

**Department Note:** As MS4 Permittees demonstrate compliance differently and MS4 Permittees may have different MS4 permit conditions, the following written program procedure is intended to provide ideas on various formats. Therefore, please note the provided example may not be appropriate, as is, for your community. Additionally, the following is a written program procedure that has been submitted to the Department by a MS4 Permittee. However, the MS4 Permittee name have been removed to keep them anonymous.

## Splashbury County Stormwater Management Plan (2019 – 2024) Chapter 2: Public Education & Outreach Plan

WPDES-WI-S050075 Permit Requirements:

### 2.1 Public Education & Outreach

- Address all 8 topics at least once during the permit term
- Address a minimum of 6 topics each year
- Utilize four delivery mechanisms each year
  - At least one delivery mechanism to be Active/Interactive each year.

TOPICS	ACTIVE/INTERACTIVE DELIVERY MECHANISMS	PASSIVE DELIVERY MECHANISMS
<ul style="list-style-type: none"> <li>✓ Illicit Discharge Detection &amp; Elimination (IDDE)</li> <li>✓ Household Hazardous Waste, Pet Waste, Vehicle Washing (HHW)</li> <li>✓ Yard Waste, Pesticides &amp; Fertilizers (YWPF)</li> <li>✓ Stream &amp; Shoreline Management (SSM)</li> <li>✓ Residential Infiltration (RI)</li> <li>✓ Construction Site/Post Construction Stormwater Management (CS/PCSM)</li> <li>✓ Pollution Prevention (PP)</li> <li>✓ Green Infrastructure/Low Impact Development (GI/LID)</li> </ul>	<ul style="list-style-type: none"> <li>➤ Educational Activities</li> <li>➤ Informational Booths at Events</li> <li>➤ Targeted Group Trainings</li> <li>➤ Government Events</li> <li>➤ Workshops</li> <li>➤ Tours</li> <li>➤ Others</li> </ul>	<ul style="list-style-type: none"> <li>• Passive Print Media</li> <li>• Distribution of Print Media</li> <li>• Other Media Offerings</li> <li>• Social Media Posts</li> <li>• Signage</li> <li>• Website</li> <li>• Other</li> </ul>

Note: Target audiences may include the general public, public employees, residents, businesses, contractors, developers, industries, and/or other appropriate audiences.

### **Splashbury County Public Education & Outreach Plan (2019 – 2024) Narrative**

Splashbury County will meet or exceed the requirements of the MS4 permit using various means. As of the drafting of this overall Stormwater Management Plan for the current permit cycle, the table (below) has been completed using real data for reporting years 2019 and 2020. Data entered for the three remaining years (2021, 2022 & 2023) are proposed and, if completed, will fulfill the requirements of the permit. It is expected that the table will be updated on a yearly basis and adjusted, as needed, in order to complete the requirements of the permit. Splashbury County will maintain its membership in the Northeast Wisconsin Stormwater Consortium and will rely on their Education and Outreach efforts to complete

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our plan. In addition, the county will continue to work with other MS4 permitted municipalities that lie within the county boarders to coordinate and consolidate our efforts.

### **Splashbury County Department of Development and Land Services**

Splashbury County continues to provide 1:1 education through various opportunities throughout the year in regards to specific projects, permitting and oversight:

- Splashbury County Department of Development and Land Services issues a variety of “over the counter” land use permits to property owners each year. Discussions with land owners in regards to potential development provides educational opportunities on a daily basis. The department enforces all or parts of the following chapters within the Splashbury County Code of Ordinances:
  - Chapter 10: Aviation (Airport Zoning)
  - Chapter 20: Construction Site Erosion Control
  - Chapter 24: Floods
  - Chapter 38: Natural Resources
  - Chapter 42: Sanitation Code
  - Chapter 44: Shoreland Protection
  - Chapter 48: Post Construction Stormwater Management
  - Chapter 52: Subdivisions & Platting
  - Chapter 54: Zoning
  - Future Chapter: Illicit Discharge Detection & Elimination (to be enacted in 2021)

**PERMITTING & INSPECTIONS:** The permitting and inspections process provides opportunities for one-on-one and small group educational opportunities. Over the counter permits that are issued by this department include: Shoreland Zoning, Stormwater and Erosion Control. The department also provides information to numerous individuals regarding land uses and permitting on a daily basis.

**DEVELOPMENT PROJECTS:** Many development projects are also reviewed by this department. The development review process also provides opportunities for one-on-one and small group educational opportunities. A list of potential development projects that are reviewed include: Certified Survey Maps, Subdivision Plats, Commercial or Industrial Developments, projects requiring a Conditional Use Permit or projects requiring a Special Exception Permit. Some of these types of projects and/or permits require public hearings which also provide opportunities for education and outreach.

