



MS4 Permit No. WI-S050075-3

Section 2.6.9 Internal Stormwater Education Program

March 2023

Summary

The City of Watertown is covered under the Wisconsin Department of Natural Resources' (WDNR) Municipal Separate Storm Sewer System Permit No. WI-S050075-3. The City developed MS4 permit compliance programs after the initial MS4 Permit issuance in 2006. Subsequent permit reissuances have increased the requirements to minimize the amount of pollution that reaches local waterways through urban storm water runoff.

The City of Watertown implements an Internal Stormwater Education Program engage City staff, management, elected officials and contractors regarding storm water quality improvement tasks that the city participates in. In particular, the Internal Stormwater Education Program addresses the many activities that City crews conduct on a regular basis that minimize the amount of pollutants that reach local streams, lakes and wetland from stormwater runoff per Section 2.6.9 of the MS4 Permit.

The City's Internal Stormwater Education Program includes stormwater quantity and quality issues, as well as watershed and TMDL issues, with an emphasis on measures that can reduce the overall amount of Total Suspended Solids (TSS), Total Phosphorus (TP) and other pollutants from reaching the Rock River, Silver Creek, Silver Creek Pond, Lake Victoria, Heiden Pond, and other local tributaries and wetlands.

Identified Target Audiences

- Street Division
- Stormwater Crew
- Engineering Division & Interns
- Building, Safety & Zoning (BSZ)
- Parks, Forestry & Recreation Department
- Elected Officials
- City Management
- Contractors

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Message Delivery Mechanisms

A combination of the following message delivery mechanisms will be used during the course of the 5-year permit term to address the storm water topics listed above.

- Email reminders/updates
- Signs/posters
- Videos
- In-person trainings
- Virtual Meetings

Stormwater Topics

Internal storm water education addresses storm water as a whole, both quality and quantity issues, while emphasizing the items listed in the Pollution Prevention Section (2.6) of the MS4 Permit. The Rock River and its tributaries are prominent features in the City of Watertown; daily operations and improvement projects to infrastructure and redevelopment projects are all inter-related with stormwater management, issues, and concerns.

- Stormwater BMP Maintenance
- Storm Water Pollution Prevention Plans (SWPPPs) for Municipal Properties
- Source Water Protection Areas
- Street Sweeping, Catch Basin Cleaning and Material Disposal
- Leaf Collection and Grass Clipping Management
- Winter Road Management
- Nutrient Management Plans
- Sustainable Infrastructure (Environmentally Sensitive Development for Municipal Projects)
- Rock River & Watersheds
- TMDL Implementation
- Construction Site Erosion Control
- Post-Construction Storm Water Management
- Streambank & Shoreline Stabilization and Restoration
- Storm Water/Green Infrastructure BMPs

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Tracking and Reporting

The number of people attending training sessions, viewing training videos, attending conferences will be tallied for annual reporting. The number of signs, posters, e-mails, reminders, and more will be recorded, as well as the estimated number of people that will view these items.

Program Contact

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