  Private Sector | 1. Yard Waste Management/Pesticide and Fertilizer Application | Promote Leaf-free Streets program and encourage residents to remove street leaves before the rain using campaign tools through newsletters, local newspaper, mailings, web site, meeting, social media, etc.  Engage local groups in heavy street tree areas and reward good practices. |  |
| Plant Dane Native Plant Program and  Free Native Plants for School and Community Projects (FNPSCP) Program | Residential  Educational  Private Sector | 1. Stream and Shoreline Management 2. Residential Infiltration 3. Pollution Prevention 4. Green Infrastructure/Low Impact Development | Promote Plant Dane program and encourage residents and groups to plant native plants and build rain gardens using campaign tools through newsletters, local newspaper, mailings, web site, meeting, social media, etc.  Promote Rain Garden Workshop and encourage residents to sign up.  Partner with Dane County to host the Rain Garden Workshop in local community. \*\*\*One workshop will be held in 2021.\*\*\*  Promote FNPSCP program to local schools, groups, non-profits, neighborhood associations, etc. and encourage groups to apply. |  |
| Adopt A Storm Drain Pilot | Residential | 1. Illicit Discharge Detection and Elimination 2. Yard Waste Management/Pesticide and Fertilizer Application 3. Pollution Prevention | Participate and commit to provide needed information for pilot program.  Promote pilot locally.  \*\*\*Pilot is limited to 3 MAMSWaP communities. Contact SWEC, if interested.\*\*\* |  |
| NASECA Trainings | Construction Professionals  Public Sector | 1. Construction Sites and Post-Construction Storm Water Management | Promote NASECA Trainings to local construction professionals and municipal staff and encourage attendance through MAMSWaP provided discounts. |  |
| Stormwater and Erosion Control Plan Review and Inspections | Construction Professionals  Residential | 1. Construction Sites and Post-Construction Storm Water Management | Review erosion control and stormwater management plans within municipality or contract with Dane County to review plans.  Conduct inspections of erosion control and stormwater practices within municipality or contract with Dane County to conduct inspections. |  |
| WI Salt Wise Program and Salt Certification Trainings | Residential  Private Sector  Public Sector | 1. Household Hazardous Waste Disposal/Pet Waste Management/Vehicle Washing 2. Pollution Prevention | Promote Salt Wise resources and practices to businesses, residents, schools, organizations, and facility managers using WI Salt Wise campaign tools through newsletters, local newspaper, mailings, web site, meeting, social media, etc.  Provide SWEC 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 local winter maintenance professionals and facilities managers.  Partner with Salt Wise to host a Salt Certification Training in your community and actively participate by sharing local efforts with group to reduce salt use. \*\*\*Limited to one MAMSWaP partner per year\*\*\* |  |

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| **\*8 Public Education and Outreach Topic Areas** - **Circle topic areas that will be addressed in 2021** (co-permittees with populations over 5,000 need to address at least six topic areas, whereas co-permittees under 5,000 need to address at least four topic areas):   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. Construction Sites and Post-Construction Storm Water Management 7. Pollution Prevention 8. Green Infrastructure/Low Impact Development | **Active/Interactive Delivery Mechanisms** | **Passive Delivery Mechanisms** |
| Educational Activities (school presentation, summer camps, etc.) | Passive print media (brochures at front desk, posters, etc.) |
| Informational booth at event | Distribution of print media (mailings, newsletters, etc.) via mail or email. |
| Targeted group training (contractors, consultants, etc.) | Media offerings (radio and TV ads, press release, etc.) |
| Gov. event (public hearings, council meeting) | Social media posts |
| Workshops | Signage |
| Tours | Website |
| Other | Other |

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| **List active delivery mechanisms that will be used in 2021:**  (co-permittees with populations 5,000 need to use at least two active mechanisms, whereas co-permittees under 5,000 need to address at least one active mechanism) | 1. |
| 2. |
| 3. |
| 4. |