### **Splashbury County Land Conservation Department**

The Splashbury County Land Conservation Department (LCD) works with landowners, farmers, riparian property owners, agencies and non-profits on conservation projects and efforts each year. These projects and interactions ultimately lead to educational opportunities as well. The following educational opportunities are conducted by LCD.

**CONSERVATION FIELD DAYS:** Annually, in September, LCD coordinates and presents an event called Conservation Field Days. The event is held over the course of 3 days, averaging 300 5<sup>th</sup> and 6<sup>th</sup> grade student attendees, for a total of approximately 900 per year. The event consists of students being taught various elements of conservation and the agricultural landscape by area experts by attending 10 stations, with each station offering a unique lesson plan. Most applicable to stormwater are the following stations; Water Quality, Soils, Pond and Wildlife, and Conservation Jeopardy. Students travel from urban schools and spend the entire day on a rural property.

**AGRICULTURAL PROJECTS:** LCD employs 3 conservation professionals, 5 engineering technicians and 2 agronomists that regularly meet with landowners and producers to discuss conservation opportunities. Each year hundreds of direct one on one contacts occur. For each project that includes components

subject to the Splashbury County Zoning Erosion Control and Stormwater Ordinance, LCD staff teach the landowner/producer on why the practices are required and work to plan and design BMPs that meet the requirements of the ordinances.

**GREAT LAKES RESTORATION INITIATIVE (GRANT) PROJECTS:** Since 2015, LCD has been pursuing and obtaining grants to work with landowners on identifying stormwater runoff issues and working to voluntarily fix issues with cost-share programs. BMP's that are a result of stormwater runoff, like streambank stabilization, agricultural runoff treatment systems, constructed wetlands, are planned, designed, and cost-shared with landowners. This project is currently focused on the Lower Fox River Basin and employees 4 conservation professionals whom regularly meet with landowners to discuss water quality initiatives and implement conservation.

**OTHERS:** In addition to the above, LCD participates and leads trainings and/or workshops via affiliated agencies and annual conferences to discuss the conservation BMP's and initiatives.

### **Splashbury County Highway Department**

The Splashbury County Highway Department also issues specific permits to property owners as well as engaging in numerous highway development and redevelopment projects that also provide educational opportunities to adjacent landowners. Several of the public education and outreach mechanisms described below are consistent with the strategies listed in section 2.1.2 and Table 2 of the MS4 Permit.

**HIGHWAY IMPROVEMENT PROJECTS:** The Highway Department employs a series of public outreach vehicles to notify landowners and the general public about their current and ongoing Highway Improvement Projects. These items include maintaining a project website for many of the Department's Capital Improvement Projects (CIP), an overall "Project Updates" website for projects currently underway, and an overview of the countywide CIP.

In addition, the Highway Department maintains a social media presence via the Facebook (Link) and Twitter (Link) media platforms, which are monitored and updated periodically with urgent updates or other updates related to ongoing projects, studies, and public outreach items.

The Splashbury County Highway Department also uses various correspondence to property owners in advance of, during, and after highway-related construction, design, and maintenance efforts are underway. This written correspondence is meant to notify impacted property owners of impending highway improvements, as well as seek input on drainage-related and existing field conditions. An example of a typical public notification can be found in appendix of this document. The written project letter oftentimes is used a way to gather feedback and contact information for interested parties which is then compiled into an electronic distribution list for additional project updates and announcements.

**STORM SEWER SYSTEM & STORMWATER FEATURE PROJECTS:** Highway Department projects including storm sewer modifications, system upgrades, or new facilities typically employ the same type of public outreach mechanisms as described above. The primary difference is that oftentimes storm sewer system modifications and upgrades are being completed jointly with other municipalities within the MS4 area. This typically results in a joint public information effort and will typically include a Public Involvement Meeting (PIM), in addition to the typical mailings and public information described above. The PIM provides one additional opportunity for concerned property owners and motorists to make the Highway Department aware of existing drainage or storm sewer concerns, as well as ask questions of how the proposed improvements will impact their property or existing drainage features.

The Splashbury County Highway Department also oversees the county Adopt-a-Highway and Adopt-a-Roundabout Programs. These programs provide education and outreach as well as providing public involvement and participation opportunities along the highway rights-of-ways and stormwater system. More information on these programs can be found here: ([Link](#))

#### **Future County Department Involvement Opportunities**

The county has identified potential opportunities within various other county departments that could be included in future updates to this chapter and the county annual reporting data. MS4 Permit responsible parties will explore these opportunities during this permit term and update this chapter when necessary.

