

Proposed 2009 Work Plan for MS4 Communities

Note: This work plan covers the period of January 2009 through January 2010. The MS4 Communities meet in spring and fall each year to review and update the plan. This plan only covers those services provided by Waukesha County through intergovernmental agreements. Each community is responsible for additional internal I/E activities in accordance with their respective permits under NR 216.

Contractors, Builders, Developers & Consultants

1. Workshops – The County will sponsor a full day storm water workshop on March 11, 2009. The workshop will be covering BMP design and installation. If the first workshop fills and there is enough demand, a second workshop will be held on April 22, 2009. Workshop materials will be posted on the web after the workshop and web hits will be recorded and reported.

Goal – to have at least 75 workshop participants

2. BMP Demonstrations – Having reached the goal of having five demonstration sites planned or installed within the Upper Fox area by the end of 2007, the next step is to work the demonstration sites into a virtual tour. This was not completed as stated in 2008 work plan since most sites were only planned and not installed. The County will create a virtual tour of sites on the county web site before the end of the year. Appropriate signage will be developed for completed sites where permission can be obtained to place them. The possibility of holding a tour of practices will be explored for 2009. Demonstration sites to date are:

Completed Sites:

- City of Pewaukee—shoreline restoration project
- Pewaukee City Library rain garden established.

Planned Sites:

- City of Pewaukee Broken Hills subdivision will have a rain garden at clubhouse
- City of Pewaukee Hawks Meadow subdivision will have rain barrels
- Town of Brookfield— rain garden incorporated into office development
- Town of Delafield—possible condominium development BMP?
- City of Waukesha rain garden at fire station
- City of Pewaukee fire station near WCTC to have rain garden
- Mukwonago River shoreline restoration

Goal – By June 15th, communities with a demonstration site will submit a brief description of the project and photos to Waukesha County. Waukesha County will have the sites posted in a virtual tour by August 15th. Web hits to the tour will be tracked.

3. Technical Training Opportunities– The County will coordinate with MBA (metro-Milwaukee Builders Association) and/or NASECA (North American Storm Water and Erosion Control Association) whenever possible to provide field training or tour opportunities in the field of storm water and erosion control.

General Public:

1. Storm Drain Stenciling – The storm drain stenciling program will be promoted through newsletter articles and press releases to local media. The County will produce the newsletter articles and press releases in spring. The County will distribute press releases to the Milwaukee Journal-Sentinel, the Freeman, the Sussex Sun, and the Lake Country Reporter.
 - Municipalities will distribute articles and press releases to appropriate local newsletters.
 - Municipalities may opt to have public works staff participate in stenciling as needed
 - Municipalities either already have a countertop display of stencil information or will be receiving one and will call for restocking as necessary
 - Municipalities will develop a tracking system for what storm drains in their community have been stenciled

Goal – to have at least 5 groups participate in stenciling

2. News Releases/Newsletter articles – The County will produce newsletter articles on the following proposed schedule. The schedule may be changed as is appropriate for timely news articles. Where applicable, personal accounts and stories will be included. This will tie into giving recognition for a job well done.

Jan – Volunteer Water Quality Monitoring

Feb – Water From Start to Finish

March – Water Down the Drain/Storm Drain Stenciling/Illicit discharges

April – Reduce Runoff with Rain Barrels

May – Lawn watering, grass clippings and other summer lawn care

June – Shoreland/Riparian Management

July – Get the Groundwater Picture/water conservation

August – Water Education Opportunities

Sept – Managing Leaves and other Yard Waste

October – Household Hazardous Waste/Pharmaceuticals/Used Oil

November – Pet Waste and Water Quality

Dec – Rain Gardens and grant opportunity

These articles will be the same for all communities, but each community may edit and “localize” the articles as needed.

- Municipalities will distribute articles to local civic organizations or clubs for use in their newsletters as they are available and appropriate within the area. (for example: summer lawn care information could be distributed to local garden clubs while hazardous waste information could be shared with the Chamber of Commerce)
- Municipalities can “nominate” a person to be highlighted in articles as appropriate.

3. Presentations – The County offers presentations to local community groups on an on-going basis. This will be promoted through newsletter articles as listed above. Each community will also provide the County with a list of contact people for local community groups for possible direct promotional mailings. Municipalities may also do presentations, which they will be responsible for tracking and reporting to the DNR.

Goal – to reach five community groups other than schools (schools have their own presentation goal)

4. Displays – The County will prepare the display and handout materials for communities to use with special events. The County will deliver and pick-up the display to the community, however the municipality will need to have someone who can set up the display at the event and take it down at the end of the event.
 - Municipalities will call the County at 896-8305 to schedule the display for use in their community with a minimum of one-week advance notice required. All reservations for the year should be on the calendar by June 30.

