

2020-2024 Outreach & Education Plan Outreach & Education Goal: Increase a

AUNA ULY ON 31X				& Education Plan of storm water pollution impacts on water	ers of the state and encourage c	hanges in public behavior to reduce such impacts.		MS4 Outreach Plan Imp	plementation Tean	n	MS4 Manager John Neumeier	Street Supt. Pat VandenHeuvel	Administrative Coordinator Karen Koch	Communications Coor Brittany Simonson	rdinator	NEWSC Outreach Coordinator Kelly Reyer										
2.1.1 Topic	Description Add WDNR description from permit language		2.1.3 ence 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		2 Person	2020 Date Planned/ Complete			21	Date Planned/			2022 Person	Date Planned/ Complete Reach Complete		2 Person	023 Date Planned/ Complete R			2024 Person	Date Planned/	
	from permit language	Select the T	larget Audience er, specify			Provide details about what it is so that implementing the Outreach is easier.	Select your type of Delivery Mechanism	Action	Responsible Who is going to do it?			Action What is planned?	Person Responsible Who is going to do it?	Complete	Reach Complete	e? Action What is planned?	Responsible Who is going t	Complete Reach Complete When? reached Yes/No	? Action What is planned?	Responsible Who is going to do it?	Complete R #p	Reach Complete? people eached Yes/No Wh	Action	Responsible	Complete Reach When? reached	Complet
			Other (Specify	Halloween Themed Illicit Discharge		Hillsen'ENGINEERISTORMWATER TOOL BOX/WEBSITE INFO	Delivery Mechanism	what is planned?	00112	when?	reached fes	Facebook Post -			people reached Tesino											Tesin
	Promote detection and		1 101 01	Infographic		HIUSENENGINEEKISTOKIIWATEK TOOL BUXIWEBSITE INFO	Social media posts					Halloween	Brittany	October		Facebook Post	Britanny	Uctober	Facebook Post	Britanny	October	Faceo	book Post	Britanny C	Dctober	
Illicit Discharge	elimination of illicit discharges and water quality impacts associate		Other (Specify Here)	NEWSC IDDE Training Video		NEWSC Website	Targeted group training (contractors, consultants)					least once each permit term to refresh before outfall collection	Engineering Staff	Prior to Outfall Sampling	2											1
Detection & Elimination	with such discharges from municipal separate storn	Public	Other (Specify Here)	Excal Visual Training (DVD training) - IDDE		IDDE – A Grate Concern https://www.excalvisual.com/idde-training Contact NEWSC Coordinator to check out	Targeted group training (contractors, consultants)									DPW Training	Pat V.	Summer				DPW.	/ Training	Pat V. S	Summer	
	sewer systems.	Residents	Other (Specify Here)			Printed Door Hangers Available in Engineering - Produced at Pioneer Press. Make a entry in file: H:User/ENGINEER/STORMWATER TOOL BOXIPoliution Prevention	Distribution of print media (mailings, newsletters,		Engineering Staff	f All Year	11 Yes	Hand out Door Hangers for violations found in	Engineering Staff	Al Year		Hand out Door Hangers for violations found in	Engineering Sta	ff All Year	Hand out Door Hanger for violations found in	rs Engineering Stat	f All Year	for viol	out Door Hangers olations found in	Engineering A Staff	All Year	
				IDDE DOOR HANGER			etc.) via mail or email	neighborhoods				neighborhoods				neighborhoods			neighborhoods			neighb	borhoods			
		Residents	Other (Specify Here)	Household Hazardous Waste Notice		H:User/ENGINEER/STORMWATER TOOL BOX/Newsletter Info	Website	Post in Newsletter	Brittany/Karen	Fall	1000 Yes	Post in Newsletter	Brittany/Karen	Fall		Post in Newsletter	Brittany/Karen	Fal	Post in Newsletter	Brittany/Karen	Fall	Post ir	in Newsletter	Brittany/Karen F	al	-
		General Public	Other (Specify Here)	Kids Can Help Too Flyer			Distribution of print media (mailings, newsletters,					Facebook Post -June	Brittany	June		Facebook Post -June	Brittany	1-Jun	Facebook Post -June	Brittany	1-Jun	Facet	book Post -June	Brittany	1-Jun	
