



## PUBLIC WORKS COMMISSION MEETING AGENDA

TUESDAY, MARCH 11, 2025 AT 5:30 PM

MUNICIPAL BUILDING - 106 JONES STREET, WATERTOWN, WI 53094 - SECOND FLOOR RM  
2044

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**Virtual Meeting Info:** <https://us06web.zoom.us/join> Meeting ID: 225 151 7335 Passcode: 589577 One tap mobile +16469313860

<https://us06web.zoom.us/j/9178580897?pwd=eUOpCUyvIV65zIPMYImMdPU1LVLx5I.1>

All public participants' phones will be muted during the meeting except during the public comment period.

### 1. CALL TO ORDER

### 2. COMMENTS AND SUGGESTIONS FROM CITIZENS PRESENT

*Each individual who would like to address the Committee will be permitted up to three minutes for their comments*

### 3. REVIEW AND APPROVE MINUTES

A. Public Works minutes from February 25, 2025

### 4. BUSINESS

A. Review and take possible action: Approve 2024 Municipal Separate Storm Sewer System (MS4) Permit Annual Report Submittal to Wisconsin Department of Natural Resources

B. Review and take action: Extend Technical Services Agreement with Strand Associates, Task Order 20-05

C. Review and take action: Extend On-call General Water Engineering Support Services, Task Order 21-01

D. Review and take possible action: Wastewater Facilities Plan project improvement plan for UV system upgrades and other immediate needs

E. Review and take possible action: Award Contract #8-25 Western Avenue Water Main Relay to Forest Landscaping and Construction, Inc. for \$187,580.00

F. Convene into closed session per §19.85(1)(e) to deliberate or negotiate the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session (Hart Street Drainage improvements)

G. Reconvene into Open Session

### 5. ADJOURNMENT

*Persons requiring other reasonable accommodations for any of the above meetings, may contact the office of the City Clerk at [cityclerk@watertownwi.gov](mailto:cityclerk@watertownwi.gov) phone 920-262-4000*

*A quorum of any City of Watertown Council, Committee, Board, Commission, or other body, may be present at this meeting for observing and gathering of information only*

**City of Watertown  
Public Works Commission Meeting  
Tuesday, February 25, 2025**

1. Call to Order

Meeting called to order by Chair Board at 5:30 p.m.

Present were Alders Board, Bartz, and Commissioner Thompson. Also present were Finance Director Mark Stevens, DPW Director/Engineer Andrew Beyer, Stormwater Project Manager Maureen McBroom, Stacy Winkleman Solid Waste Manager, Project Manager Richie Peltz, Bruce Hady of Hady Electric, Trevor Kearns Maas Construction Project Manager, Eric Graf Maas Brothers Risk Management, Chris Newberry, Nathan Williams City Civil Engineer, Zack Goodrow of Watertown Times, and one unidentified caller.

2. Comments and Suggestions from Citizens Present

**None Received.**

3. Review and Approve Minutes

A. Public Works meeting minutes from February 11, 2025.

**Motion by Thompson, supported by Bartz, to approve the minutes as presented. Motion carried unanimously.**

4. Business

A. Review and take possible action: Award Contract #1-25 Base Bids A, B, C, D and Alternate Bid 1 to Century Fence for \$66,955.70.

One bid received.

**Motion by Bartz, supported by Thompson, to award Pavement Marking contract #1-25 Base Bids A, B, C, D, and Alternate Bid 1 to Century Fence for \$66,855.70.**

**Motion carried unanimously.**

B. Review and take possible action: Award contract #2-25 Base Bid A, Alternate Bids 1 & 2 to Thunder Road LLC for \$33, 372.60.

Received four bids.

**Motion by Thompson, supported by Bartz, to award the Rout and Crack Fill contract #2-25 Base Bid A, Alternate Bids 1 & 2 to Thunder Road LLC for \$33, 372.60.**

**Motion carried unanimously.**

C. Review and take possible action: Award contract #3-25 Alternate Bid C and Alternate Bid F to Fahrner Asphalt Sealers LLC for \$136,814.44.

Received two quotes.

**Motion by Board, supported by Thompson, to Award Seal Coating contract #3-25 Alternate Bid C and Alternate Bid F to Fahrner Asphalt Sealers LLC for \$136,814.44.**

**Motion carried unanimously.**

- D. Review and take possible action: Award Contract #5-25 Base Bid A and Alternate Bids 1-3 to Green Bay Pipe and TV, LLC for \$110,286.75.

**Motion by Thompson, supported by Bartz, to Award Sewer Cleaning and Televising Contract #5-25 Base Bid A and Alternate Bids 1-3 to Green Bay Pipe and TV, LLC for \$110,286.75**

**Motion carried unanimously.**

- E. Review and take possible action: Award Contract #6-25 Base Bids A, B, C & D and Alternate Bids 1, 2, 3, 4, & 5 to Wolf Paving for \$526,049.78

**Motion by Bartz, supported by Thompson, to Award Bituminous Surface Contract #6-25 Base Bids A, B, C & D and Alternate Bids 1, 2, 3, 4, & 5 to Wolf Paving for \$526,049.78**

**Motion carried unanimously.**

- F. Review and take possible action: Award Contract #7-25 Base Bids A & B and Alternate Bid 1 to Visu-Sewer LLC for \$102,400.00

**Motion by Thompson, supported by Bartz, to Review and take possible action: Award CIPP Lining Contract #7-25 Base Bids A & B and Alternate Bid 1 to Visu-Sewer LLC for \$102,400.00.**

**Motion carried unanimously.**

- G. Review and take possible action: Award Contract #9-25 LRIP 2025/2026 Bituminous Surfacing Project 2025 Meadowbrook Drive to Wolf Paving for \$147,384.24.

\$58,000 of this project will be “refunded” by the state of Wisconsin to go back to the annual account reserves.

**Motion by Board, supported by Thompson, to Award Contract #9-25 LRIP 2025/2026 Bituminous Surfacing Project 2025 Meadowbrook Drive to Wolf Paving for \$147,384.24.**

**Motion carried unanimously.**

- H. Review and Take Possible Action: Award Contract #11-25 Concrete Curb and Gutter and Sidewalk Base Bids A & B with Rennhack Construction for \$149,031.85.

**For S. First Street Parking Lot and sidewalk reconstruction in other parts of the downtown.**

**Motion by Thompson, supported by Bartz, to Award Contract #11-25 Concrete Curb and Gutter and Sidewalk Base Bids A & B with Rennhack Construction for \$149,031.85.**

**Motion carried unanimously.**

Alder Wetzel arrived at 5:48 p.m.

- I. Review and take possible action: Award 2025 Quarry Crushing Project to A. W. Oakes for \$126,790.00.

**Motion by Thompson, supported by Wetzel, to Award 2025 Quarry Crushing Project to A. W. Oakes for \$126,790.00.**

**Motion carried unanimously.**

- J. Update, no action required: 2025 Contracts.

Projects yet to come:

- Western Avenue and S. First Street
- Oakwood Lane Watermain extension
- Western Avenue raw water line currently being bid
- Plaza ADA ramp will be re-bid
- Many of the projects are under budget – will look at future additional projects.

- K. Review: Change Order Request from Hady Electric for Fire Station Project for cost not to exceed \$45,000.

Alder Board advised that the purpose of this item was for the commission to gain details as to the issues with the Cold Storage Building.

Attorney Chesebro introduced the issue – challenges with the bidding of the Storage Building at the Fire Station project.

Trevor Kearns, Maas Brothers Project Manager, detailed the issues with the Cold Storage Building Alternate, specifically related to the electrical bid.

Maas recommended accepting the Hady Electrical Proposal to do the work for \$44,791.81.

Bruce Hady reminded the commission that Hady Electric's base bid was \$220,000 below the second low bidder.

Hady will do the work for \$125/hour with 40% mark-up on materials. Mr. Kearns advised that the contract stipulates a 10% mark-up on materials.

- L. Convene into closed session per §19.85(1)(e) & (g) to deliberate or negotiate the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session and to confer with legal counsel for the governmental body who is rendering oral or written advice concerning strategy to be adopted by the body with respect to litigation in which it is or is likely to become involved.

**Motion by Bartz, supported by Wetzel, to go to closed session.**

**Motion carried unanimously by roll call vote.**

M. Reconvene to Open Session.

**Motion by Bartz, supported by Wetzel, to reconvene into open session.  
Motion carried unanimously by roll call vote.**

N. Take possible action: Approve or Deny Change Order request from Hady Electric for Fire Station Project for cost not to exceed \$45,000.

Alder Board advised Maas Brothers and Hady Electric that the commission had concluded that the city has a contract with Maas, not Hady.

**Motion by Board, supported by Bartz, to authorize the City Attorney to negotiate with Maas Brothers for the cost of the Storage Building.  
Motion carried unanimously.**

5. Adjournment

**Motion by Thompson, supported by Wetzel, to adjourn.  
Motion carried unanimously.**

Meeting adjourned at 7:01 p.m.; respectfully submitted by Steve Board, Chair.

# MEMO

## Engineering Division of the Public Works Department

To: Chairman Board and Public Works Commission Members  
From: Andrew Beyer, P.E., Director of Public Works/City Engineer  
Date: 3/6/2025  
Subject: 2024 MS4 Permit Annual Report

### Background

The Wisconsin Department of Natural Resources requires an Annual Report be submitted summarizing actions taken to comply with the WPDES Municipal Separate Storm Sewer System (MS4) Permit during 2024. The report provides information on the following permit categories:

- Public Education and Outreach
- Public Involvement
- Illicit Discharge Detection and Elimination
- Construction Site Pollutant Control
- Post-Construction Storm Water Management
- Pollution Prevention (Municipal Operations)
- MS4 Map
- Total Maximum Daily Load (TMDL) Implementation

Detailed information for each permit category is included in the report.

The 2019-2024 MS4 Permit remains in effect until the next MS4 Permit is reissued.

### Budget Goal

1. Proactively maintains and improves our parks and infrastructure to ensure safety, quality, and equity
2. Fosters community growth by assessing opportunities, stakeholder input, environmental needs, and modern code and policy priorities
3. Maintains a safe and healthy community, with an eye toward future needs and trends

## Financial Impact

Engineering Division tracks expenditures for MS4 Permit compliance. Partnerships and grants have helped minimize program implementation costs over time.

## Recommendation

Engineering Division staff recommend approval of the 2024 Ms4 Permit Annual Report, to be submitted to Wisconsin Department of Natural Resources by the March 31<sup>st</sup>, 2025 deadline.

## 2025 Operational Goals

*Present a budget that (Department select the relevant goals, and delete those not relevant):*

1. Invests in the strategic planning and maintenance of our city buildings
2. Proactively maintains and improves our parks and infrastructure to ensure safety, quality, and equity
3. Supports employee retention and growth, while also evaluating operations and the associated staffing
4. Fosters community growth by assessing opportunities, stakeholder input, environmental needs, and modern code and policy priorities
5. Maintains a safe and healthy community, with an eye toward future needs and trends

# Submittal of Annual Reports and Other Compliance Documents for Municipal Separate Storm Sewer System (MS4) Permits

Section 4, Item A.

NOTE: Missing or incomplete fields are highlighted at the bottom of each page. You may save, close and return to your draft permit as often as necessary to complete your application. After 120 days your draft is **deleted**.

