

WPDES Permit (MAMSWaP) – 2021 Annual Work Plan for ____ City of Madison_____

| Program/Activity | Audience | Public Education and Outreach Topic(s) Addressed* | Municipal I&E Activities (check all activities that will be completed in 2021) | Additional Municipal Activities, Goals and Comments |
|---|--|--|--|---|
| Storm Drain Mural Program | Residential Educational | 1. Illicit Discharge Detection and Elimination | <input checked="" type="checkbox"/> Provide location/group to work with and assist group with storm drain mural application. <input checked="" type="checkbox"/> Select and approve storm drain mural design. | |
| Illicit Discharge Reporting Program | Residential Public Sector Private Sector | 1. Illicit Discharge Detection and Elimination 7. Pollution Prevention | <input checked="" type="checkbox"/> 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. <input type="checkbox"/> 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. <input type="checkbox"/> Reach out to local businesses of concern directly and share illicit discharge ordinance and BMP information. | Record and distribute internal training video. |
| Clean Sweep Local Collection Event | Residential | 1. Illicit Discharge Detection and Elimination 2. Household Hazardous Waste Disposal 7. Pollution Prevention | <input type="checkbox"/> 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 | <input type="checkbox"/> Promote stormwater ed. tools to local partners, groups and educators. <input type="checkbox"/> Post links to virtual resources on municipal web site. <input type="checkbox"/> Checkout the Enviroscape or Rainfall Simulator to use at local event(s) or presentation(s). <input type="checkbox"/> Engage one or more local groups in Storm Drain Marking efforts. <input type="checkbox"/> Provide SWEC with a local presentation opportunity along with contact information. **Limited to 10 SWEC-led presentations per year for all MAMSWaP partners*** | |

*from Table 1 of WPDES WI-S058416-04

WPDES Permit (MAMSWaP) – 2021 Annual Work Plan for ____ City of Madison_____

| Program/Activity | Audience | Public Education and Outreach Topic(s) Addressed* | Municipal I&E Activities (check all activities that will be completed in 2021) | Additional Municipal Activities, Goals and Comments |
|---|--|--|--|---|
| Leaf-free Streets for Clean Waters | Residential Educational Private Sector | 3. Yard Waste Management/Pesticide and Fertilizer Application | <input checked="" 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. <input type="checkbox"/> Engage local groups in heavy street tree areas and reward good practices. | USGS Leaf Study – year 2 of 3 evaluating the impact of weekly mechanical sweepers |
| Plant Dane Native Plant Program and Free Native Plants for School and Community Projects (FNPSCP) Program | Residential Educational Private Sector | 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 checked="" type="checkbox"/> Promote Rain Garden Workshop and encourage residents to sign up. <input checked="" type="checkbox"/> Partner with Dane County to host the Rain Garden Workshop in local community. ***One workshop will be held in 2021.*** <input type="checkbox"/> Promote FNPSCP program to local schools, groups, non-profits, neighborhood associations, etc. and encourage groups to apply. | City will participate in virtual rain garden workshop |
| Adopt A Storm Drain Pilot | Residential | 1. Illicit Discharge Detection and Elimination 3. Yard Waste Management/Pesticide and Fertilizer Application 7. Pollution Prevention | <input type="checkbox"/> Participate and commit to provide needed information for pilot program. <input type="checkbox"/> Promote pilot locally. ***Pilot is limited to 3 MAMSWaP communities. Contact SWEC, if interested.*** | |
| NASECA Trainings | Construction Professionals Public Sector | 6. Construction Sites and Post-Construction Storm Water Management | <input checked="" type="checkbox"/> Promote NASECA Trainings to local construction professionals and municipal staff and encourage attendance through MAMSWaP provided discounts. | City of Madison will participate and present at NASECA |

*from Table 1 of WPDES WI-S058416-04

WPDES Permit (MAMSWaP) – 2021 Annual Work Plan for ____ City of Madison_____

| Program/Activity | Audience | Public Education and Outreach Topic(s) Addressed* | Municipal I&E Activities (check all activities that will be completed in 2021) | Additional Municipal Activities, Goals and Comments |
|--|--|---|--|--|
| Stormwater and Erosion Control Plan Review and Inspections | Construction Professionals Residential | 1. Construction Sites and Post-Construction Storm Water Management | <input checked="" type="checkbox"/> Review erosion control and stormwater management plans within municipality or contract with Dane County to review plans. <input checked="" type="checkbox"/> Conduct inspections of erosion control and stormwater practices within municipality or contract with Dane County to conduct inspections. | City of Madison participates in Green Tier and is involved with the annual ec audit tour. |
| WI Salt Wise Program and Salt Certification Trainings | Residential Private Sector Public Sector | 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 through newsletters, local newspaper, mailings, web site, meeting, social media, etc. <input type="checkbox"/> 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*** <input checked="" type="checkbox"/> Send municipal staff to Salt Certification Trainings. <input checked="" type="checkbox"/> Promote Salt Certification Trainings to local winter maintenance professionals and facilities managers. <input checked="" type="checkbox"/> 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*** | Madison will support 3 local trainings and will Staff provide in house trainings to plow drivers |

*from Table 1 of WPDES WI-S058416-04

| <p>*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 <u>six</u> topic areas, whereas co-permittees under 5,000 need to address at least <u>four</u> topic areas):</p> <ol style="list-style-type: none"> 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: Everyday Engineering Podcast |

| <p>List active delivery mechanisms that will be used in 2021: (co-permittees with populations 5,000 need to use at least <u>two</u> active mechanisms, whereas co-permittees under 5,000 need to address at least <u>one</u> active mechanism)</p> | 1. Rain Garden workshop |
|---|--|
| | 2. NASECA Presentation |
| | 3. Green Tier Tour |
| | 4. Watershed Public Information Meetings |