	Inform and educate the public about the proper		Others (Conseile)			http://www.renewourwaters.org/kids-can-help-too-3/	etc.) via mail or email Distribution of print media		-			l land aut an ant with				Hand out with Dog License			Hand out with Dog	-			I out with Dog	-		
Household Hazardous Waste	management of materials that may cause storm water pollution from	S General Public	Other (Specify Here)	Good Dog, Good Owner Flyer		http://www.renewourwaters.org/wp-content/uploads/2019/07/Good-Dog-Good-Owner.pdf	(mailings, newsletters, etc.) via mail or email					Hand out or post with Dog License	Sally	Jan-Feb		throughout year	Sally		License throughout ye	ar Saly		Licens	ise throughout year	Sally		
Disposal/Pet Waste Management/ Vehicle Washing	sources including automobiles, pet waste,	Residents	Other (Specify Here)	Household Hazardous Waste Webpage		http://www.renewourwaters.org/household-hazardous-waste-3/	Social media posts					Facebook Post - Augus	Brittany	August		Facebook Post - April	Brittany		Facebook Post - April	Brittany			book Post - April	Brittany		-
venicie wasning	household hazardous waste and household	Residents	Other (Specify Here)	Fish Don't Swim in Chlorine Webpage		http://www.renewourwaters.org/pools-and-spas/	Social media posts					Facebook Post - September	Brittany	September		Facebook Post - September	Brittany	Annually	Facebook Post - September	Brittany			book Post - ember	Brittany	Annually	
	practices.	General Public	Other (Specify Here)	Good Dog, Good Owner Infographic		http://www.renewourwaters.org/wp-content/uploads/2019/07/Gcod-Dog-Gcod-Owner-Web-Ready.png	Signage					Poster at Dog Park	John N.	Annually before April 1		Poster at Dog Park	John N.	before April 1	Poster at Dog Park		Annually before April 1				before Ápril 1	
		Residents	Other (Specify Here)	School Presentations		See Outreach Policy for procedure to make the most of NEWSC services	Education Activities (School Presentations,	NEWSC or STAFF TO PRESENT TO AT LEAST ONE CLASS		Cancelled due to Covid-		NEWSC or STAFF TO PRESENT TO AT LEAST ONE CLASS	NEWSC/John N.			NEWSC or STAFF TO PRESENT TO AT LEAST ONE	NEWSC/John N		NEWSC or STAFF TC PRESENT TO AT LEAST ONE CLASS	NEWCOULSE N		PRESI	ISC or STAFF TO SENT TO AT ST ONE CLASS	NEWSC/John N.		1
							summer camps)	PER YEAR		19		PER YEAR				CLASS PER YEAR			PER YEAR			PERY	(EAR			
		General Public	nere)	Leave Your Leaves on Land Flyer		http://www.renewourwaters.org/wp-content/uploads/2019/07/Leave-Your-Leaves-on-Land.pdf	Website	Stormwater Landing Page	John N.	September	300 Yes									_				⊢		
		General Public General Public	Here)	The Perfect Lawn Webpage Ice & Snow Control Webpage		http://www.renewourwaters.org/the-perfect-lawn-3/	Social media posts					Facebook Post - June Facebook Post -	Brittany	June December		Facebook Post - December	Brittany	December	Facebook Post - June Facebook Post -	Brittany Brittany	December	Facel	book Post -	Brittany D	December	
Yard Waste	Promote beneficial onsite reuse of leaves and grass	9	Here)	Leave Your Leaves on Land Webpage		http://www.renewourwaters.org/ice-and-snow-control-3/	Social media posts					Decemebr Facebook post - Octobe		October		Facebook post - October	Brittany	December	December Facebook post - Octob	-	December		mber book post - October		30ember	<u> </u>
Management/ Pesticide and Fertilizer	clippingsand proper use c lawn and garden		Here) Others (Creatify)	Sweep Grass Clippings Infographic		http://www.renewourwaters.org/leave-your-leaves-on-land/ http://www.renewourwaters.org/wp-content/uploada/2019/07/grassclippingsROW.jpg	Social media posts Social media posts					Facebook post - May		Мау		Facebook post - May	Brittany		Facebook post - May				book post - May	Brittany		
Application	fertilizers.	Residents	Other (Specify Here)	Exhibit in Your Community to highlight topic		See Outreach Policy for procedure to make the most of NEWSC services										Booth at 1000 Island Art Fair or Live from Hydro Park Event	John N. w/ NEWSC	May-July								