- Splashbury County Parks Department
  - Park Maintenance Activities: employee training and education, nutrient management planning, streambank restorations, others.
  - Park signage & messaging: incorporate NEWSC stormwater signage and messaging
  - Participate in FWWA/NEWSC Watershed Cleanup and/or Other Events
- Splashbury County Maintenance Department
  - County Facility Maintenance Activities: employee training and education
  - Building and Grounds signage & messaging: incorporate NEWSC messaging
  - Education of county employees regarding stormwater
- Splashbury County Solid Waste Department
  - Department employee training and education
  - Review SWPPP document for information and guidance
  - Highlight Household Hazardous Materials collection program
  - [LINK](#)
- Splashbury County Health Department
  - Department employee training and education
  - Restaurant and Business Inspections
- Splashbury County Regional Airport
  - Department employee training and education
  - Review SWPPP document for information and guidance
  - Utilize NEWSC messaging

**IMPORTANT INFORMATION REGARDING INFORMATION PROVIDED IN THE TABLE BELOW.**

Splashbury County has several departments that provide education and outreach. It is important to know and understand the typical and potential ways that each department could potentially provide education and outreach in their day to day activities. A list of potential activities were identified in the department narratives, previously mentioned in this chapter. Many of these activities could be considered to meet the yearly requirements of the MS4 permit. Detailed activities will be included in the MS4 annual report and can be added to the table below on an annual basis.

Public Education & Outreach Plan Table								
NEWSC Activities					Splashbury County Activities			
	Activity	Topics	Delivery	Target Audience	Activity	Topics	Delivery	Target Audience
Year 1 (2019)	Winter Parking Lot Maintenance Workshop	YWPF IDDE	Both	Many Various	Dept. of Land Services, General Operations	SSM CS/PCSM RI GI	Both	Many Various
	Fox River On Tap: The impacts of over salting	IDDE YWPF	Active	Many	Highway Department, General Operations	IDDE SSM CS/PCSM	Both	Many Various
	Fox River On Tap: Toxic PAH's	IDDE	Active	Many	Land Conservation Department, General Operations	CS/PCSM SSM	Both	Many Various
	FWWA Watershed Cleanup	Varies	Active	Many	Conservation Field Days	IDDE HHW YWPF SSM	Active	Middle School Students
	School Outreach	IDDE HHW YWPF SSM	Active	K – 12 students	<b>2019 TOTALS</b> <ul style="list-style-type: none"> <li>• Delivery Mechanisms                             <ul style="list-style-type: none"> <li>○ 11 Active</li> <li>○ 7 Passive</li> </ul> </li> <li>• Topics Covered: (8 total)                             <ul style="list-style-type: none"> <li>○ Yard Waste, Pesticides &amp; Fertilizers</li> <li>○ Illicit Discharge Detection &amp; Elimination</li> <li>○ Household Hazardous Wastes</li> <li>○ Stream &amp; Shoreland Management</li> <li>○ Residential Infiltration</li> <li>○ Pollution Prevention</li> <li>○ Construction Site/Post Construction Stormwater Management</li> <li>○ Green Infrastructure</li> </ul> </li> </ul>			
	Conservation Field Days	IDDE HHW YWPF SSM	Active	Middle School Students				
	Sunset on the Farm Exhibiting	IDDE HHW YMPF SSM RI PP	Active	Many				
	Social Media	Varies	Passive	Many				
	Other Media (Television)	Varies	Passive	Many				
	Other Media (Print)	All	Passive	Many				

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Public Education & Outreach Plan Table								
	NEWSC Activities				Splashbury County Activities			
	Activity	Topics	Delivery	Target Audience	Activity	Topics	Delivery	Target Audience
Year 2 (2020)	FWWA Watershed Cleanup	Varies	Active	Many	Dept. of Land Services, General Operations	SSM CS/PCSM RI GI	Both	Many Various
	School Outreach	IDDE HHW YWPF SSM RI PP	Active	K – 12 students	Highway Department, General Operations	IDDE SSM CS/PCSM	Both	Many Various
	Social Media (See NEWSC AR for complete Listing)	Varies	Passive	Many	Land Conservation Department, General Operations	CS/PCSM SSM	Both	Many Various
	Other Media (Television) (See NEWSC AR for complete list)	Varies	Passive	Many	<b>NOTE: Conservation Field Days CANCELLED due to Covid 19</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>
	Other Media (Print) (See NEWSC AR for complete list)	Varies	Passive	Many	<b>2020 TOTALS</b> <ul style="list-style-type: none"> <li>• Delivery Mechanisms <ul style="list-style-type: none"> <li>○ 5 Active</li> <li>○ 6 Passive</li> </ul> </li> <li>• Topics Covered: (8 total) <ul style="list-style-type: none"> <li>○ Y:rd Waste, Pesticides &amp; Fertilizers</li> <li>○ Illicit Discharge Detection &amp; E imination</li> <li>○ Household Hazardous Wastes</li> <li>○ Stream &amp; Shoreland Manage ment</li> <li>○ Residential Infiltration</li> <li>○ Pollution Prevention</li> <li>○ Cnstruction Site/Post Constr uction</li> <li>○ Stormwater Management</li> <li>○ Green Infrastructure</li> </ul> </li> </ul>			