Reservations already placed for 2009:

Jan-Boree in City of Waukesha

Pancake breakfast on 1st Saturday of October for Town of Waukesha

Goal – to have the display in each community at least once per year

5. Handouts - The County will provide “Pet Waste” handouts to all communities that issue dog licenses. These handouts should be given to every person who applies for a dog license. Other handouts will be available to communities to make distribute as needed.
6. Rain Garden/Rain Barrel promotion – A minimum of two rain garden/rain barrel workshops will be offered through Retzer Nature Center. The rain garden classes are currently scheduled for Retzer’s Earth Day celebration in April and at Apple Harvest Fest in September. Additional programs may be scheduled with municipalities through the recreation department and promoted locally. Rain gardens and barrels will also be promoted through the newsletter articles.

The County will add to its website a way for people to grant “permission” and submit photos for their rain garden to be added to a virtual tour of rain gardens. When at least 10 gardens are signed up, a virtual rain garden tour will be posted to the website.

A grant through Graham-Martin Foundation currently makes plants available at reduced cost for the installation of a rain garden. In addition, a DNR Urban Non-point Source and Storm Water Management Construction Grant will be applied for to be able to offer cost-sharing to people who install either a rain barrel or a rain garden. If the grant is received, the funds would be available starting in 2010.

- Municipalities can call the County at 896-8305 to schedule a rain garden/barrel program for their area if the community shows great interest. Programs could be offered through the local library or the park and recreation department. Municipalities will be responsible for advertising and promoting any additional programs locally.

- Municipalities with web sites will create a link to the County rain garden/rain barrel pages to assist in promotion

Goal – To have 7 new rain gardens installed

7. Recognition Program – Preparations for the program will begin with development of standards for awards and web pages to link to for applications as well as write ups of award recipients. There will be three levels of recognition awarded. Recognition will also be given through the newsletter articles

8. Web page – Updates and additional resources will be made to the County web page including environmental education programs and resources.

- Municipalities should link to County web pages where appropriate

9. Citizen Stream Monitoring – Stream monitoring will be promoted through press releases and a minimum of one stream monitoring training session will be offered annually. Training will be in May. Stream monitors will be coordinated with the Fox River Partnership or the Pewaukee River Partnership, which have received grant money to purchase monitoring equipment. The County web site will be updated to show the locations of monitors in the County.

- Municipalities will distribute press release to local newsletters.

Goal – to have monitors on 70% of the waterways listed including: Fox River, Scuppernong River, Mukwonago River, Oconomowoc River, Pewaukee River, Bark River, Genesee Creek, Battle Creek, Scuppernong Creek, Coco Creek, Poplar Creek, Sussex Creek, and Jericho Creek.

10. Yard Waste – Promote yard waste composting and on-site mulching of leaves through flyers, county web page, newsletter articles, green garden parties, TONL (Turn Over a New Leaf) programs and possibly displays. Newsletter article is scheduled for September, as listed above. Workshops will be scheduled for Retzer Nature Center on June 13th and other appropriate locations and dates in the fall. Municipalities may also schedule programs through their park and recreation department or local library.

- Communities should be collecting yard waste from citizens and transporting it to the County composting facility.

11. Riparian Management- Riparian management practices will be promoted in 2009 through the display, printed material, and the shoreland restoration site just completed in Pewaukee. This site is a demonstration site, and will be added to the county web site as well as be included in future practice tours. Appropriate signage will be developed.

In addition, a targeted mailing about storm water ponds will be sent to homeowners associations.

- Municipalities should forward contact information for homeowners associations to Waukesha County by May 1st for this mailing.

Teachers and Students:

In all programs with schools, the County will use an e-mail contact list that is not all-inclusive to every teacher, but will include at least three or four contact people at a school.

- Municipalities should forward any potential school contacts to the County by March 1 for inclusion in the e-mail list
 - Municipalities can promote the available resources to local schools
1. Project WET - One Project WET workshop will be offered in August at Retzer Nature Center. Additional workshops will be scheduled if needed.
 2. Presentations – Classroom presentations to educate students about water quality and ways they can protect and improve it.
 3. Green Schools – Help schools participating in the Green Schools program to complete the “school grounds” sections of the program. Funding for Green Schools does not come from municipalities.
 4. Classroom field experience of stream monitoring – Go onsite with students to test water for temperature, dissolved oxygen, biotic index, turbidity and habitat. This type of monitoring is strictly educational and the data is not collected with regular monitoring data.

Goal: To reach 1000 students through field experiences, presentations and other programs and these programs should be completed in at least 50% of represented communities.