

I&I Reduction Education Update

DRIPPS-ing into inboxes now

September 25, 2025

Madison Metropolitan
Sewerage District



First, kudos...



Jen Hurlebaus
Capital Planning Engineer

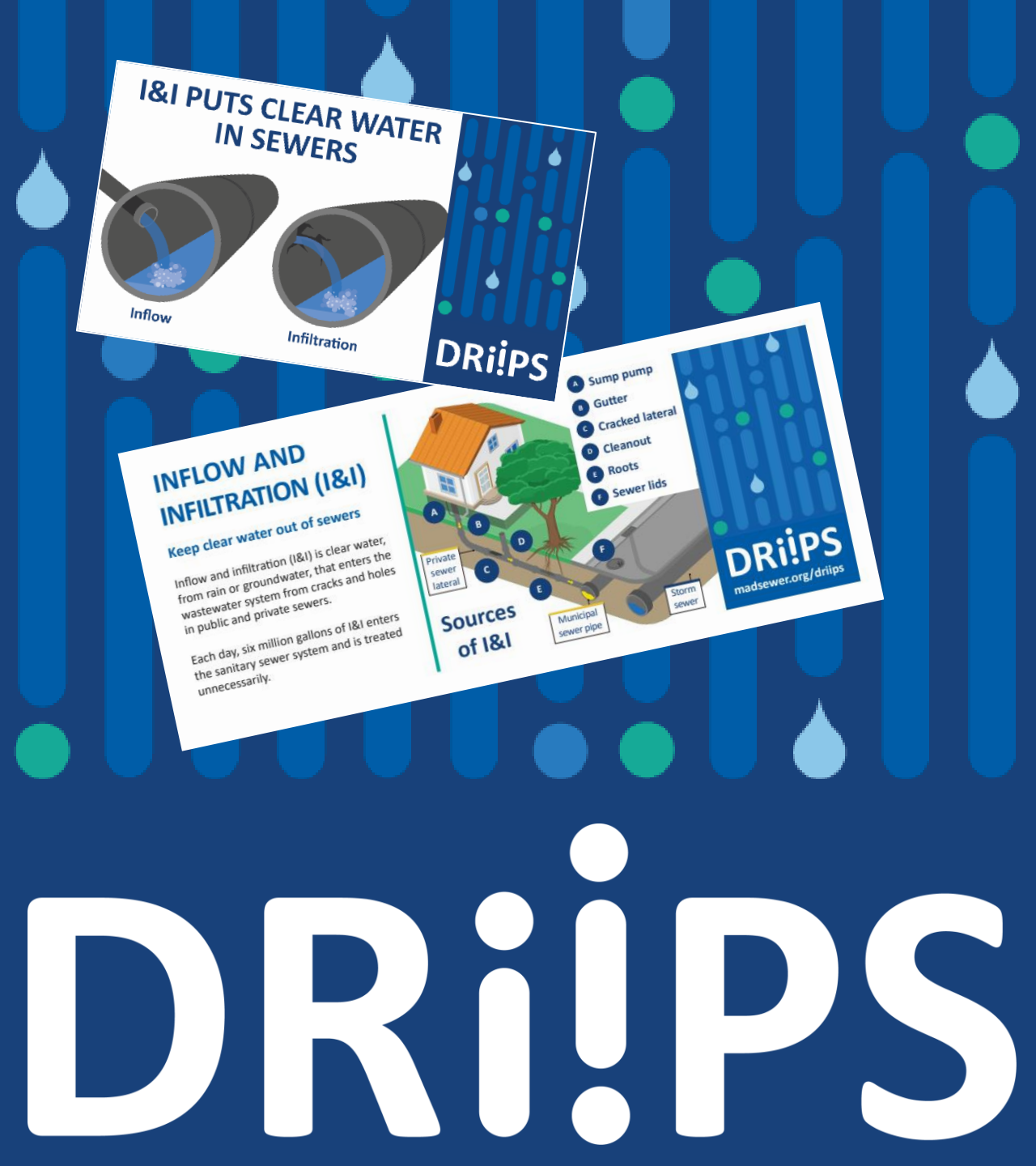


Amy Steger
Communications &
Marketing Specialist



DRIIPS Program

- DRIIPS = Disconnect and Reduce Inflow and Infiltration in Private Sewers
- Education and outreach to support municipalities and ratepayers in I&I reduction
- Multi-year, regional effort
 - 2022-2023: Advisory committee feedback; research with peer utilities
 - 2024: Topic selection; language and graphic development; first draft flyers
 - 2025: DRIIPS Communications Toolkit
 - Launched September 2025



DRIIPS

DRi!PS Communications Toolkit

- Topics covered:
 - Inflow vs. Infiltration
 - Sources of I&I
 - How I&I impacts pipe capacity
 - I&I reduction strategies
 - Private sewer laterals
 - Sewer lateral inspection
 - Sump pump setup
 - Proper sump pump connections
 - Sewer backups
 - Journey of wastewater

DRi!PS Disconnect and Reduce Inflow and Infiltration to Private Sewers
madsewer.org/driips

DRi!PS Communications Toolkit - Weeks 1 and 2
Free print and digital materials to help our communities reduce I&I
To help reduce clear water in sewers from inflow and infiltration, or I&I, the District developed a DRi!PS (Disconnect and Reduce Inflow and Infiltration to Private Sewers) Communications Toolkit covering several I&I topics.
Materials for weeks 1 and 2 on sources of I&I and an I&I overview are designed to help you share information with residents and business owners, whether that's as a bill insert, flyers in the office, emails to ratepayers, social media posts, and more.
View the full [DRi!PS Communications Toolkit](#) or access week 1 and week 2 materials below.
[View the Toolkit](#)

Private Sewer Laterals
Lateral inspection
Inspect your sewer lateral occasionally for common concerns. A plumber or service provider can inspect your lateral for pipe material, condition, blockages or root growth, and help you formulate a plan for your lateral. Early detection helps save time and money from serious lateral damage, basement leaks, and sinkholes and more. And, you'll help minimize the impacts of inflow and infiltration on the system.