			Other (Specify				Information booth at event	Hand out Door Hangers				Hand out Door Hangers				Hand out Door Hangers for			Hand out Door Hanger			Hand	out Door Hangers	Engineering		
		Residents	Here)	IDDE DOOR HANGER		Printed Door Hangers Available in Engineering - Produced at Pioneer Press. H:UserIENGINEERISTORMWATER TOOL BOX/Polution Prevention	(mailings, newsletters, etc.) via mail or email	for violations found in neighborhoods	Engineering Staff	t All Year	11 Yes	for violations found in neighborhoods	Engineering Staff	Al Year		violations found in neighborhoods	Engineering Sta	ft All Year	for violations found in neighborhoods	Engineering Stat	1 Al Year	for vio neigh'	olations found in horhoods	Staff A	All Year	
	Promote the managemen	at	Riparian Property	,			Distribution of print media					Mail to riparian resident:				Mail to riparian residents in 1			Mail to riparian resider	nts			to riparian residents			
Stream and	of streambanks and shorelines by riparian	" General Public	Owner	Restore Your Shore Flyer		Restore-Your-Shore-extended-margins.pdf (newsc.org)	(mailings, newsletters, etc.) via mail or email					in 1 watershed	Julii N.	May va	aries	watershed	John N.	May varies	in 1 watershed	John N.	May varie	s in 1 w	vatershed	John N. N	May varies	
Shoreline Management	landowners to minimize erosion and restore and enhance the ecological	Residents	Streambank property owners				Government event (public hearing, council meeting)	residents		30-Sep	6 Yes	Meeting with property owners in K4 basin	John N.	3-Mar	2 Yes											
	ennance the ecological value of waterways.	General Public	Plan Commission				Government event (public hearing, council meeting)	Plan Commission / CAB Grant Application for Grignon Park Stream	John N.	20-Apr	20 Yes															
	Promote infiltration of residential storm water	General Public	Differen (Constitut	The Periect Landscape webpage		http://www.renewourwaters.org/the-perfect-landscape/	Social media posts							_		Facebook post -April	Brittany			_		Faceb	book post -April	Brittany	'	
Residential Infiltration	runoff from rooftop downspouts, driveways,	General Public	Here)	Rain Barrel Webpage		http://www.renewourwaters.org/rain-barrels/	Social media posts					Facebook post -April	Brittany	5-Apr					Facebook post -April	Brittany			with local	$ \rightarrow $		-
	and sidewalks.	General Public	Other (Specify Here)	Exhibit in Your Community to highlight topic			Workshops															landsc install	icape company to Il a rain garden -	John N S	Spring	
																										_
		Public Employees	1 and 2 family home builders	Erosion Control Workshop for 1 & 2 Family Home Builders, Contractors and Inspectors		NEWSC training held every other year or as requested.	Targeted group training (contractors, consultants)					Inspectors attended Training	Inspector						Inspectors attended Training	Inspector						
	Inform and educate those responsible for the design		Other (Specify Here) Other (Specify	NASECA Erosion Control Training Stormwater BMP Workshop -										_		Engineering Staff to Attend	Jason			_				$ \longrightarrow $		<u> </u>
Construction Sites & Post	installation, and maintenance of	Public	Here) Other (Specify	Design/Operation/Maintenance Fox-Wolf Watershed Conference		NEWSC Municipal Committee holds trainings annually Annual Conference held 1st Tuesday/Wednesday in March - check online www.fwwa.org/conference for more details	Targeted group training	MS4 Manager Attended	John N	3-Mar	1 Yes	DPW Staff To Attend MS4 Manager Attend	John N			MS4 Manager Attend	John N		MS4 Manager Attend				Manager Attend	John N		-
