

Urban Storm Water Runoff Prevention and Education: Local Success Stories



Daniel Zerr and Randy Eide

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Our Urban Agenda...

Why We Care

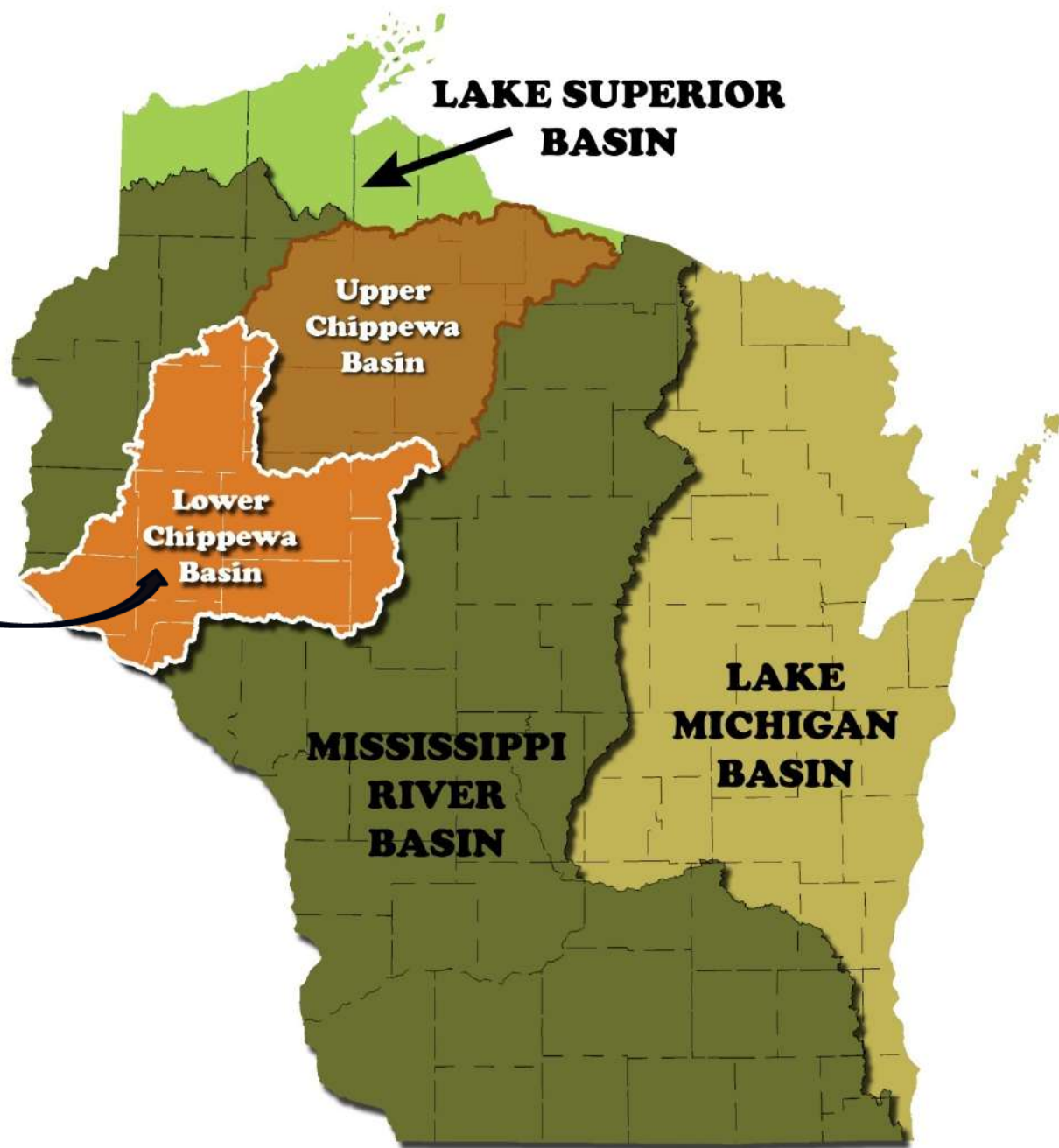
What We're Doing

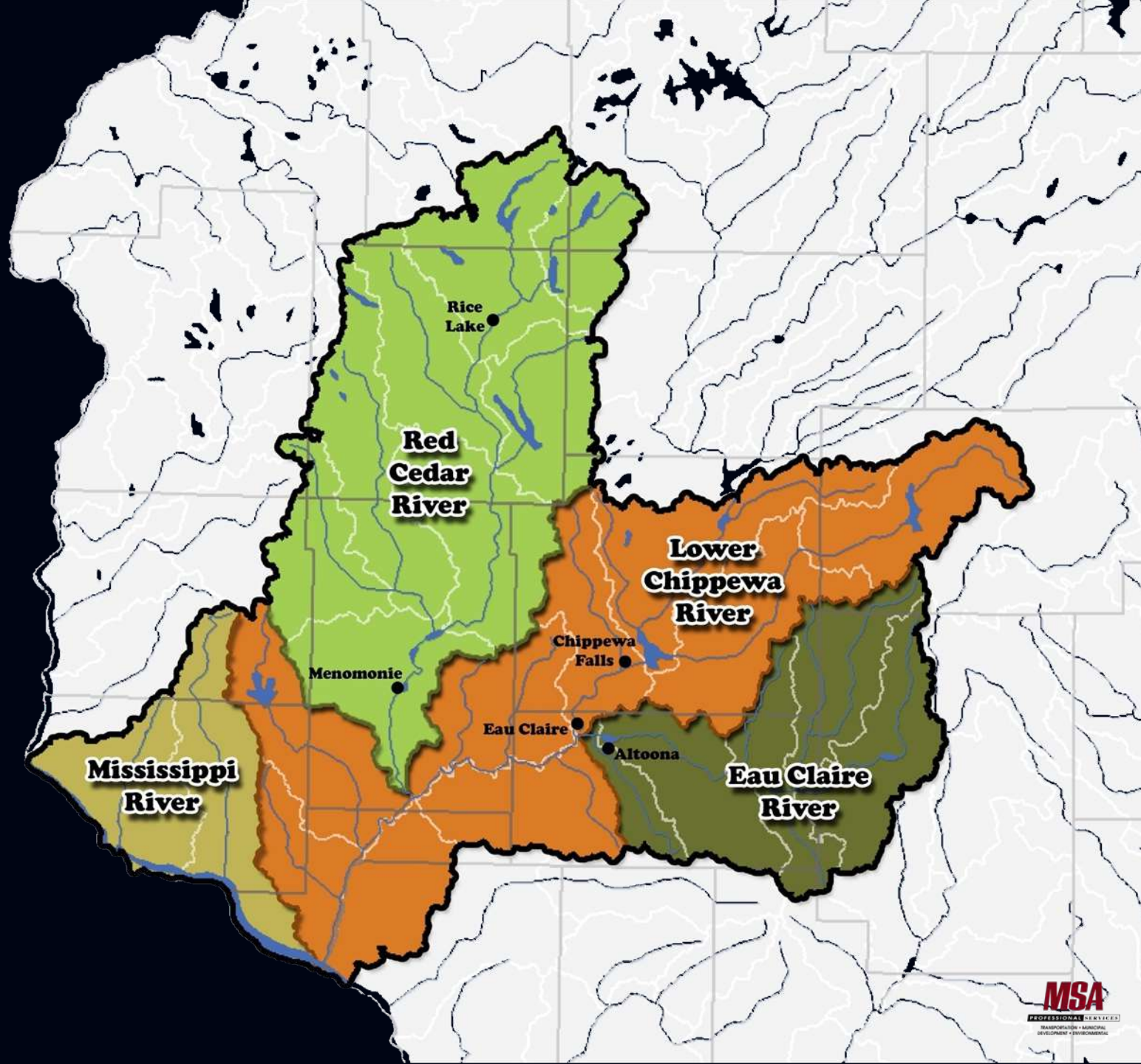
How We Educate the Public

Why We Care

- ✓ It is the right thing to do...
- ✓ "If you are not part of the solution..."
- ✓ We are Stakeholders in the Watershed

*You are
here*





Why We Care

- ✓ Because most communities are required to treat and control stormwater runoff
- ✓ Part of a MS4 Permit

What is an *MS4*?