Form 3400-224(R8/2021)

## Reporting Information :

Will you be completing the Annual Report or other submittal type?  Annual Report  Other

**Project Name:** 2024 Annual Report

**County:** Jefferson

**Municipality:** Watertown City

**Permit Number:** S050075

**Facility Number:** 31435

**Reporting Year:** 2024

Is this submittal also satisfying an Urban Nonpoint Source Grant funded deliverable?  Yes  No

## Required Attachments and Supplemental Information

Please complete the contents of each tab to submit your MS4 permit compliance document. The information included in this checklist is necessary for a complete submittal. A complete and detailed submittal will help us review about your MS4 permit document. To help us make a decision in the shortest amount of time possible, the following information must be submitted:

### Annual Report

- Review related web site and instructions for [Municipal storm water permit eReporting](#) [Exit Form]
- Complete all required fields on the annual report form and upload required attachments
- Attach the following other supporting documents as appropriate using the attachments tab above
  - Public Education and Outreach Annual Report Summary
  - Public Involvement and Participation Annual Report Summary
  - Illicit Discharge Detection and Elimination Annual Report Summary
  - Construction Site Pollution Control Annual Report Summary
  - Post-Construction Storm Water Management Annual Report Summary
  - Pollution Prevention Annual Report Summary
    - Leaf and Yard Waste Management
    - Municipal Facility (BMP) Inspection Report
    - Municipal Property SWPPP
    - Municipally Property Inspection Report
    - Winter Road Maintenance
  - Storm Sewer Map Annual Report Attachment
  - Storm Water Quality Management Annual Report Attachment



- TMDL Attachment
- Storm Water Consortium/Group Report
- Municipal Cooperation Attachment
- Other Annual Report Attachment

- Attach the following permit compliance documents as appropriate using the attachments tab above
  - Storm Water Management Program
    - Public Education and Outreach Program
    - Public Involvement and Participation Program
    - Illicit Discharge Detection and Elimination Program
    - Construction Site Pollutant Control Program
    - Post-Construction Storm Water Management Program
    - Pollution Prevention Program
      - Municipal Storm Water Management Facility (BMP) Inventory
      - Municipal Storm Water Management Facility (BMP) Inspection and Maintenance Plan
  - Total Maximum Daily Load documents (*\*If applicable, see permit for due dates.*)
    - TMDL Mapping\*
    - TMDL Modeling\*
    - TMDL Implementation Plan\*
    - Fecal Coliform Screening Parameter \*
    - Fecal Coliform Inventory and Map (*S050075-03 general permittees Appendix B B.5.2 – document due to the department by March 31, 2022*)
    - Fecal Coliform Source Elimination Plan (*S050075-03 general permittees Appendix B - document due to the department by October 31, 2023*)
- Sign and Submit form

**Municipal Contact Information- Complete**

**Notice:** Pursuant to s. NR 216.07(8), Wis. Adm. Code, an owner or operator of a Municipal Separate Storm Sewer System (MS4) is required to submit an annual report to the Department of Natural Resources (Department) by March 31 of each year to report on activities for the previous calendar year ("reporting year"). This form is being provided by the Department for the user's convenience for reporting on activities undertaken in each reporting year of the permit term. Personal information collected will be used for administrative purposes and may be provided to the extent required by Wisconsin's Open Records Law [ss. 19.31-19.39, Wis. Stats.].

**Note:** Compliance items must be submitted using the Attachments tab.

**Municipality Information**

**Name of Municipality:** Watertown City

**Facility ID # or (FIN):** 31435

**Updated Information:**  Check to update mailing address information

**Mailing Address:** 106 Jones Street

**Mailing Address 2:**

**City:** Watertown City

**State:** WI

**Zip Code:** 53094      xxxxx or xxxxx-xxxx

**Primary Municipal Contact Person (Authorized Representative for MS4 Permit)**

The "Authorized Representative" or "Authorized Municipal Contact" includes the municipal official that was charged with compliance and oversight of the permit conditions, and has signature authority for submitting permit documents to the Department (i.e., Mayor, Municipal Administrator, Director of Public Works, City Engineer).

Select to **create new** primary contact

**First Name:** Andrew

**Last Name:** Beyer

Select to **update** current contact information

**Title:** DPW/City Engineer

**Mailing Address:** 106 Jones St

**Mailing Address 2:**

**City:** Watertown

**State:** WI

**Zip Code:** 53094      xxxxx or xxxxx-xxxx

**Phone Number:** 920-262-4050      Ext:      xxx-xxx-xxxx

**Email:** abeyer@watertownwi.gov

**Additional Contacts Information (Optional)**

I&E Program

Individual with responsibility for:  
(Check all that apply)

- IDDE Program
- IDDE Response Procedure Manual
- Municipal-wide Water Quality Plan
- Ordinances
- Pollution Prevention Program
- Post-Construction Program
- Winter roadway maintenance

**First Name:**

**Last Name:**

**Title:**

**Mailing Address:**

**Mailing Address 2:**

**City:**

**State:**

**Zip Code:**  xxxxx or xxxxx-xxxx

**Phone Number:**  Ext:  xxx-xxx-xxxx

**Email:**

Individual with responsibility for:  
(Check all that apply)

- I&E Program
- IDDE Program
- IDDE Response Procedure Manual
- Municipal-wide Water Quality Plan
- Ordinances
- Pollution Prevention Program
- Post-Construction Program
- Winter roadway maintenance

**First Name:**

**Last Name:**

**Title:**

**Mailing Address:**

**Mailing Address 2:**

**City:**

**State:**

**Zip Code:**  xxxxx or xxxxx-xxxx

**Phone Number:**  Ext:  xxx-xxx-xxxx

**Email:**

Select to **create new** Billing contact

**First Name:** Andrew

**Last Name:** Beyer

Select to **update** current contact information

**Title:** Director of Public Works/City Engineer

**Mailing Address:** 106 Jones Street

**Mailing Address 2:**

**City:** Watertown

**State:** WI

**Zip Code:** 53094 xxxxx or xxxxx-xxxx

**Phone Number:** 920-262-4060 **Ext:** xxx-xxx-xxxx

**Email:** abeyer@watertownwi.gov

1. Does the municipality rely on another entity to satisfy some of the permit requirements?

Yes  No

Public Education and Outreach Rock River Stormwater Group

Public Involvement and Participation Rock River Stormwater Group

Illicit Discharge Detection and Elimination

Construction Site Pollutant Control

Post-Construction Storm Water Management

Pollution Prevention

2. Has there been any changes to the municipality's participation in group efforts towards permit compliances (i.e., the municipality has added or dropped consortium membership)?

Yes  No

### Missing Information

Do not close your work until you SAVE.

Note: For the minimum control measures, you must fill out all questions in sections 1 through 7.

Form 3400-224 (R8/2021)

**Minimum Control Measures- Section 1 : Complete**

**1. Public Education and Outreach**

- a. Does MS4 conduct any educational efforts or events independently (not with a group)  Yes  No
- b. How many total educational events were held during the reporting year:
- c. Were any of the public education and outreach delivery mechanisms conducted during the reporting year active or interactive?  Yes  No
- d. Please select all storm water topics, target audiences, and delivery mechanisms used in the reporting year

Public Education and Outreach Delivery Mechanisms (Active and Passive)	
Active/Interactive Mechanisms	Passive Mechanisms
<input checked="" type="checkbox"/> Education activities (school presentations, summer camps) <input checked="" type="checkbox"/> Information booth at event <input type="checkbox"/> Targeted group training (contractors, consultants, etc.) <input checked="" type="checkbox"/> Government event (public hearing, council meeting) <input checked="" type="checkbox"/> Workshops <input type="checkbox"/> Tours <input checked="" type="checkbox"/> Other: <input type="text" value="Library - children's events"/>	<input checked="" type="checkbox"/> Passive print media (brochures at front desk, posters, etc.) <input checked="" type="checkbox"/> Distribution of print media (mailings, newsletters, etc.) via mail or email. <input checked="" type="checkbox"/> Media offerings (radio and TV ads, press release, etc.) <input checked="" type="checkbox"/> Social media posts <input checked="" type="checkbox"/> Signage <input checked="" type="checkbox"/> Website <input checked="" type="checkbox"/> Other: <input type="text"/>

Topics Covered	Target Audience
<input checked="" type="checkbox"/> Illicit discharge detection and elimination <input checked="" type="checkbox"/> Household hazardous waste disposal/pet waste management/vehicle washing <input checked="" type="checkbox"/> Yard waste management/pesticide and fertilizer application <input checked="" type="checkbox"/> Stream and shoreline management <input checked="" type="checkbox"/> Residential infiltration <input checked="" type="checkbox"/> Construction sites and post-construction storm water management <input checked="" type="checkbox"/> Pollution prevention <input checked="" type="checkbox"/> Green infrastructure/low impact development <input checked="" type="checkbox"/> Other: <input type="text" value="(RRSG): snow melt runoff, fertilizer pes..."/>	<input checked="" type="checkbox"/> General Public <input checked="" type="checkbox"/> Public Employees <input checked="" type="checkbox"/> Residents <input checked="" type="checkbox"/> Businesses <input checked="" type="checkbox"/> Contractors <input checked="" type="checkbox"/> Developers <input checked="" type="checkbox"/> Industries <input checked="" type="checkbox"/> Public Officials <input checked="" type="checkbox"/> Other: <input type="text" value="Students"/>

e. Will additional information/summary of these education events be attached to the annual report?  
 Yes  No

If no, please provide additional comment in the brief explanation box below. *Limit response to 250 characters and/or attach supplemental information on the attachments page.*

(See additional RRSg and City outreach reports); multiple City Connection newsletter articles, Mayor's Weekly Roundup & weekly email updates to public.

**Missing Information**

Do not close your work until you SAVE.

Note: For the minimum control measures, you must fill out all questions in sections 1 through 7

Form 3400-224 (R8/2021)

**Minimum Control Measures - Section 2 : Complete**

**2. Public Involvement and Participation**

a. Permit Activities. Select all of the following topics the Permittee did to engage public participation and involvement.

Topics Covered	Target Audience	Estimated People Reached (Optional)	Regional Effort (Optional)
<input checked="" type="checkbox"/> MS4 Annual Report <input type="checkbox"/> Storm Water Management Program <input type="checkbox"/> Storm Water related ordinance <input type="checkbox"/> Other: Also: Stormwater Program Upda...	<input checked="" type="checkbox"/> General Public <input checked="" type="checkbox"/> Public Employees <input type="checkbox"/> Residents <input type="checkbox"/> Businesses <input type="checkbox"/> Contractors <input type="checkbox"/> Developers <input type="checkbox"/> Industries <input checked="" type="checkbox"/> Public Officials <input type="checkbox"/> Other	1 - 10	<input type="radio"/> Yes <input checked="" type="radio"/> No

b. Volunteer Activities. Select all of the following audiences targeted for volunteer involvement and participation related to storm water.

NA (Individual Permittee)

Topics Covered	Target Audience	Estimated People Reached (Optional)	Regional Effort (Optional)
Volunteer Opportunity	<input checked="" type="checkbox"/> General Public <input type="checkbox"/> Public Employees <input checked="" type="checkbox"/> Residents <input type="checkbox"/> Businesses <input type="checkbox"/> Contractors <input type="checkbox"/> Developers <input type="checkbox"/> Industries <input type="checkbox"/> Public Officials <input type="checkbox"/> Other	11-50	<input type="radio"/> Yes <input checked="" type="radio"/> No

c. Brief explanation on Public Involvement and Participation reporting. *Limit response to 250 characters and/or attach supplemental information on the attachments page.*

4/20/24 Rock River Coalition Rain Barrel Workshop; additional info in RRSG report (attached); Rock River Coalition monitor training events (2)

Do not close your work until you SAVE.

Note: For the minimum control measures, you must fill out all questions in sections 1 through 7

Form 3400-224 (R8/2021)

**Minimum Control Measures - Section 3 : Complete**

**3. Illicit Discharge Detection and Elimination**

- a. How many total outfalls does the municipality have?
- b. How many major outfalls does the municipality have?
- c. How many outfalls did the municipality evaluate as part of their routine ongoing field screening program?
- d. From the municipality's routine screening, how many were confirmed illicit discharges?
- e. How many illicit discharge complaints did the municipality receive?
- f. From the complaints received, how many were confirmed illicit discharges?
- g. How many of the identified illicit discharges did the municipality eliminate in the reporting year (from both routine screening and complaints)?

(If the sum of 3.c. and 3.e. does not equal 3.f., please explain below.)

- h. What types of regulatory mechanisms does the municipality have available to compel compliance with this program? Check all that are available and how many times each were used in the reporting year.

- Verbal Warning
- Written Warning (including email)
- Notice of Violation
- Civil Penalty/ Citation

Additional Information:

- i. Brief explanation on Illicit Discharge Detection and Elimination reporting. *If you marked Unsure for any questions above, justify the reasoning. Limit response to 250 characters and/or attach supplemental information on the attachments page.*

1 complaint was received re: excess leaves in the street during fall; 2 letters were sent, one to each neighboring property owner; also 1 letter re: downspout flowing over gravel parking lot washing toward street/inlets.

### Minimum Control Measures - Section 4 : Complete

#### 4. Construction Site Pollutant Control

- a. How many total construction sites with one acre or more of land disturbing construction activity were active at any point in the reporting year?
- b. How many construction sites with one acre or more of land disturbing construction activity did the municipality issue permits for in the reporting year?
- c. How many erosion control inspections did the municipality complete in the reporting year (at sites with one acre or more of land disturbing construction activity)?

d. What types of regulatory mechanisms does the municipality have available to compel compliance with this program? Check all that are available and how many times each were used in the reporting year.

- Verbal Warning
- Written Warning (including email)
- Notice of Violation
- Civil Penalty/ Citation
- Stop Work Order
- Forfeiture of Deposit
- Other - Describe below

e. Brief explanation on Construction Site Pollutant Control reporting . *If you marked Unsure for any questions above, justify the reasoning. Limit response to 250 characters and/or attach supplemental information on the attachments page.*

Discussed erosion control methods and alternatives with project managers while on site, to avoid problems after rain events.

