



# Sweet Water

## STORMWATER PROGRAM REVISIONS

Mid-Moraine Water Quality Collective

12.5.19



# Outline

- ▶ Sweet Water Organization Update
- ▶ Past MS4 Program – Education and Information
- ▶ Update MS4 Program – E&I and Public Involv.
  - ▶ Municipal/County Portfolio
  - ▶ Quick Survey



# What's up with Sweet Water

- From 7.5 full time employees to:
  - Jake
  - Kristin
  - Ali (*AmeriCorps*)
    - Pete Hill
    - Chris M.
      - Board
      - Volunteers



# What's up with Sweet Water

- ▶ Finishing Cedar, Mole, Pigeon, Ulao 9KE Plan
- ▶ Finishing Water Quality Improvement Plan
- ▶ Finishing Bacteria White Paper
- ▶ Moving towards our “refined direction”
  - ▶ Here to talk about how to improve current programs





## Past Program

- ▶ Widespread Education
  - ▶ General awareness
  - ▶ Generally a success
    - ▶ Workshops, community events
    - ▶ TV, radio, print, survey
    - ▶ Millions of impressions
- ▶ Now what?...



# New General Permit

## ➤ Education and Information

➤ Address all eight topics in table (found in handout) during permit term

➤ All Counties and muni's with +5,000 must address 6 a year

➤ less than 5,000 = 4 topics

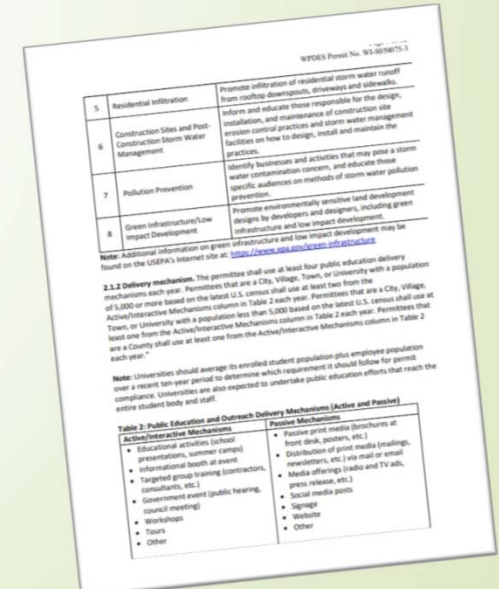
## ➤ Four Delivery Mechanisms

➤ Active/Passive

➤ Target Audiences

# Muni/County Portfolio

- ↴ Contact Information
- ↴ NR 216
- ↴ Your MS4 Permit Requirements
- ↴ Your Priorities
- ↴ SWWT Education Resources
- ↴ SWWT Education Opportunities
- ↴ SWWT Public Involvement Resources
- ↴ Individual Requirements along w/ SWWT activity options
- ↴ What else? \_\_\_\_\_





Sweet Water Binder

Muni #37 ✓

County #2 ✓

2.1.1 Topic 1 ✓

2.1.1 Topic 2 ✓

2.1.1 Topic 1 ✓

2.1.1 Topic 2 ✓

Table 2 Delivery/Activity ✓

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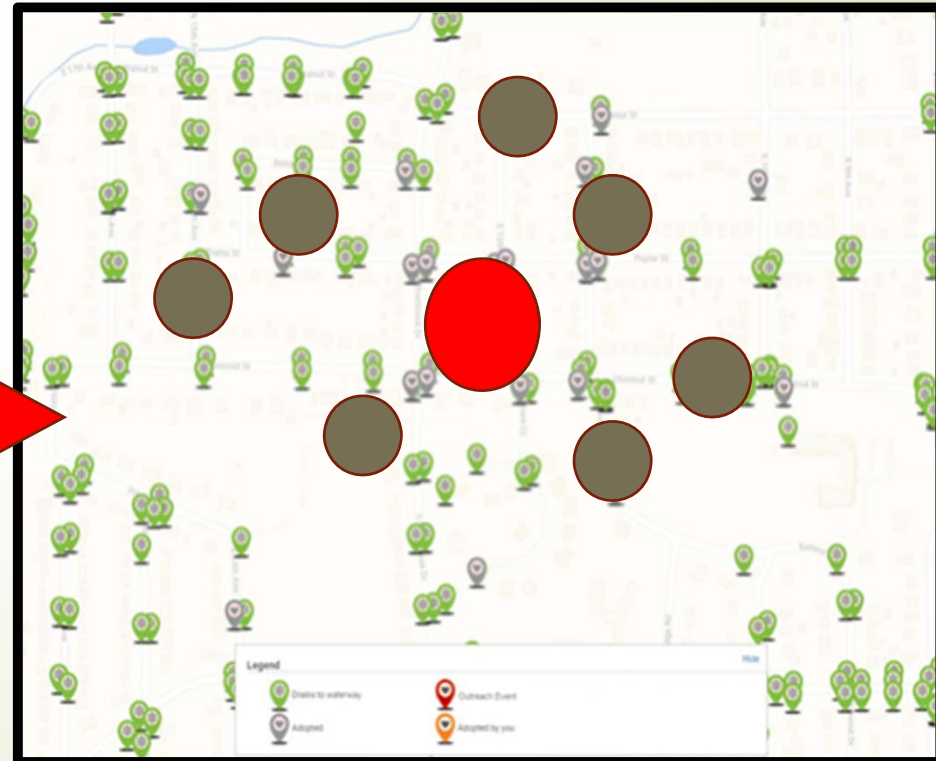
Table 2 Delivery/Activity ✓