Pipes with cracks or breaks
Root intrusion
Blockages or clogs in the pipes
Uncapped lateral cleanout

Sewer cleanout
Service providers clean clogs or blockages in laterals via a capped pipe that provides easy access to the lateral. Ensure your cleanout is sealed to avoid waste from leaking out and to minimize clear water and debris from entering the system.

Lateral repair
If you need to repair or replace your lateral, some municipalities offer assistance programs to help with financial investments. Owners of older properties may also consider adding service line protection to your insurance policy.

I&I PUTS CLEAR WATER IN SEWERS
Week 1: I&I Overview
To download or print:
• Blog article: [What is inflow and infiltration \(I&I\)?](#)
• 1-page flyer: [I&I Overview](#)
• 1/2-page billing insert: [I&I Overview](#) (3-up on page)
• Social graphic – overview: [1x1 square.png](#)
• Social graphic – overview: [15x9 landscape.png](#)
Social or e-newsletter copy:
How is inflow different than infiltration?
- Inflow is stormwater or surface water that enters the wastewater system through improperly connected sump pumps or downspouts that drain to sanitary sewers.
- Infiltration is groundwater that enters the sanitary sewer through damaged underground pipes and sewer laterals.
Both types of I&I put unnecessary stress and cost on the system, while decreasing capacity. #DRi!PS
Learn more: [madsewer.org/i-overview](#)

Week 2: I&I Sources
To download:
• Social graphic – sources: [1x1 square.png](#)
• Social graphic – sources: [15x9 landscape.png](#)

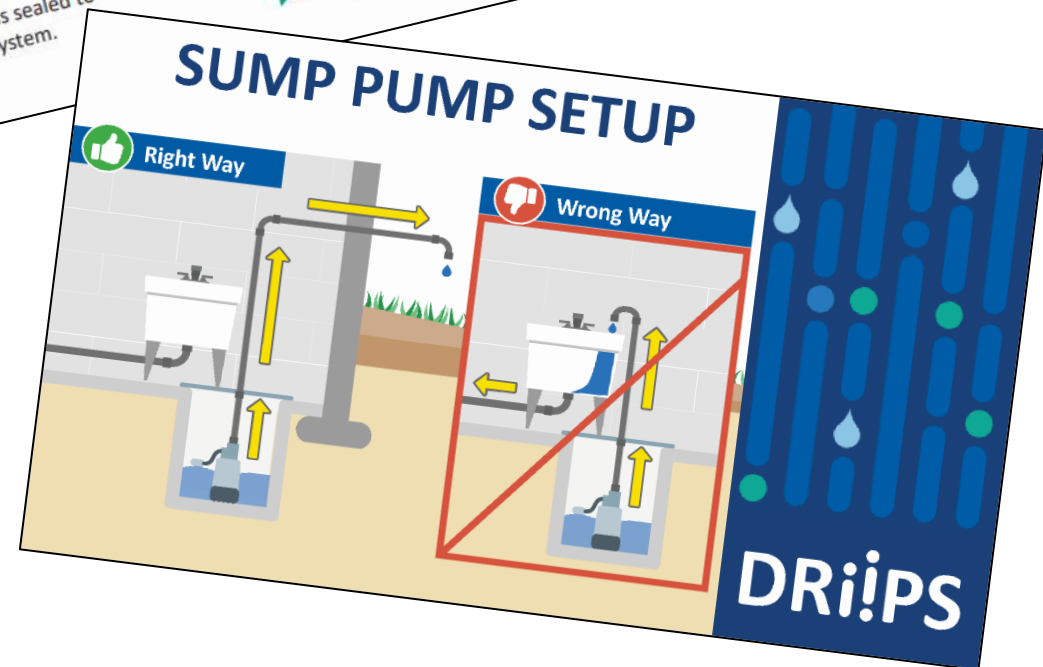
SOURCES OF I&I

DRi!PS
Disconnect and Reduce Inflow and Infiltration to Private Sewers
Info@madsewer.org
(608) 222-1201
madsewer.org/driips

Madison Metropolitan Sewerage District

DRi!PS Communications Toolkit

- Multi-channel collection of materials – digital and print
 - Program webpage
 - Flyers
 - Billing inserts
 - Blog articles
 - Social graphics
 - Copy for social or newsletters



DRi!PS Communications Toolkit

- Outreach strategies
 - Flush & Flow e-newsletter from Executive Director
 - Four, biweekly emails to customer communities, industry pros, plumbers and home improvement experts
 - Weekly posts on District social media – Facebook and LinkedIn
 - District e-newsletter – October issue
 - Dedicated toolkit webpage: madsewer.org/driips-toolkit