#### Missing Information

Do not close your work until you SAVE.

### Minimum Control Measures - Section 5 : Complete

#### 5. Post-Construction Storm Water Management

- a. How many new structural storm water management Best Management Practice (BMP) have received local approval ?

\*Engineered and constructed systems that are designed to provide storm water quality control such as



wet detention ponds, constructed wetlands, infiltration basins, grassed swales, permeable pavement,

b. Does the MS4 have procedures for inspecting and maintaining private storm water facilities?  Yes  No Section 4, Item A.

c. If Yes, how many privately owned storm water management facilities were inspected in the reporting year? Inspections completed by private landowners should be included in the reported number.

d. Does the municipality utilize privately owned storm water management BMP in its pollutant reduction analysis?  Yes  No

e. Does MS4 have maintenance authority on these privately owned BMPs?  Yes  No

f. What types of enforcement actions does the municipality have available to compel compliance with the regulatory mechanism? Check all that apply and enter the number of each used in the reporting year.

- Verbal Warning
- Written Warning (including email)
- Notice of Violation
- Civil Penalty/ Citation
- Forfeiture of Deposit
- Complete Maintenance
- Bill Responsible Party
- Other - Describe below

g. Brief explanation on Post-Construction Storm Water Management reporting. *If marked 'Unsure' on any questions above, justify your reasoning. Limit your response to 250 characters and/or attach supplemental information on the attachments page.*

Stormwater BMPs are also subject to nuisance and noxious weed ordinances.

### Missing Information

Do not close your work until you SAVE.

**Note:** For the minimum control measures, you must fill out all questions in sections 1 through 7

Form 3400-224 (R8/2021)

## Minimum Control Measures - Section 6 : Complete

### 6. Pollution Prevention

Storm Water Management Best Management Practice Inspections  Not Applicable

a. Enter the total number of "municipally owned" (i.e., publicly owned BMPs)

or operated (i. e., privately owned BMPs) structural storm water management best management practices.

b. How many new municipally owned storm water management best management practices were installed in the reporting year? 6

c. How many municipally owned (public) storm water management best management practices were inspected in the reporting year? 23

d. What elements are looked at during inspections (250 character limit)?  
vegetation/brush, inlets, outlets, slopes, water level, riprap, pavers/joint filler, etc.

e. How many of these facilities required maintenance? 23

f. Brief explanation on Storm Water Management Best Management Practice inspection reporting. *If you marked Unsure for any questions above, justify the reasoning. Limit response to 250 characters and/or attach supplemental information on the attachments page.*

All BMPs require some level of annual maintenance, even if just vegetation management.

Public Works Yards & Other Municipally Owned Properties that require a stormwater pollution prevention plan (SWPPP)\*  Not Applicable

g. How many municipal properties require a SWPPP? 5

h. How many inspections of municipal properties have been conducted in the reporting year? 17

i. Have amendments to the SWPPPs been made?  
 Yes  No

j. If yes, describe what changes have been made. Limit response to 250 characters and/or attach supplemental information on the attachment page:

Yard Waste SWPPP was updated with new biofilter; upper portion of Quarry added to SWPPP now that street sweepings are stored there.

k. Brief explanation on Storm Water Pollution Prevention Plan reporting. *If you marked Unsure for any questions above, justify the reasoning. Limit response to 250 characters and/or attach supplemental information on the attachments page.*

City Quarry is managed for WPDES & reclamation requirements; composting at Yard Waste Site is managed for DNR Waste Program permit.

\* Any municipally owned property that has the potential to generate stormwater pollution should have a SWPPP. For example, if a municipal property stores compost piles, material storage, yard wastes, etc., outside and can contaminate stormwater runoff—a SWPPP is required.

Collection Services - Street Sweeping Program  Not Applicable

l. Did the municipality conduct street sweeping during the reporting year?  
 Yes  No

m. If known, how many tons of material was removed? 450

n. Does the municipality have a [low hazard exemption](#) for this material?  Yes  No

o. If street sweeping is identified as a storm water best management practice in the pollutant loading analysis, was street cleaning completed at the assumed frequency?

- Yes - Explain frequency 1/mo. entire City (Apr-Nov); weekly w/ leaf coll.
- No - Explain \_\_\_\_\_
- Not Applicable

Collection Services - *Catch Basin Sump Cleaning Program*  Not Applicable

Collection Services - *Leaf Collection Program*  Not Applicable

- u. Does the municipality conduct curbside leaf collection?  Yes  No
- v. Does the municipality notify homeowners about pickup?  Yes  No
- w. Where are the residents directed to store the leaves for collection?
  - Pile on terrace  Pile in street  Bags on terrace
  - Other - Describe Take leaves to the Yard Waste Site, mulch on site
- x. What is the frequency of collection?
 

Minimum of once per month
- y. Is collection followed by street sweeping?  Yes  No

z. Brief explanation on Collection Services reporting. *Limit response to 250 characters and/or attach supplemental information on the attachments page*

Catch Basins checked & cleaned 29 times (not included in WQ modeling). Curbside pickup of loose leaf piles on boulevard collected with vacuum machine: 3320 yards. Curbside pickup of compostable bags of leaves: 166 bags.

Winter Road Management  Not Applicable

\*Note: We are requesting information that goes beyond the reporting year, answer the best you can.

aa. How many lane-miles of roadway is the municipality responsible for doing snow and ice control? (One mile of a two-way road equals two lane miles.) 120

ab. Provide amount of de-icing products used by month last winter season?

Solids (tons) (ex. sand, or salt-sand)

Product	Oct	Nov	Dec	Jan	Feb	Mar
<u>Salt</u>	0	120	211	815	125	110

Liquids (gallons) (ex. brine)

	Oct	Nov	Dec	Jan	Feb	Mar
<u>Brine</u>	0	0	1188	1013	0	1518

- ac. Was salt applying machinery calibrated in the reporting year?  Yes  No
- ad. Have municipal personnel attended salt reduction strategy training in the reporting year?  Yes  No

Training Date	Training Name	# Attendance

ae. Brief explanation on Winter Road Management reporting. *If you marked Unsure for any questions above, justify the reasoning. Limit response to 250 characters and/or attach supplemental information on the attachments page*

Also used 254 tons of salt in April 2024

**Internal (Staff) Education & Communication**

af. Has the municipality provided an opportunity for internal training or education to staff implementing the municipality's procedures for each of the pollution prevention program element ?  Yes  No

If yes, describe what training was provided (250 character limit):

Stormwater GIS w/ Fire Dept. Officers; BMP Maintenance with Streets & Eng. Div. Training for new interns; webinars, conferences. SW PM maintains Envision Sustainability Professional certification, w/ annual continuing ed. credits.

ag. Describe how the municipality has kept the following local officials and municipal staff aware of the municipal storm water discharge permit programs, procedures and pollution prevention program requirements.

Elected Officials

general stormwater and project-specific updates at Public Works Commission meetings

Municipal Officials

Mayor, Fire Chief, DW/City Engineer: storm system topic meetings, site specific discussions and meetings involving stormwater & maintenance.

Appropriate Staff ( such as operators, Department heads, and those that interact with public)

Rock River Stormwater Group training: BMP Maintenance- 6 staff attended.

ah. Brief explanation on Internal Education reporting. *If you marked Unsure for any questions above, justify the reasoning. Limit response to 250 characters and/or attach supplemental information on the attachments page.*

Stormwater PM typically shares training opportunities with Department heads; RRSRG also offers trainings. SW PM continually discusses stormwater issues at meetings, on site, etc.

**Missing Information**

**Do not close** your work until you **SAVE**.

**Note:** For the minimum control measures, you must fill out all questions in sections 1 through 7

**Minimum Control Measures - Section 7 : Complete**

**7. Storm Sewer System Map**

a. Did the municipality update their storm sewer map this year?

Yes  No

If yes, check the areas the map items that got updated or changed:

- Storm water treatment facilities
- Storm pipes
- Vegetated swales
- Outfalls
- Other - Describe below

- b. Brief explanation on Storm Sewer System Map reporting. *If you marked Unsure for an question for any questions above, justify the reasoning. Limit response to 250 characters and/or attach supplemental information on the attachments page.*

An area to the north was annexed into the City in fall 2024.

Do not close your work until you SAVE.

Form 3400-224 (R8/2021)

**Final Evaluation - Complete**

**Fiscal Analysis**

Complete the fiscal analysis table provided below. For municipalities that do not break out funding into permit program elements, please enter the monetary amount to your best estimate of what funding may be going towards these programs.

Annual Expenditure Reporting Year	Budget Reporting Year	Budget Upcoming Year	Source of Funds
-----------------------------------	-----------------------	----------------------	-----------------

**Element:** Public Education and Outreach

12500	15300	16000	<u>Storm water utility</u>
-------	-------	-------	----------------------------

**Element:** Public Involvement and Participation

9500	13300	14000	<u>Storm water utility</u>
------	-------	-------	----------------------------

**Element:** Illicit Discharge Detection and Elimination

9500	9550	10000	<u>Storm water utility</u>
------	------	-------	----------------------------

**Element:** Construction Site Pollutant Control

15000	28800	16500	<u>Storm water utility</u>
-------	-------	-------	----------------------------

**Element:** Post-Construction Storm Water Management

18000	34400	40000	<u>Storm water utility</u>
-------	-------	-------	----------------------------

8000	3500	15000	<u>Storm water utility</u>
------	------	-------	----------------------------

**Element:** Pollution Prevention

32130	35000	35000	<u>Storm water utility</u>
-------	-------	-------	----------------------------

**Other (describe)**

Water Quality Trading

21412	47500	43000	<u>Storm water utility</u>
-------	-------	-------	----------------------------

**Other (describe)**

Yard Waste Site Biofilter

386859

400000

0

Storm water utility

**Other (describe)**

Riverside Park Creek Improvement Project

18426

25000

0

Storm water utility

**Other (describe)**

MS4 Permit Fee

5000

5000

5000

Storm water utility

**Other (describe)**

MS4 GIS Fees (iWorQ & GIS)

7500

8000

16000

Storm water utility

**Other (describe)**

Select...

Please provide a justification for a "0" entered in the Fiscal Analysis. *Limit response to 250 characters.*

**Water Quality**

**a:** Were there any known water quality improvements in the receiving waters to which the municipality's storm sewer system directly discharges to?

Yes  No  Unsure If Yes, explain below:

New BMPs, Riverside Park Creek Improvement Project, Rock River Shoreline

**b:** Were there any known water quality degradation in the receiving waters to which the municipality's storm sewer system directly discharges to?

Yes  No  Unsure If Yes, explain below:

**c:** Have any of the receiving waters that the municipality discharges to been added to the impaired waters list during the reporting year?

Yes  No  Unsure

**d:** Has the municipality evaluated their storm water practices to reduce the pollutants of concern?

Yes  No  Unsure

### Storm Water Quality Management

a. Has the municipality completed or updated modeling in the reporting year (relating to developed urban area performance standards of s. NR 151.13(2)(b)1., Wis. Adm. Code)?  Yes  No

b. If yes, enter percent reduction in the annual average mass discharging from the entire MS4 to surface waters of the state as compared to implementing no storm water management controls:

Total suspended solids (TSS)

Total phosphorus (TP)

### Status of Total Maximum Daily Loads (TMDLs) Implementation

The permittee Watertown City is subject to the following approved TMDLs: Rock River Basin and/or Beaver Dam Lake

The permittee intends to comply with the following permit requirements to show progress towards meeting the TMDL:

**[A.3.1] The Permittee is following the TMDL Compliance Plan, which received department concurrence prior to April 30, 2019.**

The permittee is confirming that all planned efforts are on schedule.

Agree  Disagree

### Additional Information

Based on the municipality's storm water program evaluation, describe any proposed changes to the municipality's storm water program. *If your response exceeds the 250 character limit, attach supplemental information on the attachments page.*

Water Quality Trading program and 1st trade was completed in 2024; future trades anticipated soon.



Do not close your work until you SAVE.

--	--	--	--	--	--	--

Form 3400-224 (R8/2021)

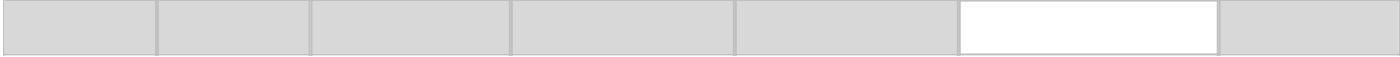
**Requests for Assistance on Understanding Permit Programs**

Would the municipality like the Department to contact them about providing more information on understanding any of the Municipal Separate Storm Sewer Permit programs?