Construction Stormwater	construction site erosion control practices and storm water management	Public	Here) Other (Specify			www.twwa.org/conference for more details	(contractors, consultants) Government event (public	Review Pond	Engineering and		2 Yes	Stormwater Conference Review Pond Meintenance Activities	Engineering and DPW	Fall		Stormwater Conference Review Pond Maintenance	Engineering and	Fail	Stormwater Conference Review Pond Maintenance Activities	Engineering and	Fal	Review	aw Pond	Engineering and c	al	
Management	facilities on how to design install, and maintain the		Here)				hearing, council meeting)	Presentation - Annual Phone or email	DPW			Presentation - Annual Phone or email				Activities Presentation - Annual	DPW		Presentation - Annual Phone or email			Preser Phone	entation - Annual le or email	DPW '		<u> </u>
	practices.	Developers	Other (Specify Here)				Targeted group training (contractors, consultants)	discussion with developers and site designers	John N.	Various	8 Yes	discussion with developers and site designers.	John N.	Various		Phone or email discussion with developers and site designers.	John N.	Various	discussion with developers and site designers.	John N.	Various	develo	ission with lopers and site iners.	John N. V	Various	
			Other (Specify Here)					desidifers.				desidifers.							desiditers.			Uesui	1013.			
		Other	Restaurants	Restaurant Poster												Ditribute printed poster to Local	John M	Carina .				Ditrib	ute printed poster to	July N		f
		Appropriate Audience	Prestaurants	Restaurant Poster					-					_		Businesses	John N.	Spring		-			Duancusus	John N. S	Spring	<u> </u>
		Contractors	Concrete pourer	Concrete Washout Flyer			Distribution of print media (mailings, newsletters,	Include with Sidewalk Builders License and Paving Contracts	John N.	Varies	10 Yes	Include with Sidewalk Builders License and Paving Contracts	John N.	Varies		Include with Sidewalk Builders License and Paving Contracts	John N.	Varies	Include with Sidewalk Builders License and Paving Contracts	John N.	Varies	Builder	de with Sidewalk ers License and ng Contracts	John N. V	Varies	
			Commecial /			http://www.renewourwaters.org/wp-content/uploads/2015/04/Concrete-Washout.pdf	etc.) via mail or email Distribution of print media					Ditribute printed poster	0						Ditribute printed poster	r to				-		
		Businesses	Dumpster Rental List	Dumpster Management Poster		http://www.renewourwaters.org/wp-content/uploads/2015/04/Dumpster-Management-bilingual-pamphlet.pdf	(mailings, newsletters, etc.) via mail or email					Local Businesses	John N.	Spring					Local Businesses	John N.	Spring					
		Other Appropriate Audience	All property owners over 1/2	Winter Parking Lot Workshop		NEWSC training anticipated to be held every other year (2021/2023)						Promote NEWSC	John N.	Summer												
		Public	acre pervious surface Other (Specify	Fleet Maintenance Training Poster		Fleet Maintenance						Trainning Timeclock poster trainin - October	Pat V / John N			Timeclock poster training -	Pat V. / John N.	October	Timeclock poster traini	ing Pat V. / John N.		Timer	clock poster training ober	Pat V / John M		
	Identify businesses and activities that may pose a	Employees Public	Here) Other (Specify	Parks & Grounds Maintenance Training Poster		https://drive.cocoole.com/file/d/15P7kQD6xpno.JJxaioD6UN3PM7K92hEUM/view?uso=sharino Parks & Grounds Maintenance_	Signage					- October Timeclock poster trainin - May	Pat V. / John N.	+ +		October Timeclock poster training - May	-		Timeclock poster traini	ing Pat V. / John N.		Timed	clock poster training	Pat V. / John N.	'	
Pollution Prevention	storm water contaminatio concern, and educate those specific audiences	Public Employees	Here)	Poster Materials Storage & Spill Cleanup Training Poster		https://drive.google.com/file/d/1DLA11XwB2VmO/EVQE0152rJJUVU0y4/view7usp=sharing Materials.Storage & Spill Cleanup. https://drive.google.com/file/d1grgggN4kVNxf_ skkcocd8/uh1030o4bN/view?usp=sharing	Signage Signage									Tim others and a sector feature	Pat V. / John N.		Timeclock poster traini	ing Pat V. / John N.		Timed	clock poster training	Pat V. / John N.		
