

## CITY OF FITCHBURG

### 2021 Public Education and Outreach Plan

**Background:** The Wisconsin Department of Natural Resources has issued a Municipal Separate Storm Sewer System stormwater discharge permit ([MS4 Permit](#)), dated July 1, 2019, to 17 central Dane County communities, Dane County and UW-Madison, including the City of Fitchburg. The goal of the municipal stormwater discharge program is to reduce adverse impacts to water quality in our lakes and streams from urban sources of stormwater runoff.

**Purpose:** The purpose of this plan is to meet the MS4 Permit’s requirement for the City to have its own public education and outreach plan, as outlined in Section 3.1.4 of the MS4 Permit. The City is required to address six of the eight Public Education and Outreach Topic Areas in a given year using at least four delivery mechanisms, two of which must be active. Please see the last page of this plan for more information regarding the eight topic areas, as well as a description of active/passive delivery mechanisms.

**MAMSWAP:** The City is a member of the Madison Municipal Area Storm Water Partnership (MAMSWaP), a partnership that allows 22 local entities (including the City of Fitchburg) to pool resources to employ a 60% employee of Dane County to provide information, education and outreach services to partially meet the requirements of the MS4 Permit. The City may take “credit” for MAMSWaP-organized activities and programs if the City helps to promote those activities.

Program/Activity	Audience	Active/Passive Delivery Mechanism	MAMSWaP or In-house	Public Education and Outreach Topic(s) Addressed*	Activities Planned for 2021
Storm Drain Mural Program	Residential Educational	Passive	MAMSWaP / In-house	1. Illicit Discharge Detection and Elimination	<input type="checkbox"/> Apply for a Storm Drain Mural to be placed near the school at Terravessa.
Clean Sweep Local Collection Event	Residential	Active	MAMSWaP / In-house	1. Illicit Discharge Detection and Elimination 2. Household Hazardous Waste Disposal 7. Pollution Prevention	<input type="checkbox"/> Partner with MAMSWaP and Clean Sweep to hold a household hazardous waste collection event at the Public Works Maintenance Facility.
Leaf-free Streets for Clean Waters	Residential Educational Private Sector	Passive	MAMSWaP / In-house	3. Yard Waste Management/Pesticide and Fertilizer Application	<input type="checkbox"/> 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.

\*from Table 1 of WPDES WI-S058416-04

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Plant Dane Native Plant Program and Free Native Plants for School and Community Projects (FNPSCP) Program	Residential Educational Private Sector	Active	MAMSWaP	4. Stream and Shoreline Management 5. Residential Infiltration 7. Pollution Prevention 8. Green Infrastructure/Low Impact Development	<input type="checkbox"/> 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. <input type="checkbox"/> Promote Rain Garden Workshop and encourage residents to sign up. <input type="checkbox"/> Promote FNPSCP program to local schools, groups, non-profits, neighborhood associations, etc. and encourage groups to apply.
Adopt A Storm Drain Pilot	Residential	Passive	MAMSWaP / In-house	1. Illicit Discharge Detection and Elimination 3. Yard Waste Management/Pesticide and Fertilizer Application 7. Pollution Prevention	<input type="checkbox"/> Participate in pilot and commit to provide needed information. <input type="checkbox"/> Promote pilot locally.
Annual City of Fitchburg Erosion Control Training	Construction Professionals Public Sector	Active	In-house	6. Construction Sites and Post-Construction Storm Water Management	<input type="checkbox"/> Provide annual erosion control training.

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Byrne Pond Retrofit Signage	Residential Educational	Passive	In-house	5. Residential Infiltration 8. Green Infrastructure/Low Impact Development	<input type="checkbox"/> New sign to be displayed near the Byrne Pond Retrofit project to inform residents how the stormwater facility works.
WI Salt Wise Program and Salt Certification Trainings	Residential Private Sector Public Sector	Active	WI SaltWise (Fitchburg is a partner of this organization)	2. Household Hazardous Waste Disposal/Pet Waste Management/Vehicle Washing 7. Pollution Prevention	<input type="checkbox"/> Promote Salt Wise resources and practices to businesses, residents, schools, organizations, and facility managers using WI Salt Wise campaign tools. <input type="checkbox"/> Send municipal staff to Salt Certification Trainings, as necessary (initial training and once every three years thereafter is recommended). <input type="checkbox"/> Promote Salt Certification Trainings to local winter maintenance professionals and facilities managers.

\*from Table 1 of WPDES WI-S058416-04

<b>*8 Public Education and Outreach Topic Areas</b> - Underline topic areas that will be addressed in 2021 (co-permittees with populations over 5,000 need to address at least <u>six</u> topic areas):	<b>Active/Interactive Delivery Mechanisms</b>	<b>Passive Delivery Mechanisms</b>	
	1. <u>Illicit Discharge Detection and Elimination</u>	Educational Activities (school presentation, summer camps, etc.)	Passive print media (brochures at front desk, posters, etc.)
	2. <u>Household Hazardous Waste Disposal/Pet Waste Management/Vehicle Washing</u>	Informational booth at event	Distribution of print media (mailings, newsletters, etc.) via mail or email.
	3. <u>Yard Waste Management/Pesticide and Fertilizer Application</u>	Targeted group training (contractors, consultants, etc.)	Media offerings (radio and TV ads, press release, etc.)
	4. <u>Stream and Shoreline Management</u>	Gov. event (public hearings, council meeting)	Social media posts
	5. <u>Residential Infiltration</u>	Workshops	Signage
	6. <u>Construction Sites and Post-Construction Storm Water Management</u>	Tours	Website
	7. <u>Pollution Prevention</u>	Other	Other
8. <u>Green Infrastructure/Low Impact Development</u>			

<b>List active delivery mechanisms that will be used in 2021:</b> (co-permittees with populations 5,000 need to use at least <u>two</u> active mechanisms)	1. Targeted Group Training (Annual City of Fitchburg Erosion Control Training)
	2. Targeted Group Training (WI Salt Wise Program and Salt Certification Trainings)
	3. Workshop (MAMSWaP Rain Garden Workshop)
	4. Other (Clean Sweep Local Collection Event)