Please select all that apply:

- Public Education and Outreach
- Public Involvement and Participation
- Illicit Discharge Detection and Elimination
- Construction Site Pollutant Control
- Post-Construction Storm Water Management
- Pollution Prevention
- Storm Water Quality Management
- Storm Sewer System Map
- Water Quality Concerns
- Compliance Schedule Items Due
- MS4 Program Evaluation

Do not close your work until you SAVE.



Form 3400-224(R8/2021)

**Required Attachments and Supplemental Information**

Any other MS4 program information for inclusion in the Annual Report may be attached on here. Use the Add Additional Attachments to add multiple documents.

Upload Required Attachments (15 MB per file limit) - [Help reduce file size and trouble shoot file uploads](#)  
**\*Required Item**

**Note:** To replace an existing file, use the 'Click here to attach file ' link or press the to delete an item.

**Municipal Facility SWPPP**

File Attachment

[10-City of Watertown MS4 SWPPPs for Municipal Properties Program March 2025.pdf](#)

**Storm Sewer System Map**

File Attachment

[12-Watertown MS4 Permit Map -North Annexation 2024.pdf](#)

**Attach - Other Supporting Documents**

AR TMDL

File Attachment

[WWIP Annual Report 2024.pdf](#)

AR SWGroupReport

File Attachment

[04-2024 Annual Report - Condensed - FINAL.pdf](#)

AR EO

File Attachment

[05-MS4 Reporting - Watertown Facebook Insta totals.pdf](#)

AR EO

File Attachment

[06-Parks Dept. stormwater posts 2024.docx](#)

AR IP

File Attachment


[07-2024 RRSB-Appendix of MiniGrants & Partner Reports.pdf](#)

AR Other

File Attachment


[09-Impaired Waters In Watertown 2024 Map.pdf](#)

**AR Other**

 File Attachment


[08-City of Watertown MS4 Impaired Waters Strategy & Program Feb 2025.pdf](#)

**AR MuniSWPPP**

 File Attachment

[11-City of Watertown Yard Waste SWPPP Update March 2025.pdf](#)

**AR Other**

 File Attachment

[02-WDNR Delegation of Signature Form 3400-220 - MS4 Permit 2024.0307.pdf](#)

(To remove items, use your cursor to hover over the attachment section. When the drop down arrow appears, select remove item)

**Attach - Permit Compliance Documents**

(To remove items, use your cursor to hover over the attachment section. When the drop down arrow appears, select remove item)

**Missing Information**

**Draft and Share PDF Report with the permittee's governing body or delegated representatives.**

Press the button below to create a PDF. The PDF will be sent to the email address associated with the WAMS ID that is signed in. After the annual report has been reviewed by the governing body or delegated representative, return to the MS4 eReporting System to submit the final report to the DNR.

[Draft and Share PDF Report](#)

## Sign and Submit Your Application

### Steps to Complete the signature process

1. Read and Accept the Terms and Conditions
2. Press the Submit and Send to the DNR button

**NOTE:** For security purposes all email correspondence will be sent to the address you used when registering your WAMS ID. This may be a different email than that provided in the application. For information on your WAMS account click [HERE](#).

### Terms and Conditions

**Certification:** I hereby certify that I am an authorized representative of the municipality covered under Watertown City MS4 Permit for which this annual report or other compliance document is being submitted, and that the information contained in this submittal and all attachments were gathered and prepared under my direction or supervision. Based on my inquiry of the person or persons under my direction or supervision involved in the preparation of this document, to the best of my knowledge, the information is true, accurate, and complete. I further certify that the municipality's governing body or delegated representatives have reviewed or been apprised of the contents of this annual report. I understand that Wisconsin law provides severe penalties for submitting false information.

Signee (must check current role prior to accepting terms and conditions)

- Authorized municipal contact using WAMS ID.
- Delegation of Signature Authority ( Form 3400-220 ) for agent signing on the behalf of the authorized municipal contact.
- Agent seeking to share this item with authorized municipal contact (authorized municipal contact must get WAMS id and complete signature).

**Name:**

**Title:**

Authorized Signature.

- I accept the above terms and conditions.

After providing the final authorized signature, the system will send an email to the authorized party and any agents. This email will include a copy to the final read only version of this application.

## Delegation of Signature Authority (DSA) WPDES General Permit Discharge

**Notice:** This Delegation of Signature Authority (DSA) form is authorized by s. NR 205.07(1)(g), Wis. Adm. Code, to delegate signature authority for a Wisconsin Pollutant Discharge Elimination System (WPDES) submittal, which may include a Notice of Intent (NOI or request for coverage), Notice of Termination (NOT), or other permit compliance document. To delegate signature authority, submittal of this completed DSA form to the Department of Natural Resources (Department) is mandatory for any permittee, landowner, responsible executive or municipal officer, manager, partner, or proprietor as specified in s. 283.37(3), Wis. Stats., to be regulated under a WPDES general permit.

Submission of this DSA constitutes notice that the permittee, landowner, responsible executive or municipal officer, manager, partner, or proprietor identified in Section II has authorized the person identified in Section III as a duly authorized representative to sign the WPDES submittal for the landowner, responsible executive or municipal officer, manager, partner, or proprietor. The completed DSA form shall be submitted as an attachment to the WPDES submittal or when there are any changes to the authorized representative with the permitted facility or activity.

**Note:** Submission of a DSA form is not required when the permittee, landowner, responsible executive or municipal officer, manager, partner, or proprietor signs the WPDES submittal.

**Please read all instructions before completing this form, and type or clearly print the information. All necessary information must be provided on this form. Submission of this DSA constitutes notice that the permittee identified in Section II has authorized the person identified in Section III to sign the WPDES submittal on behalf of the permittee. Failure to complete this form correctly will result in the Department's rejection of the WPDES submittal.** Personal information collected will be used for administrative purposes and may be provided to requesters to the extent required by Wisconsin's Open Records law (ss. 19.31 - 19.39, Wis. Stats.).

### Section I: WPDES Submittal Information

- WPDES Permit Type:
- Concentrated Animal Feeding Operation (CAFO) General Permit No. WI-0063274
  - Concentrated Animal Feeding Operation (CAFO) Individual Permit No. \_\_\_\_\_
  - Storm Water Construction Site General Permit No. WI-S067831
  - Storm Water Industrial General Permit No. \_\_\_\_\_
  - Storm Water Municipal (MS4) Permit No. WI - S050075 - 3
  - Storm Water Transportation Construction Activities General Permit No. WI-S066796
  - Storm Water Transportation TS4 General Permit No. WI-S066800
  - Wastewater General Permit No. \_\_\_\_\_

- WPDES Submittal Type:
- MS4 or TS4 Annual Report or other permit compliance document
  - Notice of Intent (NOI)/Permit Application
  - Notice of Termination (NOT)
  - Wastewater Electronic Discharge Monitoring Report (eDMR)
  - CAFO Plans and Specifications
  - Nutrient Management Plans
  - Other: \_\_\_\_\_

### Section II: WPDES Permittee Responsible for Pollutant Discharge

WPDES Permittee (first and last name, title) Andrew Beyer, Director of Public Works/City Engineer	Individual, Company, Municipality, Organization, or Entity Name City of Watertown		
Mailing Address 106 Jones Street	City Watertown	State WI	ZIP Code 53094
Email Address abeyer@watertownwi.gov	Phone Number (area code) 920-262-4050	Alternative Phone Number 920-262-4060	

### Section III: Delegated Signatory Information

Signatory Name (first and last name, title) Maureen McBroom, Stormwater Project Manager	Individual, Company, Municipality, Organization, or Entity Name City of Watertown		
Mailing Address 106 Jones Street	City Watertown	State WI	ZIP Code 53094
Email Address mmcbroom@watertownwi.gov	Phone Number (area code) 920-206-4264	Alternative Phone Number 920-262-4060	

# Delegation of Signature Authority (DSA) WPDES General Permit Discharge

Form 3400-220 (R 06/19)

Page 2 of 4

## Section IV: Certification & Signature

This is to notify the Department that as the landowner, responsible executive or municipal officer, manager, partner, or proprietor, I delegate signature authority to the person identified in Section III for signature of the WPDES submittal under a WPDES general permit. I authorize the person identified in Section III pursuant to the delegation of signature authority process set forth in s. NR 205.07(1)(g), Wis. Adm. Code, as a duly authorized representative.

As required by s. NR 205.07(1)(g)2, Wis. Adm. Code, this form should be submitted to the Department with the WPDES submittal. I understand that if there are any changes to this authorization, a new complete DSA form shall be submitted to the Department. I understand that the landowner, responsible executive or municipal officer, manager, partner, or proprietor regulated under a WPDES general permit is the permittee, and as such, I am responsible for compliance with the WPDES General Permit. Further, I authorize the person identified in Section II to create a Wisconsin Management System (WAMS) ID and electronically sign an electronic WPDES submittal on my behalf and submit all required information and attachments, if electronic application or reporting is available.

For this DSA form, the WPDES submittal and all required information and attachments, I certify under penalty of law that these documents and all attachments were prepared under my direction or supervision with a system designed to assure that qualified personnel properly gather and evaluate the information submitted. Based on my inquiry of the person or persons who manage the system, or those persons directly responsible for gathering the information, the information submitted is, to the best of my knowledge and belief, true, accurate, and complete. I am aware that there are significant penalties for submitting false information, including the possibility of fine and imprisonment for knowing violations.

**NOTE:** This form must be signed by a permittee, landowner, responsible executive or municipal officer, manager, partner, or proprietor as described in the instructions of page 3. Failure to properly complete and sign this form will result in its rejection.

Andrew Beyer  
Printed Name of WPDES Permittee

  
Signature of WPDES Permittee

Director of Public Works/City Engineer  
Title

03/07/24  
Date Signed



# 2024 Final Report

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# 2024 Highlights

## Annual Report 2024 Metrics Highlight

In 2024, the Protect Wisconsin Waterways (Rock River Stormwater Group) focused on organic and partner-driven digital reach and had an **in-person presence at 38 events** (including the clean-ups). Tabling and other activities at in-person events **engaged 1,529+ individuals**. The Protect Wisconsin Waterways annual cleanup held in September included a record **295 volunteers** across **10 locations**. Combined with Protect Wisconsin Waterways’ digital outreach efforts (website, email, social media), the RRSG + community partner outreach resulted in over **297,000+ digital impressions** (not including the statewide WI Stormwater Week efforts).

The 2025 outreach efforts include continuing an active presence at in-person events to recruit additional Storm Drain Protectors (adopt-a-storm drain program). RRSG also intends to continue offering mini-grants while expanding support and collaboration with key partners (e.g., Rock River Coalition, SaltWise, Statewide Stormwater Consortium) to implement additional stormwater-related projects and outreach in RRSG member communities.

## Total Digital Outreach Summary Statistics – Year Over Year

Combined Digital Outreach	2024	2023	2022	2021
<b>Total Impressions</b>	297,000+	289,000+	277,900+	228,733+

*\*Note: Combined impressions include RRSG metrics + data provided by community partners related to social media posts, email messages, etc. (e.g., chambers of commerce, partner alliances, and others). 2023 and 2024 impressions do not include the reach of Wisconsin Stormwater Week posts.*

## Website & Storm Drain Protector Summary Statistics – Year Over Year

Website Metrics	2024	2023	2022	2021
<b>Total Visits</b>	33,776	17,996	8,412	8,010
<b>Storm Drain Protector Program</b>	295	125	218	241

*\*Note: 2021 numbers reflect online-only efforts.*

## Event Summary Statistics – Year Over Year

Event Metrics	2024	2023	2022	2021*	2020*
<b>Total Events</b>	38	37	32	20	-
<b>Total Event Reach/Impressions</b>	1,529+	1,441+	1,697+	2,360+	-
<b>Total Community Events</b>	38	37	32	20	-
<b>Total Community Event Reach</b>	1,529+	1,441+	1,697+	2,360+	-

*\*Note: All in-person events were canceled in 2020; in-person events resumed in May 2021.*

**Clean-Up Summary Statistics – Year Over Year**

Clean-Up Metrics	2024	2023	2022	2021	2020*	2019	2018
<b>Total Volunteers</b>	295	257	201	187	-	196	130
<b>Total Trash Collected</b>	194	166+ bags + other items	80+ bags + other items	200+ bags + other items	-	151+ bags + other items	37+ bags + other items

*\*Note: The 2020 clean-up was canceled due to COVID. Other items include tires, large pieces of metal, or other debris that is too large or heavy to fit inside a trash bag.*

**Facebook Summary Statistics – Year Over Year**

	2024	2023	2022*	2021	2020
	1,139 Followers 267 Posts	1,083 Followers 235 Posts	1,007 Followers 104 Posts	897 Followers 119 Posts	802 Followers 143 Posts
<b>Page Reach (# unique accounts reached)</b>	28,122	26,535	3,201	n/a	n/a
<b>Facebook Page Visits (# of times profile page visited)</b>	4,200	2,258	652	n/a	n/a

*\* Meta changed available metrics for (Facebook) Business Accounts and content in 2022. Similar metrics are not available for direct comparison to previous years.*

**Instagram Summary Statistics – Year Over Year**

	2024	2023	2022*	2021	2020
	1,201 Followers 213 Posts	1,167 Followers 189 Posts	1,078 Followers 129 Posts	1,019 Followers 89 Posts	901 Followers 82 Posts
<b>Instagram Reach (# unique accounts reached)</b>	<b>8,335</b>	<b>4,806</b>	<b>1,890</b>	<b>n/a</b>	<b>n/a</b>
<b>Instagram Profile Visits (# of times profile page visited)</b>	<b>704</b>	<b>1,136</b>	<b>1,064</b>	<b>n/a</b>	<b>n/a</b>

*\* Meta changed available metrics for (Facebook) Business Accounts and content in 2022. Similar metrics are not available for direct comparison to previous years.*

# 2024 Year-in-Review

## Introduction

The following document provides an overview of the Rock River Stormwater Group’s (RRSG) public education and outreach activities (branded as Protect Wisconsin Waterways) as part of regional stormwater public education and outreach during the 2024 calendar year.