Municipal Separate Storm Sewer System (*MS4*)

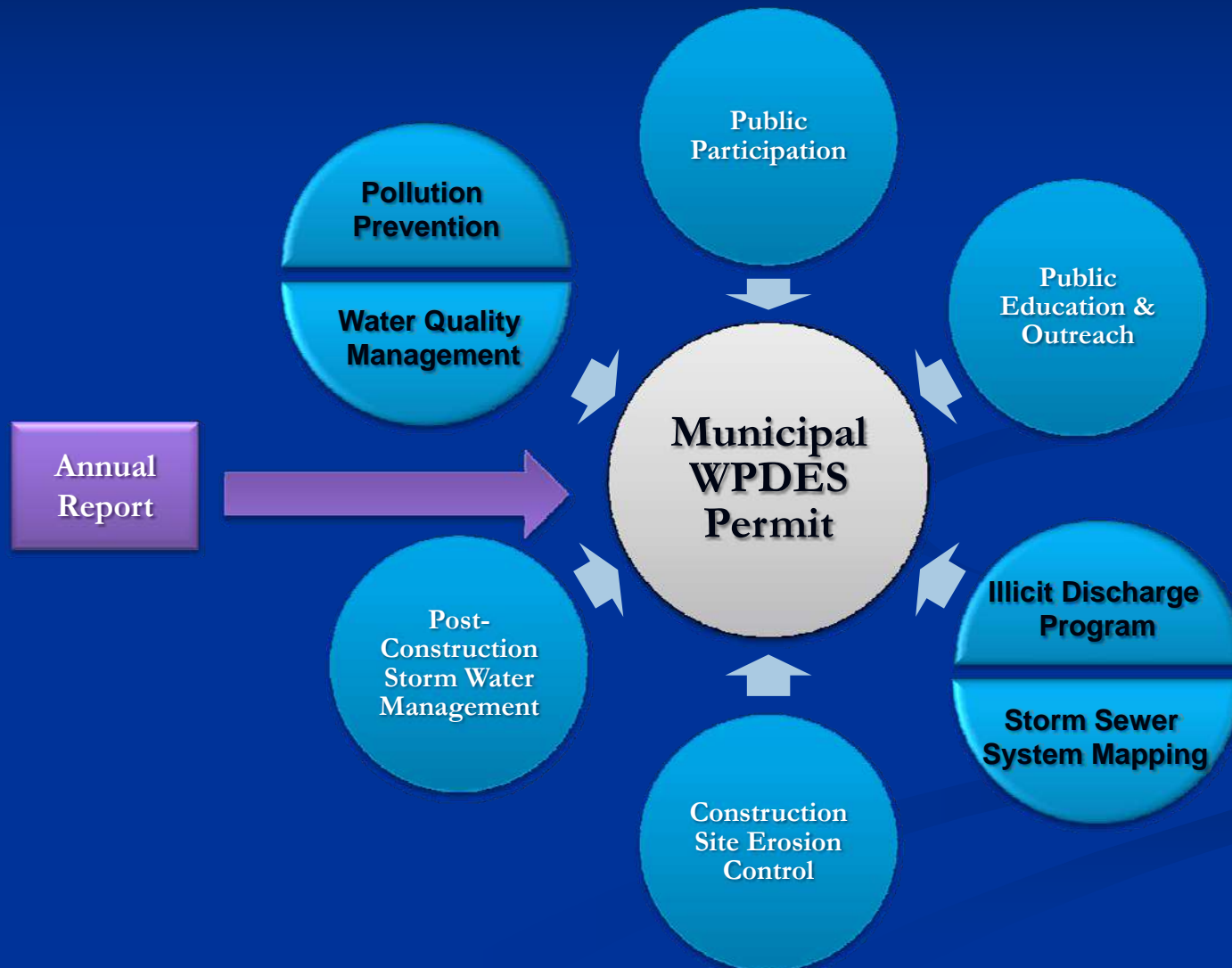
A conveyance or system of conveyances including roads with drainage systems, municipal streets, catch basins, curbs, gutters, ditches, constructed channels or storm drains, which is:

- Owned or operated by a municipality.
- Designed or used for collecting or conveying storm water.
- **Not** a combined sewer conveying both sanitary and storm water.
- **Not** part of a publicly owned wastewater treatment works that provides secondary or more stringent treatment.