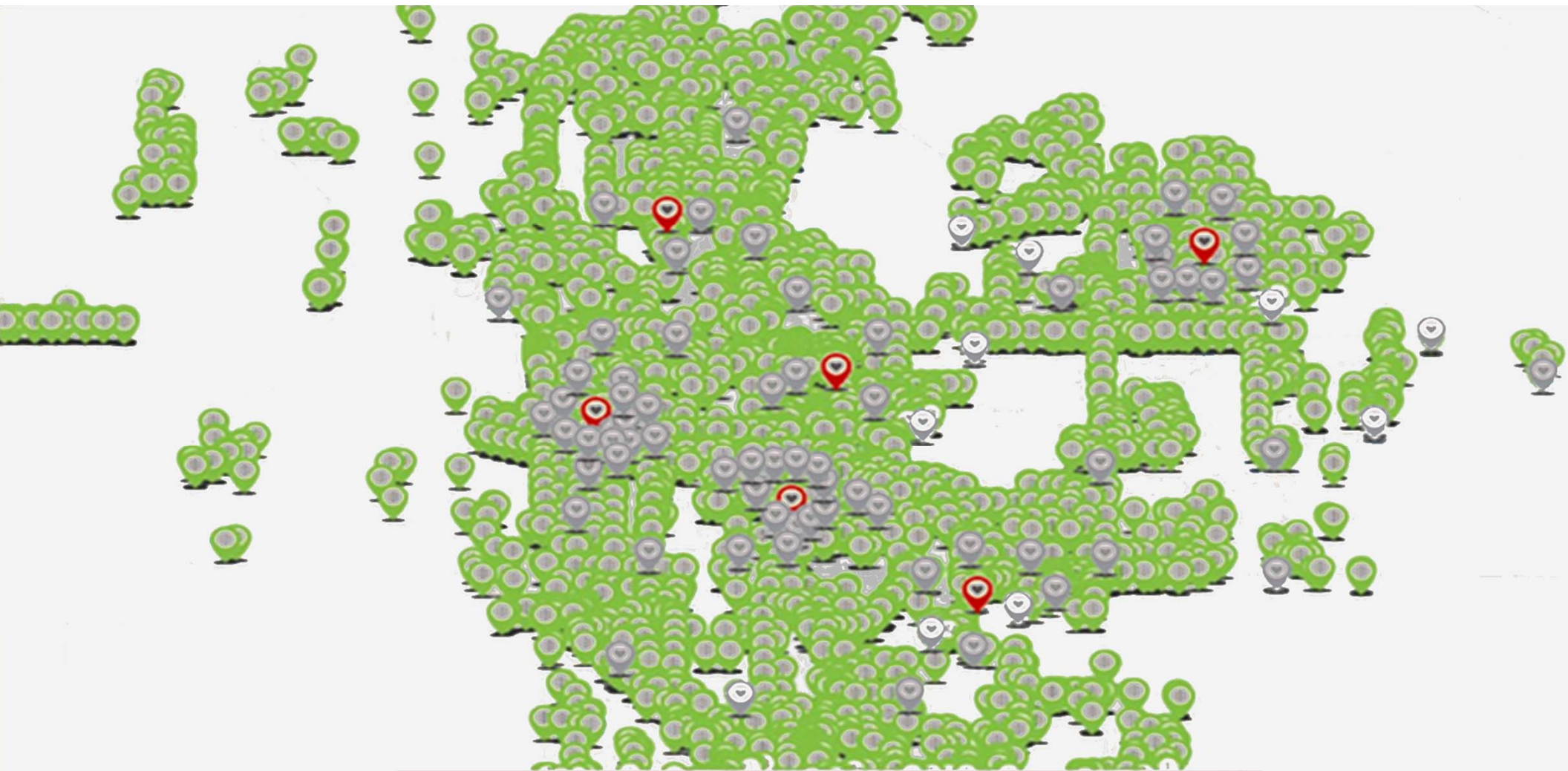
Table 2 Delivery/Activity ✓







# Mapping Tool

- ↳ Knowing landscape
- ↳ Hosting Events
- ↳ Measuring behavior change





 Drains to waterway	 Outreach Event
 Adopted	 Adopted by you

## Local Outreach Events

- Hosting events outside of Sweet Water capacity
- Providing resources
- Outreach with encouraged action



# Compliance Schedule

- ↵ **3.2 Public Outreach and Education** The permittee shall submit to the Department the public education and outreach program developed for the term of this permit as required under section 2.1 of this permit by **March 31, 2021**.
- ↵ **3.3 Public Involvement and Participation** The permittee shall submit to the Department the public involvement and participation program developed for the term of this permit as required under section 2.2 of this permit by **March 31, 2021**.

# 2020 Cost-Share Matrix for the Respect Our Waters Program

- Total program cost: \$98,900
- Cost allocations are based on population size and MS4 permit area
- The annual cost of the program to members has increased because we are not receiving support from the UNPS&SW Grant in 2020/2021
- *Additional* contributions will be required to receive assistance with the public involvement permit requirements
  - This amount is still being determined but will follow a similar cost-share structure

*\*Historically has not contributed to ROW*

MMWQC Members	Cost-Share toward ROW in 2020
City of Cedarburg	\$1,325
City of Mequon	\$3,500
City of West Bend	\$3,500
Town of West Bend	\$1,325
Village of Campbellsport*	-----
Village of Fredonia*	-----
Village of Grafton	\$875
Village of Jackson	\$875
Village of Newburg*	-----
Village of Saukville	\$525
Village of Slinger	\$875
Village of Thiensville	\$525
<b>Total Resources Invested through ROW in MMWQC Communities</b>	<b>\$13,325</b>
Ozaukee County	\$1,100
Washington County	\$1,100
<b>Total Resources Invested through ROW in MMWQC</b>	<b>\$15,525</b>



We don't want to create  
something *we* think is valuable.

We want something you think is  
valuable.