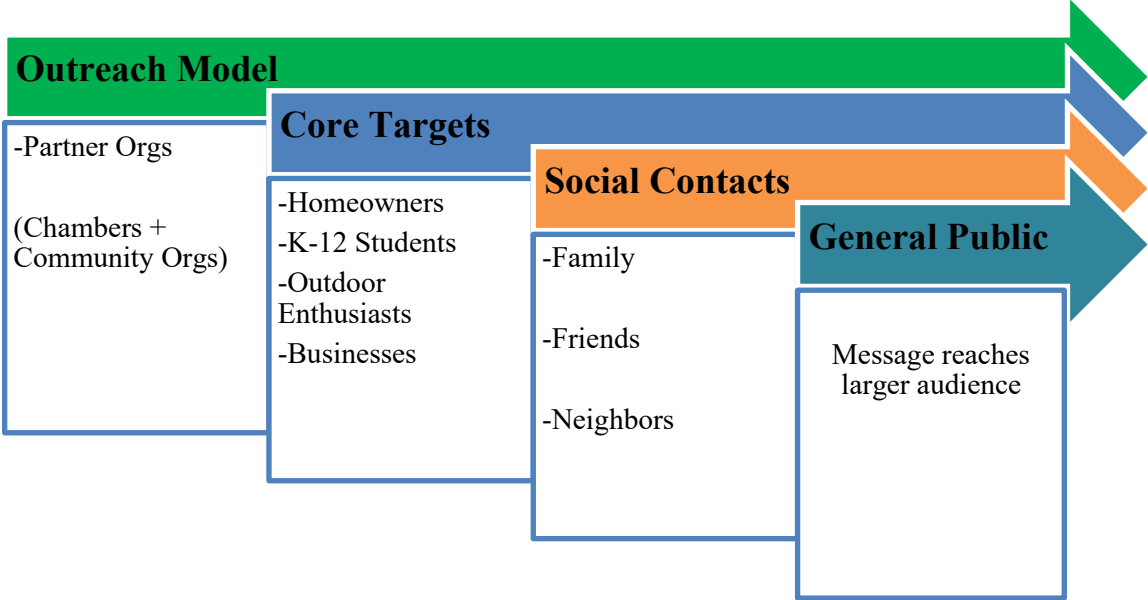
The Protect Wisconsin Waterways regional stormwater public education efforts had a presence at **38 in-person events** in 2024. Community-based events included farmer’s markets, festivals near downtown areas or along waterways, and other events organized by community partners. Protect Wisconsin Waterways also sponsored nine waterway clean-up events on September 21st, 2024, and one waterway clean-up event on September 28th, 2024 (**10 total waterway clean-ups**) that engaged **295 volunteers**. Each event contributed to active education efforts for the general public. We also funded **two mini-grant programs** related to public education efforts in 2024, including The Green-Rock Audubon and the Whitewater Creek Coalition. The RRSG also contributed to the strategic planning and implementation of the **second annual statewide Wisconsin Stormwater Week**. This includes funding and support for the Stormwater Week website and securing the Governor’s Proclamation.

On a digital front, RRSG maintained partnership efforts through various community-based organizations. Stormwater-focused communications shared through these organizations, plus Protect Wisconsin Waterway’s social media efforts, resulted in over **297,000+ digital impressions**. In combination, the efforts helped the Protect Wisconsin Waterways brand increase the reach of public education efforts compared to the 2023 efforts.



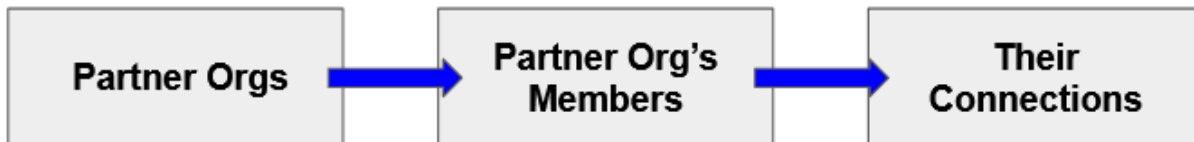
**Target Audiences & Outreach Communication Model**

Protect Wisconsin Waterways’ outreach and communication plan in 2024 focused on leveraging partnerships with community-based organizations to help engage our core targets, their social contacts, and, by extension, the general public. The continuation of the mini-grant program created additional outreach to a variety of community organizations.



**Initiative #1: Digital Brand Awareness & Community Partnerships**

**Community Partners:** Expanding on existing brand awareness through establishing and maintaining community partnerships is a crucial strategy for Protect Wisconsin Waterways to enhance its outreach and impact. By building strong relationships with local organizations, environmental groups, schools, and businesses, PWW can strengthen its presence within communities across Wisconsin. These partnerships help raise awareness about the importance of preserving water resources and foster collaborative efforts in environmental education, advocacy, and clean-up initiatives. Maintaining these partnerships will ensure that PWW remains a trusted and visible leader in waterway protection, amplifying its message and mobilizing more individuals to take action to safeguard Wisconsin's precious waterways for future generations.



In addition to maintaining ongoing sponsorships/partnerships with WI SaltWise and the Rock River Coalition, RRSg digital outreach efforts occurred via chambers, community organizations, and other local groups. Their outreach through social media is a crucial aspect of this advocacy, enabling them to reach a broader and more diverse audience. Using platforms like Facebook and Instagram, RRSg shares educational content, updates on local water quality issues, and details of upcoming events or clean-up initiatives. Social media also facilitates real-time communication, allowing RRSg to engage directly with community members, answer questions, and encourage participation in waterway protection efforts. Moreover, it helps create a sense of community, rallying support from individuals who might not otherwise have been involved. By maintaining an active and engaging presence online, RRSg amplifies its impact and fosters a network of informed citizens who are committed to protecting and preserving local water resources.




**Social Media:** In 2024, we continued our Protect Wisconsin Waterways social media campaign on Facebook and Instagram. Content highlighted MS4-related topics, Myth/Facts, “Featured Municipality of the Month” to showcase the waterways within the cities/townships in the Rock River watershed, and other content series. Social media efforts on the Protect Wisconsin Waterways’ Facebook and Instagram pages included over **36,457 impressions** across a total of **480 posts**.

**Monthly Content Calendar**

Month	Theme	Municipality
January	Pollution Prevention Education	Watertown
February	Snow Melt Runoff	City of Beloit
March	Construction Site and Post-Construction Stormwater Management	Fort Atkinson
April	Green Infrastructure & Low Impact Development	Milton
May	Fertilizer Pesticide Application	Town of Beloit
June	Residential Infiltration	Janesville
July	Yard and pet waste management	Whitewater
August	Household and Hazardous Waste Disposal	Waupun
September	Vehicle Washing	Beaver Dam
October	Stream and Shoreline Management	Monroe
November	Illicit Discharge Detection and Elimination	Jefferson
December	Salt Use	Townships of Janesville, Rock, Turtle, Harmony

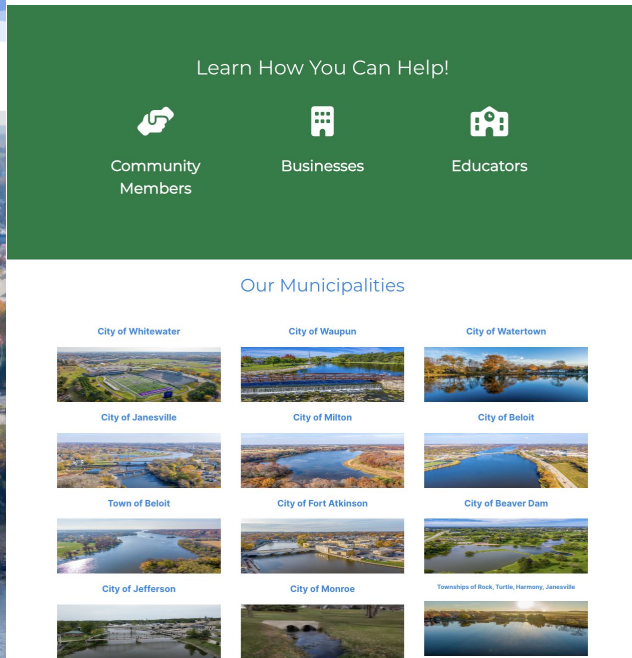
**Example posts related to RRSg activities.**

**Top post from every month in 2024**

<p><b>January</b></p>  <p>Outreach: 251 accounts</p>	<p><b>February</b></p>  <p>Outreach: 237 accounts</p>	<p><b>March</b></p>  <p>Outreach: 219 accounts</p>
<p><b>April</b></p>  <p>Outreach: 204 accounts</p>	<p><b>May</b></p>  <p>Outreach: 198 accounts</p>	<p><b>June</b></p>  <p>Outreach: 175 accounts</p>
<p><b>July</b></p>  <p>Outreach: 282 accounts</p>	<p><b>August</b></p>  <p>Outreach: 494 accounts</p>	<p><b>September</b></p>  <p>Outreach: 153 accounts</p>
<p><b>October</b></p>  <p>Outreach: 136 accounts</p>	<p><b>November</b></p>  <p>Outreach: 112 accounts</p>	<p><b>December</b></p>  <p>Outreach: 2,954 accounts</p>

**Website:**

The group undertook a comprehensive redesign of the Protect Wisconsin Waterways website to better align with our new initiatives and address the evolving needs of our community. The updated site features enhanced navigation and a user-friendly interface, making it easier for visitors to access vital information about our programs and municipalities. We introduced dedicated pages for our initiatives, including expanded resources for the mini-grant program, storm drain protector program, annual clean-up, household waste management, and more. HubSpot lead forms helped track engagement and sign-ups for the storm drain protector program, clean-up registration, and more. Overall, our efforts led to a significant increase in engagement, with total website visits for 2024 reaching 33,776.





**Initiative #2: Outreach & Engagement via Community Events**

**Storm Drain Protector Program:**

The Storm Drain Protector Program was initially launched in 2019 to engage homeowners with storm drains adjacent to their property. The program aims to raise awareness among municipal residents of the nature of stormwater and what they should look for to preserve water quality. We ask homeowners to sign up to become “storm drain protectors” and pledge to keep their storm drains clear of leaves, grass clippings, and other debris. The 2024 efforts included online sign-ups at our tabling events, door-to-door interactions, and social media content.

**2024 Storm Drain Protector Sign-ups (digital + in-person):** 295 total sign-ups (24 in-person + 271 digital sign-ups)

**Community Events:**

Volunteers represented the Protect Wisconsin Waterways brand at **38 total community events** (including the 10 clean-ups). Tabling included distributing brochures and information about different MS4-related topics, highlighting the storm drain protector program and clean-ups, and activities like the Enviroscope and Stormwater AROUND Your Home demonstrations. In combination, the brand ambassador volunteers **engaged 1,529+ individuals** (including the 295 volunteers at the clean-ups) across the 2024 events as outlined in the table.

**Annual Waterway Clean-Up:** RRSg municipalities hosted **ten waterway clean-up events** in parks across the area on Saturday, September 21st, 2024, and Sunday, September 28th, 2024. We had **295 volunteers** participate in the 2024 clean-up events.