Source: NR 216.002(17)

Wisconsin Program - WPDES

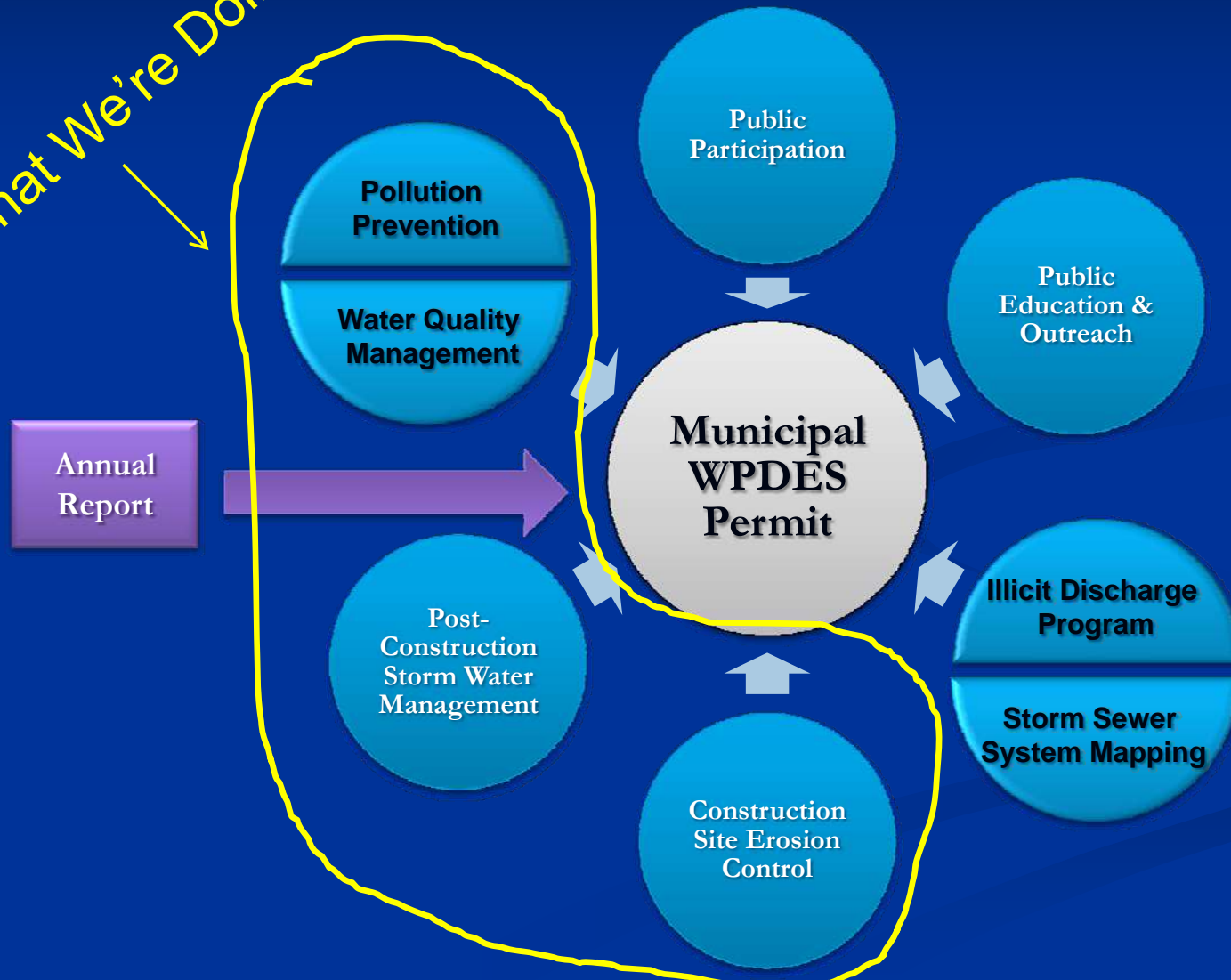
Municipal Permit Requirements



Wisconsin Program - WPDES

Municipal Permit Requirements

What We're Doing



What We're Doing

- ✓ Best Management Practices around the Area
- ✓ From Stormwater Treatment to Management to Erosion Control to Street Sweeping to...
- ✓ Trying to avoid...