	on methods of stormwate pollution prevention.	Dublic	Other (Specify Here)	Streets & Drainage Maintenance Training Poster	Are you find of over a	Streets & Drainage Maintenance	Signage					Timeclock poster trainin - April				Timeclock poster training - April	Pat V. / John N.	April	Timeclock poster traini - April			Timecl - April	clock poster training il			
		Residents	Other (Specify Here)		Are you tired of green ponds, rivers and lakes in Wisconsin? We Can Have Safe Walkways in the	H:User/ENGINEER/STORMWATER TOOL BOX/Newsletter Info	Website	Newsletter Annual Notice		Spring	1000 Yes	Newsletter Annual Notic		Spring		Newsletter Annual Notice	Brittany/Karen			tice Brittany/Karen			sletter Annual Notice			<u> </u>
		Residents	Other (Specify Here)		Winter and Cleaner Water All Year Round	H:UserIENGINEERISTORMWATER TOOL BOXNewsletter Info	Website	Newsletter Annual Notice	Brittany/Karen	Winter	1000 Yes	Newsletter Annual Notic	Brittany/Karen	Winter		Newsletter Annual Notice	Brittany/Karen	Winter	Newsletter Annual Not	tice Brittany/Karen	Winter	News	sletter Annual Notice	Brittany/Karen V	inter	
		Public Employees	Other (Specify Here)	Excal Visual Training (DVD training) - Raincheck		Rain Check – Stormwater Pollution Prevention for MS4s. https://www.excak/sual.com/swrc-extended- preview Contact NEWSC Coordinator to check out	Targeted group training (contractors, consultants)					DPW staff training	John N.	December					DPW staff training	John N.	December					
		Public Employees	Other (Specify Here)				Targeted group training (contractors, consultants)	Salt Use Training	Pat V	4-Aug	1 Yes	Salt Use Training	Jake V.	12-Mar	1 Yes				DPW staff training	John N.	December					
			Other (Specify	Watershed Cleanup*		See Outreach Policy for procedure to make the most of NEWSC services https://drive.google.com/file/d/18wt/C8h16kCwrtz3WuEfVfIL06tJ-TZdIView?usp=sharing_	Volunteer event	Promote & Host Cleanup Site in my Community	John N. and NEWSC	22-Aug	30 Yes	Promote & Host Cleanu Site in my Community	John N. and NEWSC			Promote & Host Cleanup Site in my Community	John N. and NEWSC		Promote & Host Clean Site in my Community	John N. and NEWSC		Promo Site i	note & Host Cleanup in my Community	John N. and NEWSC		
		General Public	Here)			Municipal Polution Prevention Employee Training - Bing video.	Targeted group training (contractors, consultants)									DPW staff training	Pat V. / John N.					DPW s	staff training			
		General Public	Other (Specify Here)	Pollution Prevention Video	40:11 Start							Annual Video for Park and Seasonal Workers	Pat V. / John N.	Late May		Annual Video for Park and Seasonal Workers	Pat V. / John N.	Late May	Annual Video for Park and Seasonal Workers	Pat V. / John N.	Late May	Annua and S	al Video for Park Seasonal Workers	Pat V. / John N. L	ate May	
		General Public Public	nere)	Pollution Prevention Video Park Maintenance Video	40:11 Start	Parks Maintenance and Stormwater Protection Employee Training - Bing video																				
	Presente di cici	General Public Public	Other (Specify Here)		40:11 Start	Parks Maintenance and Stormwater Protection Employee Training - Bing Video		Phone or email				Phone or email							Phone or email			Dhana	or email	C		
Green	Promote environmental sensitive land development designs by	General Public Public	Other (Specify Here)		40:11 Start	Parks Maintenance and Stormwater Protection Employee Training - Bing video	Other Active/Interactive	Phone or email discussion with developers and site	John N.	Various	8 Yes	Phone or email discussion with developers and site	John N.			Phone or email discussion with developers and site designers.			Phone or email discussion with developers and site			discus	e or email ission with lopers and site			