### Community Engagement Event Reports

Event	City	Date	# of People Engaged
Waupun Ice Festival	Waupun	February 17, 2024	100+
Storytime with Splash	Whitewater	April 10, 2024	12
Jefferson Sustainable Open House	Janesville	April 18, 2024	62
Sustainable Jefferson	Jefferson	April 20, 2024	40
Earth Day Celebration	Janesville	April 21, 2024	40
RA Earth Day Event	Whitewater	April 22, 2024	10
Downtown DBDI Cleanup & Annual Tree Planting	Beaver Dam	April 27, 2024	2
Sustainable Living Fair	Janesville	April 27, 2024	79
Beaver Dam Farmers Market	Beaver Dam	May 25, 2024	57
Beaver Dam Farmers Market	Beaver Dam	June 1, 2024	15
Watertown Farmers Market	Watertown	June 11, 2024	40
Best Dam Fest	Beaver Dam	July 13, 2024	40
Beloit Farmers Market	Beloit	July 27, 2024	48
Whitewater Farmers Market	Whitewater	August 6, 2024	44
Beloit Farmers Market	Beloit	August 10, 2024	25
Whitewater Farmers Market	Whitewater	August 13, 2024	10
Fort Atkinson Farmers Market	Fort Atkinson	August 17, 2024	31
Watertown Evening Market	Watertown	August 22, 2024	34
Janesville Farmers Market	Janesville	September 14, 2024	70
Door-to-door	Janesville	September 15, 2024	40 Houses
Clean-ups (see table below)	10 locations	September 21 & 28, 2024	295 volunteers
Cheese Days	Monroe	September 22, 2024	55
Watertown Evening Market	Watertown	September 26, 2024	30

Whitewater Farmers Market	Whitewater	October 1, 2024	25
Lakes Summit Event	Whitewater	October 2, 2024	20
Whitewater Farmers Market	Whitewater	October 8, 2024	3
Whitewater Ghouls Night	Whitewater	October 24, 2024	110
Watertown Boo Bash	Watertown	October 26, 2024	160
Rock River Coalition Confluence Event	Fitchburg	November 9, 2024	35
<b>TOTAL</b>		<b>38 events</b>	<b>1,529+ people reached</b>

**2024 Waterway Clean-Ups Table**

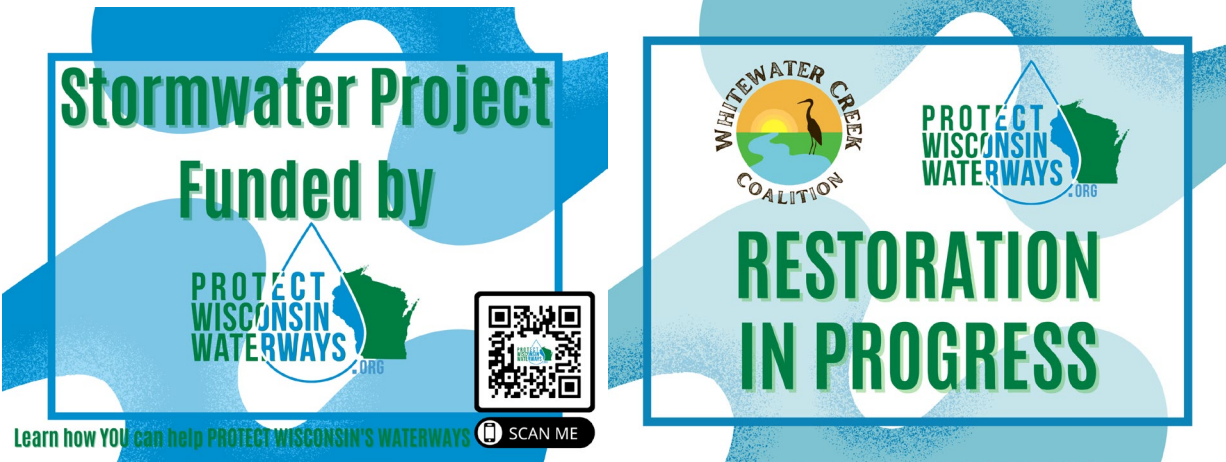
<b>City</b>	<b>Time</b>	<b>Location</b>	<b>Volunteers</b>	<b>Trash bags</b>
Waupun	8-10 am	Shaler Park	47 volunteers	18 trash bags
Beaver Dam	8 am-10 am	Waterworks Park	12 volunteers	13 trash bags
Watertown	9 am -11 am	Riverside Park	23 volunteers	14 trash bags
Fort Atkinson	9 am-12 pm	Barrie Park	32 volunteers	17 trash bags
Whitewater	8 am-10 am	Cravath Lakefront Park	59 volunteers	40 trash bags
Milton	8 am-10 am	Schilberg Park	19 volunteers	17 trash bags
Janesville	10 am-12 pm	Monterey Park	48 volunteers	40 trash bags
Town of Beloit	10 am-12 pm	Preservation Park	24 volunteers	15 trash bags
City of Beloit	8 am-10 am	Rotary River Center	22 volunteers	17 trash bags
Monroe (9/28)	10 am-12 pm	Twinning Park	9 volunteers	3 trash bags
<b>TOTAL</b>			<b>295 volunteers</b>	<b>194+ trash bags</b>

**Initiative #3: RRSB Mini-Grant Program**

**Mini-Grant 2024:**

In 2022, Protect Wisconsin Waterways launched the Mini-Grant program to engage community organizations and help spread awareness of protecting and keeping our local waterways clean. The program encourages community organizations and other eligible groups to apply for project funding of up to \$5,000 related to stormwater public education efforts.

In addition to promoting on the Protect Wisconsin Waterways website and social media, outreach occurred to community organizations in each RRSB community. In 2024, we funded two applicants: Green-Rock Audubon and the Whitewater Creek Coalition. The funded applications are included as an appendix at the end of this document.



**Initiative #4: Municipal Worker & Other Trainings**

The RRSB provides all members access to an online library of training resources (i.e., videos and other materials) on different stormwater topics. Each January, we encourage members to provide DPW and other employees with time to complete relevant training. Our continued partnership and sponsorship of Salt Wise also offer additional training opportunities and workshops specific to salt use, equipment calibration, and related topics. We also promoted SaltWise workshops to the business community through our Chamber of Commerce connections. Municipal members also send employees to other training.

Municipal training resources include coverage of the following topics.

- Spill Prevention Control Countermeasure (SPCC)
- Stormwater MS4 ‘Rain Check’
- Stormwater Construction ‘Ground Control’
- Stormwater ‘Storm Watch’ Municipal
- IDDE ‘A Grate Concern’ Employee Training

The Rock River Coalition conducted volunteer stream monitoring training in Rock County and Watertown in collaboration with local conservation departments.

**Monitoring Sites Within 10 Miles of RRSB Member Municipalities**

Municipality	Number of Sites	Waterbodies Monitored
Beaver Dam	5	Beaver Dam River, Beaver Creek, Mill Creek, Unnamed Tributary to Lake Sinissippi (WBIC 5031431)
Beloit	2	Spring Brook, Turtle Creek
Fort Atkinson	4	Allen Creek, Bark River, Unnamed Tributary to Rock River (WBIC 813400), Unnamed (809000) north of Rockdale Rd
Janesville	3	Blackhawk Creek, Spring Brook
Jefferson	8	Lake Ripley inlet and outlet, Rock Creek, Johnson Creek
Milton	3	Otter Creek, Saunders Creek
Watertown	3	Silver Creek, Riverside Park Creek, Rock River
Waupun	4	Alto Creek, Drew Creek, South and West Branches of the Rock River
Whitewater	4	Bark River, Whitewater Creek, Spring Brook Creek, Bluff Creek

**Beloit Rain Barrel Workshops:** Two workshops were held on April 6 and June 8, 2024, at the City of Beloit Utilities and Engineering Facility. The Rock River Coalition staff led 45-minute water conservation and stormwater management presentations, followed by rain barrel assembly demonstrations. Over 100 participants attended, with 55 rain barrels distributed. **Beaver Dam Rain Barrel Workshop:** Held on April 13, 2024, at The Watermark, the workshop included similar presentations and hands-on assembly sessions with 45 participants and 24 rain barrels.

**Initiative #5: Pet Waste Management Outreach**

Protect Wisconsin Waterways prioritized pet waste management through strategic partnerships with municipalities and pet-related businesses in our ongoing mission to enhance water quality and prevent pollution in Wisconsin's waterways. Recognizing that pet waste left on the ground can introduce harmful bacteria, nitrogen, and phosphorous into our water systems, we launched an educational initiative to raise awareness and provide tools to encourage responsible waste disposal practices among pet owners. As part of this initiative, we distributed **2,000+ pet waste bag dispensers** along with an infographic to municipal buildings and pet-related businesses. The materials explained how harmful pet waste left on the ground can be to our waterways and environment. Providing free pet waste dispensers has allowed businesses to equip customers with dispensers free of charge. These resources make it easier for community members to play an active role in reducing pet waste in our waterways.



**The Scoop on the Poop**

Dog poop is NOT fertilizer. When pet waste is left, it washes into our waterways and can pollute them and make people sick.

There are around 800,000 dogs in Wisconsin. **The average dog produces 0.75 pounds of waste each day.** That is over 219 million pounds of dog waste each year!

**Bacteria** from pet waste can enter our waterways through stormwater runoff. 0.75 pounds of dog waste can contain as many as 7.9 billion fecal coliform bacteria.

**You can help!**

1. Always clean up after your pet.
2. Dispose properly in a garbage or toilet.
3. Keep our waterways and parks clean!

Clean Parks, Happy Barks!

**PROTECT**  **WATERWAYS**



**Initiative #6: Library Package**

Protect Wisconsin Waterways started a *Splash into Learning Library Package* for the municipality libraries. The program included an informative display and a donation of 11 books to the libraries for residents to check out, bookmarks featuring a community waterway photo, children’s activities, and the opportunity to make “raindrop” pledges to keep our waterways clean. Libraries also had the opportunity to schedule an appearance by our Splash mascot for a storytime! The program is designed to get kids excited about reading, learn more about stormwater pollution, and discover things they can do around their homes to make a positive impact on Wisconsin’s waterways. List of books provided to each library included:

- Landscaping with Native Plants of Wisconsin
- We are Water Protectors
- The Great Big Water Cycle Adventure
- All the Way To the Ocean
- Hello from Renn Lake
- Saving Tally
- Let’s Build a Rain Garden
- Me and Marvin Gardens
- Two Little Raindrops
- Zoey and Sassafras Merhorses and Bubbles
- Plasticus Maritimus and Invasive Species





**Initiative #7: BMP Brochures & Municipal Materials**

The group also developed a brochure series highlighting various best management practices (BMPs) for distribution to property owners by RRSB member municipalities. The brochures covered topics including:

- Biofilter - Bioretention
- Dry Detention Pond
- Pervious Pavement
- Proprietary Device
- Underground Detention
- Vegetated Swale
- Wet Detention Pond

This brochure features the Protect Wisconsin Waterways logo and a QR code. The text includes: "We are a non-profit dedicated to sustainable stormwater management and freshwater preservation. Through annual clean-ups with municipal partners and year-round presence at farmers markets, we educate communities on the importance of clean water practices via social media, outreach, and events." It defines a BMP as a structural, vegetative, or managerial practice to treat stormwater to reduce pollution, control peak flows, increase infiltration, and limit flooding. Examples include Dry Detention Ponds, Pervious Pavement, Vegetated Swale, Underground Detention, Proprietary Device, and Biofilters. It provides social media handles (@Protect Wisconsin Waterways), website (www.protectwisconsinwaterways.org), and email (info@protectwisconsinwaterways.org). The title is "Wet Detention Pond" and it is categorized as a "Best Management Practice".

This brochure features the Protect Wisconsin Waterways logo and a QR code. The text includes: "We are a non-profit dedicated to sustainable stormwater management and freshwater preservation. Through annual clean-ups with municipal partners and year-round presence at farmers markets, we educate communities on the importance of clean water practices via social media, outreach, and events." It defines a BMP as a structural, vegetative, or managerial practice to treat stormwater to reduce pollution, control peak flows, increase infiltration, and limit flooding. Examples include Dry Detention Ponds, Wet Detention Ponds, Vegetated Swale, Underground Detention, Proprietary Device, and Biofilters. It provides social media handles (@Protect Wisconsin Waterways), website (www.protectwisconsinwaterways.org), and email (info@protectwisconsinwaterways.org). The title is "Pervious Pavement" and it is categorized as a "Best Management Practice".