Trying to avoid...



and...



And ultimately avoid...



By Enforcing Best Management Practices ...

- ✓ The BMPs will
 - ✓ Keep Pollutants Out Of Runoff
 - ✓ Source control
 - ✓ Reduce/Eliminate contact with runoff
 - ✓ Remove Pollutants From Runoff
 - ✓ Settling
 - ✓ Filtration
 - ✓ Infiltration
 - ✓ Reduce Runoff

Success Stories...



Quantity Control and Trash Collection
Menomonie

Menomonie Rain Barrel Program



Success Stories...



Repairing Stormwater Outfalls
Menomonie



Success Stories...



Bio-Swale
Carson Park, Eau Claire



Success Stories...



Pervious Pavement
River Falls

Rain Gardens
All Cities...



Success Stories

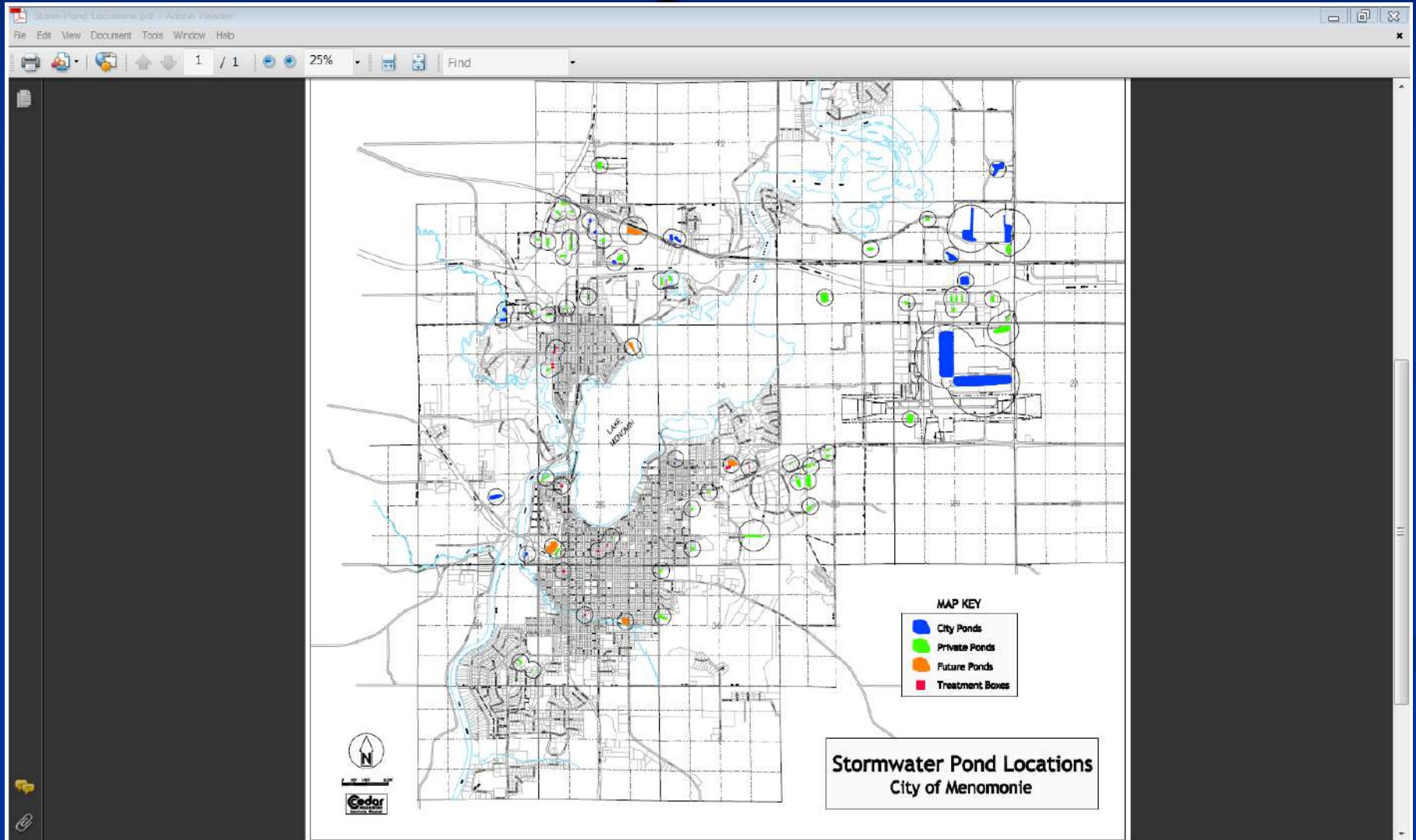
Parking Lot Treatment
Eau Claire



Pervious Pavers
River Falls



Stay Focused on Entire Urban Footprint...



And then Sweep, Sweep, and Sweep Some More...