Public Education & Outreach Plan Table								
	NEWSC Activities				Splashbury County Activities			
	Activity	Topics	Delivery	Target Audience	Activity	Topics	Delivery	Target Audience
Year 3 (2021)	FWWA Watershed Cleanup	Varies	Active	Many	Dept. of Land Services, General Operations	SSM CS/PCSM RI GI	Both	Many Various
	School Presentations	Varies	Active	Many	Highway Department, General Operations	IDDE SSM CS/PCSM	Both	Many Various
	Exhibiting	Varies	Active	Many	Land Conservation Department, General Operations	CS/PCSM SSM	Both	Many Various
	Social Media	Varies	Passive	Many	Conservation Field Days	IDDE HHW YWPF SSM	Active	Middle School Students
	Other Media	Varies	Passive	Many				

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	NEWSC Activities				Splashbury County Activities			
	Activity	Topics	Delivery	Target Audience	Activity	Topics	Delivery	Target Audience
Year 4 (2022)	FWWA Watershed Cleanup	Varies	Active	Many	Dept. of Land Services, General Operations	SSM CS/PCSM RI GI	Both	Many Various
	School Presentations	Varies	Active	Many	Highway Department, General Operations	IDDE SSM CS/PCSM	Both	Many Various
	Exhibiting	Varies	Active	Many	Land Conservation Department, General Operations	CS/PCSM SSM	Both	Many Various
	Social Media	Varies	Passive	Many	Conservation Field Days	IDDE HHW YWPF SSM	Active	Middle School Students
	Other Media	Varies	Passive	Many				

Public Education & Outreach Plan Table								
	NEWSC Activities				Splashbury County Activities			
	Activity	Topics	Delivery	Target Audience	Activity	Topics	Delivery	Target Audience
Year 5 (2023)	FWWA Watershed Cleanup	Varies	Active	Many	Dept. of Land Services, General Operations	SSM CS/PCSM RI GI	Both	Many Various
	School Presentations	Varies	Active	Many	Highway Department, General Operations	IDDE SSM CS/PCSM	Both	Many Various
	Exhibiting	Varies	Active	Many	Land Conservation Department, General Operations	CS/PCSM SSM	Both	Many Various
	Social Media	Varies	Passive	Many	Conservation Field Days	IDDE HHW YWPF SSM	Active	Middle School Students
	Other Media	Varies	Passive	Many				

\*this plan is meant to be fluid and ever-changing, depending on various factors including the NEWSC overall plan. Splashbury County will need to be flexible in providing public education and outreach opportunities as well as topics based on the workload of the Northeast Wisconsin Stormwater Consortium and previous year's annual reporting data. This data table includes previous year's work and is intended to be used as a tracking document. Splashbury County will refer to this document towards the end of the permit term in an effort to fill in the gaps in order to meet or exceed the permit requirements.

## **FUTURE GOALS & POSSIBILITIES**

Through this planning effort, Splashbury County has identified some additional ways of providing outreach and education opportunities. The following possibilities will be explored and could be included in the above planning table and annual reporting.

- Splashbury County has entered into an agreement with other adjacent counties in regards to clean water. County staff can pursue this initiative and determine if there is a stormwater component which can be utilized in various ways to meet the requirements of the MS4 permit. A copy of the Northeast Wisconsin Water Quality Pact is included in the Appendices of this document.
- County staff can look into the development of a county Stormwater Web Page for outreach and education.
- Splashbury County will research additional ways to use existing NEWS Materials, such as:
  - Utilizing exhibiting materials for government events.
  - Utilizing training videos and materials for staff trainings and workshops.
  - Utilizing and posting messaging at county facilities (parks & other).
  - Providing stormwater messaging along with issued permits.
- Splashbury County can pursue getting more involved in the FWWA Watershed Cleanup. The cleanup is more of a Public Involvement and Participation item, but does have an outreach and educational component.
  - Encourage county staff to participate
  - Determine if any county parks could be added as cleanup locations
- The county can research internal opportunities to educate county staff.
  - County Intranet Site
  - Mass Emails
  - Lunch and Learns
  - Other
- Discuss Green Infrastructure with the Planning Department and determine if Green Infrastructure can be discussed prior, during and throughout any given development process.