This brochure features the Protect Wisconsin Waterways logo and a QR code. The text includes: "We are a non-profit dedicated to sustainable stormwater management and freshwater preservation. Through annual clean-ups with municipal partners and year-round presence at farmers markets, we educate communities on the importance of clean water practices via social media, outreach, and events." It defines a BMP as a structural, vegetative, or managerial practice to treat stormwater to reduce pollution, control peak flows, increase infiltration, and limit flooding. Examples include Dry Detention Ponds, Wet Detention Ponds, Vegetated Swales, Pervious Pavement, Underground Detention, and Biofilters. It provides social media handles (@Protect Wisconsin Waterways), website (www.protectwisconsinwaterways.org), and email (info@protectwisconsinwaterways.org). The title is "Proprietary Device" and it is categorized as a "Best Management Practice".

This brochure features the Protect Wisconsin Waterways logo and a QR code. The text includes: "We are a non-profit dedicated to sustainable stormwater management and freshwater preservation. Through annual clean-ups with municipal partners and year-round presence at farmers markets, we educate communities on the importance of clean water practices via social media, outreach, and events." It defines a BMP as a structural, vegetative, or managerial practice to treat stormwater to reduce pollution, control peak flows, increase infiltration, and limit flooding. Examples include Dry Detention Ponds, Wet Detention Ponds, Vegetated Swales, Pervious Pavement, Underground Detention, Proprietary Device, and Biofilters. It provides social media handles (@Protect Wisconsin Waterways), website (www.protectwisconsinwaterways.org), and email (info@protectwisconsinwaterways.org). The title is "Vegetated Swale" and it is categorized as a "Best Management Practice".

## 2024 Activities & RRSB’s Public Education & Outreach Goals

The following section outlines the relationship between RRSB’s specific activities and accomplishments to the group’s public education and outreach goals.

**Goal 1 - Illicit Discharge Detection and Elimination: Promote detection and elimination of illicit discharges and water quality impacts associated with such discharges from municipal separate storm sewer systems.**

1. Illicit Discharge was the November monthly theme for social media and the e-newsletter, the Runoff Rundown. Posts were made identifying illicit discharge and what to do if they see it happening.
2. A “Report a Violation” tab was added to the website, allowing users to report illicit discharge violations in 2017. No “violations” were reported via the website in 2024.

**Goal 2 - Household Hazardous Waste Disposal/Pet Waste/Management/Vehicle Washing: Inform and educate the public about the proper management of materials that may cause stormwater pollution from sources including automobiles, pet waste, household hazardous waste and household practices.**

1. The social media monthly theme in May, June, July, August, and September aligns with the discussion of proper management for automobiles, pet waste, and household practices. Most other monthly themes also included information on how community members could improve their household practices.
2. Our informational brochures for the Storm Drain Protector Program included information on how to protect the waterways from one’s home. We have continued our Be Wise campaigns surrounding this content.
3. Clean-up events were held on September 21st, 2024 (nine locations), and September 28th, 2024 (Monroe).

**Goal 3 - Yard Waste Management/Pesticide and Fertilizer Application: Promote beneficial onsite reuse of leaves and grass clippings and proper use of lawn and garden fertilizers and pesticides.**

1. Our monthly themes in May and July were fertilizer/pesticide application and pet/yard waste such as lawn clippings, waste disposal, and leaves, respectively.
2. “Lawn Wise” and “Yard Wise” digital content were created to share key tips and best practices that help homeowners “Be Wise” and Protect Wisconsin Waterways.
3. A new “Lawn Wise” demonstration model and educational materials were created in collaboration with the Rock River Coalition.

**Goal 4 - Stream and Shoreline Management: Promote the management of streambanks and shorelines by riparian landowners to minimize erosion and restore and enhance the ecological value of waterways.**

1. Our monthly theme in October was stream and shoreline management where we discussed the best practices to benefit and help stream and shorelines.

**Goal 5 - Residential Infiltration: Promote infiltration of residential stormwater runoff from rooftop downspouts, driveways, and sidewalks.**

1. The monthly theme in June promoted better systems to allow more infiltration of residential stormwater.
2. The “Yard Wise” or “Lawn Wise” graphics were created to expand on this concept, during the fall months when leaves can be prevalent.
3. A new “Lawn Wise” demonstration model and educational materials were created in collaboration with the Rock River Coalition.

**Goal 6 - Construction Sites and Post-Construction Storm Water Management: Inform and educate those responsible for the design, installation, and maintenance of construction site erosion control practices and stormwater management facilities on how to design, install and maintain the practices.**

1. Our monthly theme for March was Construction Sites and Post Construction Storm Water Management.
2. By working with municipal representatives, we gathered information about different erosion control practices.

**Goal 7 - Pollution Prevention: Identify businesses and activities that may pose a stormwater contamination concern, and educate those specific audiences on methods of stormwater pollution prevention.**

1. Pollution Preventions was our theme for January.
2. Educational efforts focused on community members and homeowners discussing various possible pollutants that they can help prevent from entering the waterways.
3. RRSB members had municipal/DPW employees complete online training via our Excal video library, Salt Wise, and Fortin virtual training.

**Goal 8 - Green Infrastructure/Low Impact Development: Promote environmentally sensitive land development designs by developers and designers, including green infrastructure and low-impact development.**

1. Green Infrastructure/Low Impact Development was April’s monthly theme.
2. By promoting things like rain gardens and educating people on erosion control, we promoted environmentally sensitive land development.
3. Rain barrel workshops were held in collaboration with the Rock River Coalition.

City of Watertown MS4 Permit  
2024 Stormwater Outreach Social Media Data  
Section 2.1

Section 4, Item A.

Date	Post subject	Reacts	Comments (number)	Shares	Post link
1/21/2024	Winter Salt Awareness Week	0	0	0	<a href="https://www.facebook.com/photo.php?fbid=706940781620699&amp;set=pb.100069143501820.-2207520000&amp;type=3">https://www.facebook.com/photo.php?fbid=706940781620699&amp;set=pb.100069143501820.-2207520000&amp;type=3</a>
1/23/2024	Keep storm drains clear of slush	9	10	7	<a href="https://www.facebook.com/photo.php?fbid=709989394649171&amp;set=pb.100069143501820.-2207520000&amp;type=3">https://www.facebook.com/photo.php?fbid=709989394649171&amp;set=pb.100069143501820.-2207520000&amp;type=3</a>
4/24/2024	Keep yard clippings off street	34	18	17	<a href="https://www.facebook.com/photo.php?fbid=760157899632320&amp;set=pb.100069143501820.-2207520000&amp;type=3">https://www.facebook.com/photo.php?fbid=760157899632320&amp;set=pb.100069143501820.-2207520000&amp;type=3</a>
5/16/2024	Yard Waste Biofilter under construction	19	0	11	<a href="https://www.facebook.com/photo.php?fbid=773985444916232&amp;set=pb.100069143501820.-2207520000&amp;type=3">https://www.facebook.com/photo.php?fbid=773985444916232&amp;set=pb.100069143501820.-2207520000&amp;type=3</a>
5/23/2024	Keep yard clippings off street	23	12	13	<a href="https://www.facebook.com/photo.php?fbid=773985444916232&amp;set=pb.100069143501820.-2207520000&amp;type=3">https://www.facebook.com/photo.php?fbid=773985444916232&amp;set=pb.100069143501820.-2207520000&amp;type=3</a>
9/7/2024	Annual Waterway Cleanup	7	0	4	<a href="https://www.facebook.com/photo.php?fbid=843361911311918&amp;set=pb.100069143501820.-2207520000&amp;type=3">https://www.facebook.com/photo.php?fbid=843361911311918&amp;set=pb.100069143501820.-2207520000&amp;type=3</a>
9/9/2024	Riverside Creek Restoration	178	9	10	<a href="https://www.facebook.com/photo.php?fbid=844738574507585&amp;set=pb.100069143501820.-2207520000&amp;type=3">https://www.facebook.com/photo.php?fbid=844738574507585&amp;set=pb.100069143501820.-2207520000&amp;type=3</a>
9/17/2024	Annual Waterway Cleanup	7	1	2	<a href="https://www.facebook.com/photo.php?fbid=849891833992259&amp;set=pb.100069143501820.-2207520000&amp;type=3">https://www.facebook.com/photo.php?fbid=849891833992259&amp;set=pb.100069143501820.-2207520000&amp;type=3</a>
9/20/2024	National Stormwater Week	8	0	0	<a href="https://www.facebook.com/photo.php?fbid=852273120420797&amp;set=pb.100069143501820.-2207520000&amp;type=3">https://www.facebook.com/photo.php?fbid=852273120420797&amp;set=pb.100069143501820.-2207520000&amp;type=3</a>
9/21/2024	Riverside Creek Restoration progress	222	22	6	<a href="https://www.facebook.com/photo.php?fbid=853041480343961&amp;set=pb.100069143501820.-2207520000&amp;type=3">https://www.facebook.com/photo.php?fbid=853041480343961&amp;set=pb.100069143501820.-2207520000&amp;type=3</a>
9/28/2024	Leaf Pick up schedule	11	4	10	<a href="https://www.facebook.com/photo.php?fbid=857676606547115&amp;set=pb.100069143501820.-2207520000&amp;type=3">https://www.facebook.com/photo.php?fbid=857676606547115&amp;set=pb.100069143501820.-2207520000&amp;type=3</a>
10/12/2024	Leaf Pick up schedule	9	0	3	<a href="https://www.facebook.com/cityofwatertownwi/posts/pfbid0KE1UKtWkJaPhn8wBctgW8B6WwtmkwhphBkJ6EWkUVTxN8o7hWSVaim13J5xi2KVal">https://www.facebook.com/cityofwatertownwi/posts/pfbid0KE1UKtWkJaPhn8wBctgW8B6WwtmkwhphBkJ6EWkUVTxN8o7hWSVaim13J5xi2KVal</a>
10/26/2024	Leaf Pick up schedule	11	5	8	<a href="https://www.facebook.com/cityofwatertownwi/posts/pfbid0T3T3Abp6jeVRXwpZvt5jnybAYWauMJEj3mpFrKLQvnufayXiWf4EGAvkSVqP4CBrl">https://www.facebook.com/cityofwatertownwi/posts/pfbid0T3T3Abp6jeVRXwpZvt5jnybAYWauMJEj3mpFrKLQvnufayXiWf4EGAvkSVqP4CBrl</a>
11/2/2024	Leaf Pick up schedule	12	2	9	<a href="https://www.facebook.com/cityofwatertownwi/posts/pfbid02PawQsHDipPb4gjdYHtRt1pEKrjwDfCY1UFxvq47gzVuwH7fxutyM9GxUc1S3iX5dl">https://www.facebook.com/cityofwatertownwi/posts/pfbid02PawQsHDipPb4gjdYHtRt1pEKrjwDfCY1UFxvq47gzVuwH7fxutyM9GxUc1S3iX5dl</a>
11/9/2024	Leaf Pick up schedule	13	2	9	<a href="https://www.facebook.com/cityofwatertownwi/posts/pfbid0cS5dJgAWuPnt4sq324pB4512M5nctydy8q61DHJseA4tGaYbrmv4C4CbpVLkFhl">https://www.facebook.com/cityofwatertownwi/posts/pfbid0cS5dJgAWuPnt4sq324pB4512M5nctydy8q61DHJseA4tGaYbrmv4C4CbpVLkFhl</a>
11/22/2024	Leaf Pick up schedule	5	0	4	<a href="https://www.facebook.com/cityofwatertownwi/posts/pfbid02R3gYvYtqEVYUthpB5FBGeNggYM7Xbly5ovkWMsBYtcx4M36p2qy2ceN57CsD5zoxl">https://www.facebook.com/cityofwatertownwi/posts/pfbid02R3gYvYtqEVYUthpB5FBGeNggYM7Xbly5ovkWMsBYtcx4M36p2qy2ceN57CsD5zoxl</a>
11/30/2024	Leaf Pick up schedule	11	0	13	<a href="https://www.facebook.com/photo.php?fbid=901453395502769&amp;set=pb.100069143501820.-2207520000&amp;type=3">https://www.facebook.com/photo.php?fbid=901453395502769&amp;set=pb.100069143501820.-2207520000&amp;type=3</a>
	<b>Totals</b>	579	85	126	

Post details

ID: 405385791973352

Post overview

This view of your post may not represent exactly how it appears on Facebook's News Feed.



Post performance

There may be delays in stats reporting. To see the most up-to-date stats please go to your live post.