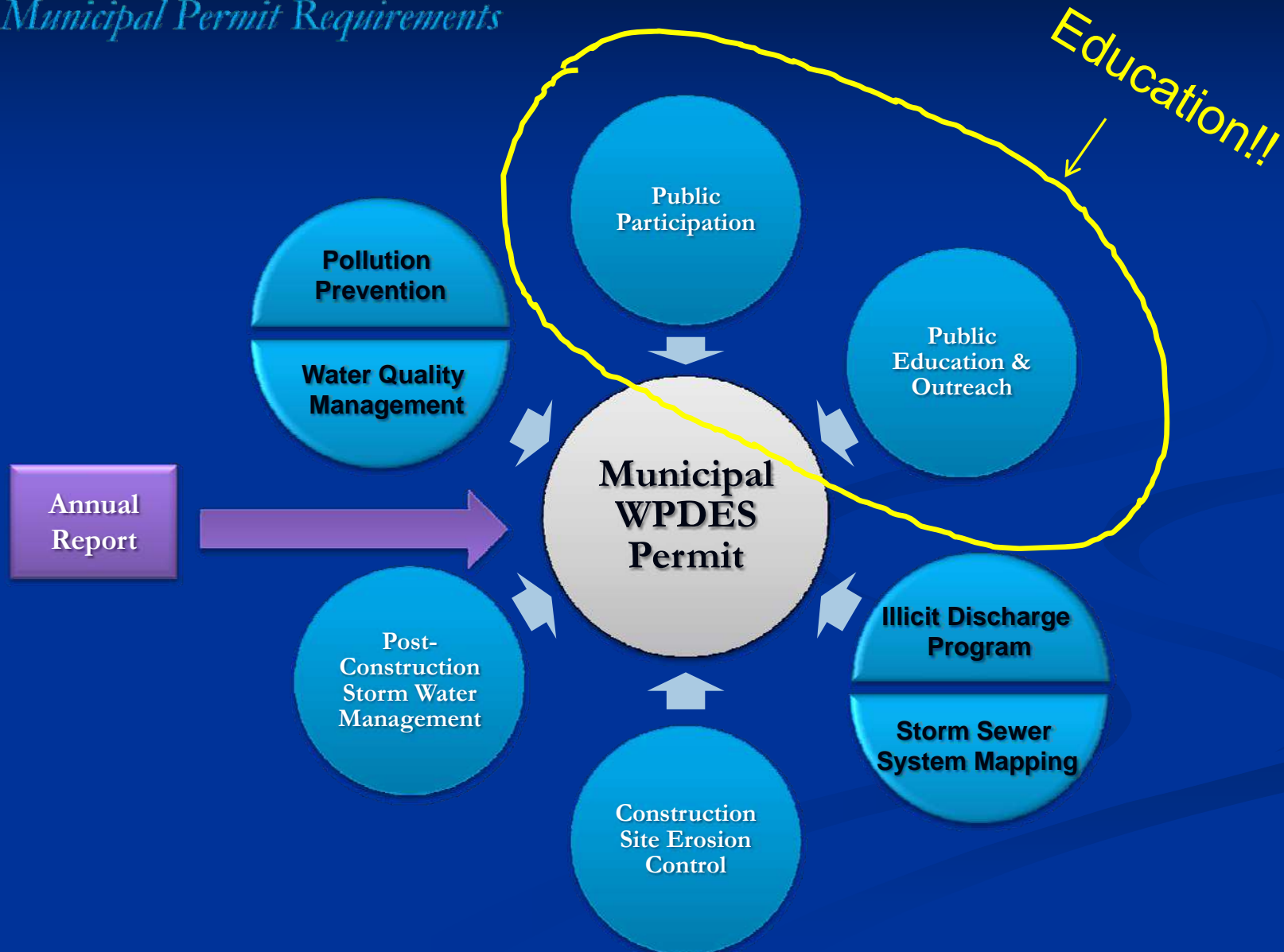


Low Impact Development/Green Infrastructure



Wisconsin Program - WPDES

Municipal Permit Requirements



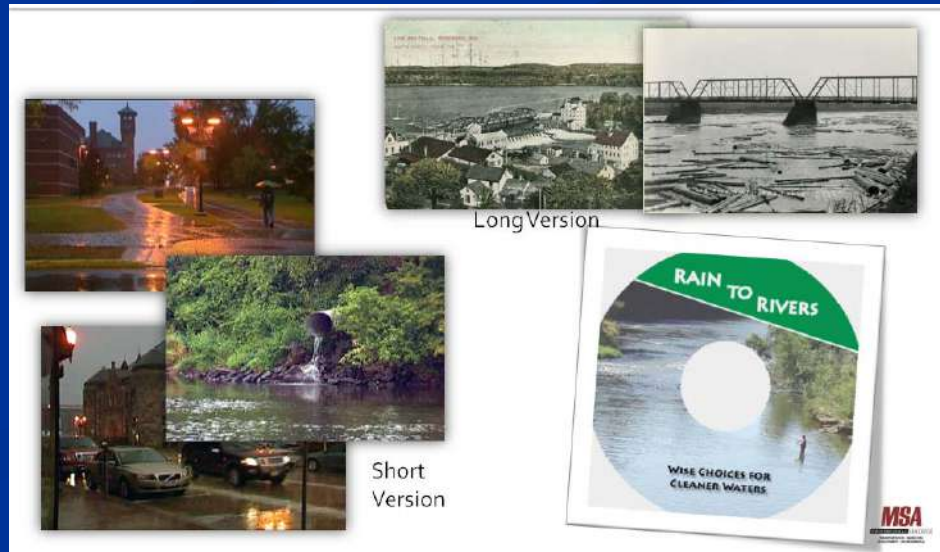
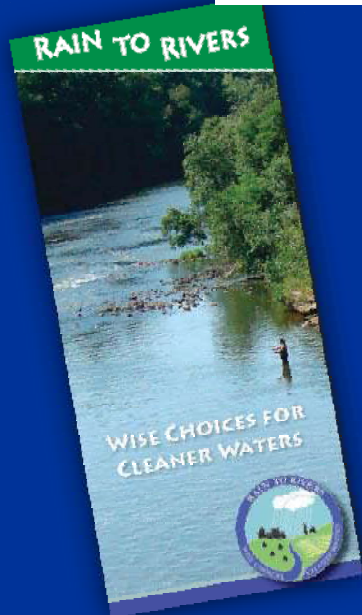
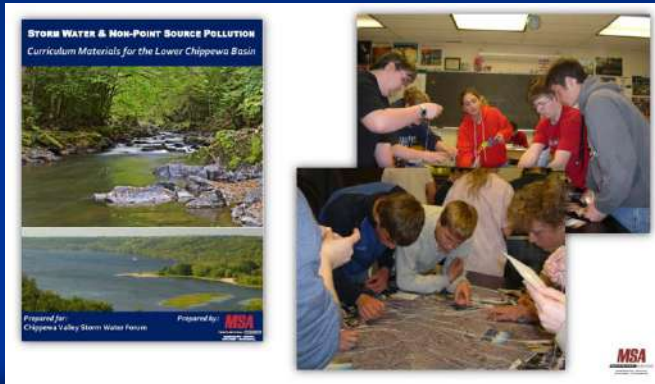
Educate The Public

✓ Public Forums...



✓ Briefings Like This, and...

Chippewa Valley Stormwater Forum



Bottom Line...

It is a Big Watershed and we are all in this together!!! We all need to do our part.

A shared problem requires shared solutions.

Questions/Comments

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