Green InfrastructureiLow Impact Develooment	sensitive land development designs by developers and designers including green infrasture	General Public Public Employees Public Employees Developers S.	Other (Specify Here) Other (Specify Here) Other (Specify Here)				Mechanism	discussion with	John N.	Various	8 Yes	discussion with		s	spring				discussion with			discus develo	ission with			
	sensitive land development designs by developers and designers	General Public Public Employees Public Employees Developers S.	Other (Specify Here) Other (Specify Here) Other (Specify Here)			Parks Mantenance and Stormwater Protector Employee Training - Bina video		discussion with developers and site designers. K4 Basin Update -	John N.	Various 14-Sep		discussion with developers and site designers.		s	Spring				discussion with developers and site			discus develo	ission with lopers and site			
Impact Development	sensitive land development designs by developers and designers including green infrasture and low impact development.	General Public Employees Public Employees Public Employees Developers S, General Public General Public	Alerey Other (Specify Hare) Other (Specify Hare) Other (Specify Hare) Other (Specify Hare)				Mechanism Website Government event (public hearing, council meeting)	discussion with developers and site designers. K4 Basin Update -			30 Yes	discussion with developers and site designers.		S	Spring			Complete	discussion with developers and site		Complete	discus develo	ission with lopers and site		Complete	
Impact Development Each Permit Cycle: Each Year a Permit	sensitive land development designs by developers and designers including green infrasture and low impact	General Public Employees Public Employees Public Bevelopers Spectral Public General Public	The et al. The e	Park Maintenance Video		H-Use/ENGNEERSTORMWATER TOOL BOXIWEBSITE INFO	Mechanism Website Government event (public hearing, council meeting) Total # of Outreach Efforts and GREEN Rows with Text) Topic 1 Covered	discussion with developers and site designers. K4 Basin Update - Storage and Native Planned 17		14-Sep	30 Yes	discussion with developers and site designers. Post Rain Garden Guid Planned 37 8		Complete 2	ipring	developers and site designers.		Complete 0	discussion with developers and site designers. Planned 33 8		Complete	discus develo	Ission with lopers and site aners. Plenned 32 5		Complete 0	
Impact Development Each Permit Cycle: Each Year a Permit 'Public Participatio Outreach & Educat	sensitive land developers and designers including green infrasture and low impact development. 8 of \$ Topics must be ad tee Must: Address 6 out in Efforts may count towar ion Template developed	General Public Public Public Employees Developers General Public General Public General Public General Public ddressed of 8 Topics, Use at of 8 Topics, Use at the set of	Derer (Specify Hare) Other (Specify Hare) Other (Specify Hare) Other (Specify Hare) Other (Specify Hare) Council t least 2 active Delin Utreach Efforts onsin Stormwater (Council	Park Maintenance Video		H Use/ENGNEERSTORMWATER TOOL BOXIWEBSITE INFO # of Public Involvement Events (Count 00/LD IIIIce Discharge Detection & Elimination Household Hazardous Wate Disposal/Pet Wate Management Vahicle Watemain Yard Wate Management Pacifica And Fellin Application	Mechanism Website Government event (public hearing, council meeting) Total # of Outreach Efforts and GREEN Rows with Text Topic 1 Covered Topic 2 Covered Topic 3 Covered	discussion with developers and site desioners. K4 Basin Update - Storage and Native Planned 17 9		14-Sep Complete 16 8	30 Yes	discussion with developers and site designers.		Complete 2 no no no	ipring	developers and site designers. Planned 33 6		Cemplete 0 10 10 10	discussion with developers and site designers.		Complete 0 no no no	discus develo	ission with lopers and site iners.		Complete 0 no no no	
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