**Watertown Park and Rec Dept** created an event.  
February 16, 2024 · 🌐

Sat. Apr 20, 2024  
**Rain Barrel Workshop**  
Watertown Park and Rec Dept  
10 Went · 129 Interested

👍❤️ 3

1,225

Accounts Center accounts reached ⓘ

0% from boosted posts

1,225 organic	0 paid
---------------	--------

62

Post engagements ⓘ

<b>3 reactions</b>	<b>0 Comment</b>
3 on post	0 on post
0 on shares	0 on shares
<b>0 Share</b>	<b>59 clicks</b>
0 on post	0 photo clicks
0 on shares	35 link clicks
	0 clicks to play
	24 other clicks

Post details

ID: 1066893312106441



**Watertown Park and Rec Dept**  
Published by Watertown Park Rec Dept  
September 10, 2024 · 🌐

**City of Watertown, WI - Government**  
September 9, 2024 · 🌐

🚧 Tivoli Island Closure Notice 🚧

Starting TODAY, Tivoli Island will be closed for a stabilization project on the east side. While the island will be off limits, you can

1,245

Accounts Center accounts reached ⓘ

0% from boosted posts

1,245 organic	0 paid
---------------	--------

122

Post engagements ⓘ

<b>7 reactions</b>	<b>1 comment</b>
7 on post	1 on post
0 on shares	0 on shares
<b>3 shares</b>	<b>111 clicks</b>
3 on post	6 photo clicks
0 on shares	0 link clicks
	0 clicks to play
	105 other clicks

0

Negative feedback ⓘ

Post details

ID: 1077574727704966



Published by **Watertown Park Rec Dept**

September 23, 2024



**City of Watertown, WI - Government**

September 22, 2024

🚧 Tivoli Island Bank Stabilization in Progress! 🚧

Work is currently underway to stabilize the east side of Tivoli Island!

**Accounts Center accounts reached**

0% from boosted posts

904 organic

0 paid

110

**Post engagements**

**4 reactions**

4 on post

0 on shares

**3 shares**

3 on post

0 on shares

**0 Comment**

0 on post

0 on shares

**103 clicks**

85 photo clicks

0 link clicks

0 clicks to play

18 other clicks

0

**Negative feedback**

0 unique

Post details

ID: 1087499500045822



**Watertown Park and Rec Dept**

Published by **Watertown Park Rec Dept**

October 4, 2024

Tivoli Island is NOW OPEN!! New Rip Rap and wood fiber has been installed along the shoreline!! Great job everyone!!!



15,512

**Accounts Center accounts reached**

0% from boosted posts

13,372 organic

0 paid

2,772

**Post engagements**

**332 reactions**

180 on post

152 on shares

**20 shares**

19 on post

1 on shares

**29 comments**

9 on post

20 on shares

**2,391 clicks**

1,719 photo clicks

0 link clicks

0 clicks to play

672 other clicks

0

**Negative feedback**

**Post details**  
ID: 1066893738773065

**Post overview**  
This view of your post may not represent exactly how it appears on Facebook's News Feed.



**Post performance**  
There may be delays in stats reporting. To see the most up-to-date stats please go to your live post.



**Watertown Park and Rec Dept**  
Published by [Watertown Park Rec Dept](#)  
September 10, 2024

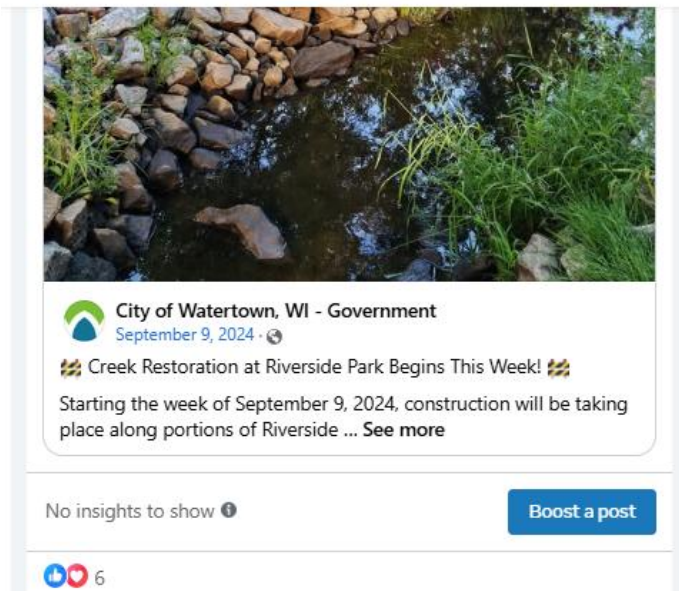
**542**  
**Accounts Center accounts reached**  
0% from boosted posts

542 organic	0 paid
-------------	--------

**12**  
**Post engagements**

<b>6 reactions</b>	<b>0 Comment</b>
6 on post	0 on post
0 on shares	0 on shares
<b>0 Share</b>	<b>6 clicks</b>
0 on post	1 photo clicks
0 on shares	0 link clicks
	0 clicks to play
	5 other clicks

**Post details**  
ID: 1066893738773065



**City of Watertown, WI - Government**  
September 9, 2024  
**Creek Restoration at Riverside Park Begins This Week!**  
Starting the week of September 9, 2024, construction will be taking place along portions of Riverside ... [See more](#)

No insights to show

[Boost a post](#)

6

**Negative feedback**

0 unique
----------

Insights activity is reported in Pacific time zone. Ads activity is reported in the time zone of your ad account.

# Water Quality Education and Involvement Mini-Grant Application

## Applicant Information

**Name:** Jeff Weigel  
**Title:** Chairperson, Whitewater Creek Coalition  
**Email:** friendsofwhitewatercreek@gmail.com  
**Phone Number:** (715) 966-6067  
**Organization Name:** Whitewater Creek Coalition  
**Organization Address:** 216 North Park Street Whitewater, WI 53190  
**Organization Website (If Applicable):** We do not yet have a website, but will be developing one as a chapter of the Rock River Coalition  
**Organization Description:**

The Whitewater Creek Coalition (WCC) is a community organization dedicated to improving the quality of life in Whitewater by restoring and protecting Whitewater Creek, enhancing recreational opportunities in and around it, and educating the public about our local watershed.

## Project Information

**Project Title:** Developing Water Warriors; inspiring a community to protect its local waterway.  
**Amount Requested:** \$1743.74  
**Municipality:** Whitewater, WI  
**Project Description:**

If awarded, grant funds will be utilized to print and distribute the educational resources listed below, which will be developed in collaboration with University of Wisconsin-Whitewater (UWW) Marketing students. All materials will be designed to raise awareness of our local waterway, educate the public about positive stewardship, and to promote recreational opportunities that contribute to the health of the creek and its watershed. Brochures and flyers will be mailed to homeowners and businesses along the creek corridor, and all materials will be shared at the Tuesday Market and via WCC's Facebook page, website and email list. The WCC will also receive assistance from the UWW Sustainability Group in the form of materials support for clean-up events, and will collaborate with the Whitewater Historical Society to develop a brief history of the creek along with historical photos for use in publications. Finally, the City of Whitewater agrees to allow the WCC's efforts on city property, and to collect trash and



brush removed at clean-up events. No permitting will be required for the scope of this project.

**Proposed deliverables:**

- 1.) Tri-fold, color brochure relating the history of Whitewater Creek, water quality data, native and invasive flora and fauna, recreational activities, opportunities for community involvement in restoration efforts, and methods to prevent pollutants.
- 2.) One-page color flyer describing the Whitewater Creek Coalition, its efforts to protect the creek, and contact details.
- 3.) Yard signs to be placed at locations selected for WCC clean-up and restoration work. Signs will include WCC's logo and QR codes to access the website and Facebook page.
- 4.) Color posters promoting volunteer work days. These will be posted in various businesses and locations in town, such as the Library, Sweet Spot Bakehouse, and at the city kiosks.
- 5.) Printed maps of the creek from its origin at Rice Lake in Kettle Moraine State Forest to the confluence with the Bark River.

**Itemized Budget:**

500 Color Brochures @ \$1.05/copy + \$10 fee:	\$535.00
500 Color Flyers @ \$0.90/copy + \$10 fee:	\$460.00
50 Event Posters @ \$0.94/copy + \$10 fee:	\$47.00
5 Restoration work "yard signs" @ \$49.58/sign:	\$247.90
10 24"x18" Maps @ \$23.99/pc:	\$230.99
500 Envelopes:	\$21.99
Postage for targeted mailings:	\$109.95
Tax:	\$90.91
<u>Total/ Percentage of funding:</u>	<u>\$1,743.74/ 54%</u>

**In-Kind matching Donations:**

UWW Marketing Design:	\$1500
<u>Total/ Percentage of funding:</u>	<u>\$1500/ 46%</u>

**Project Timeline:**

May 2024: Finalize educational brochure and WCC flyer. Submit to printer.

**\*June 2024: Compile a list of property owners along the Whitewater Creek Corridor, and mail brochures and flyers. \*(Milestone)**


July 2024: Finalize and print yard signs and event posters. Hang event posters in locations throughout town. Begin weekly work days along the creek, posting yard signs at work locations.

August 2024: Finalize and print aerial maps of the creek, and develop a display for

WCC's table at the Tuesday Market.

Ongoing: Distribute and reference all materials at WCC's booth at the Whitewater Tuesday Market.

- Before submitting this application, use the checklist to confirm the proposal meets all requirements
- Applicant is an eligible organization as described by the Eligibility Section of the RFP.
  - The proposed project will be implemented in one of the municipalities listed in the Eligibility Section of the RFP.
  - The applicant will cover at least 25% of the project cost through other funding streams.
  - The project description describes all aspects mentioned above, including an itemized budget.
  - The project timeline includes a completion date and a suggested mid-term milestone date.
  - The proposed project will be implemented in an accessible space for public education, and the applicant has all permissions and permits necessary for implementing this project.

Applicant Signature:  \_\_\_\_\_  
 Date: 04/10/2024

## Water Quality Education and Involvement Mini-Grant Milestone Report

### Awardee Information

**Name:** Provide the name of the point of contact for this report and project

**Email:** Provide the email of the point of contact for this report and project

**Phone Number:** Provide the organizational phone number or the number of the point of contact for this report and project

**Organization Name:** Provide the name of the organization responsible for this project

### Project Information

**Project Title:** Provide the title of your project

**Project Description:** Provide a short description of the status of your project. In this answer, please include:

- A description of the milestone that you have met;
- Challenges you are currently facing or that you have overcome;
- Any updates to your project timeline;
- Any expected modifications to the final project deliverables, and how any modifications will allow you to still meet or improve upon your proposed improvements to local water quality and/or habitats.

# Water Quality Education and Involvement Mini-Grant Application

## Applicant Information

**Name:** Fred Faessler

**Title:** Land Manager

**Email:** fred.faessler53@gmail.com

**Phone Number:** 608-214-3203

**Organization Name:** Green-Rock Audubon Society, Inc

**Organization Address:** P.O. Box 1986 Janesville, WI 53547-1986

**Organization Website (If Applicable):** <https://www.greenrockaudubon.org/>

**Organization Description:** We are dedicated to restoring, preserving and protecting the environment for our and future generations through education, activism and conservancy. We support several public properties with trails, wetlands, native prairie restorations, and river access. Our properties are free and open to the public year round.

## Project Information

**Project Title:** Innovative Nature Based Solution to Improve Water Riparian Wetlands

**Amount Requested:** \$5,000

**Municipality:** Town of Beloit

### **Project Description:**

Nature based solutions are innovative approaches to water quality improvement for the benefit of the public. They mimic natural processes at a reduced cost to traditional infrastructure. They can treat polluted point and non-point source water, capture sediment, capture nutrients, and reduce flooding.

Using the nature base solution of beaver dam analogs (BDA) at Briggs Wetland located in the Town of Beloit, we aim to recharge groundwater, reduce peak flow, trap sediment, and improve wetland vegetation for pollinators and other wildlife habitat. Utilizing natural materials and little equipment is gentler on the land and can cost 10% of traditional heavy equipment projects. In terms of greenhouse gas emissions, use of natural, locally available materials and minimal mechanical equipment needs also results in a lower carbon footprint. Pairing this benefit with increased carbon sequestration potential in riparian soils, BDAs help mitigate thermal impacts to surface waters due to a changing climate.

Our project has four major goals:

- Engage decision makers about the effectiveness, co-benefits, appropriate locations, and permitting.
- Install nature base solutions to restore the natural hydrology of a riparian wetland.
- Document effects of project through monitoring.
- Communicate results and continue to share project.

This project will restore the hydrology of 5 acres of riparian wetland adjacent to a cold water stream with brook trout. Surface water runoff will be slowed and more widely distributed allowing for more water to percolate into the ground. This will recharge groundwater. As the water travels subsurface in the soil it will be cooled and nutrients removed before entering the trout stream and watershed. Each structure will trap sediment preventing it from entering downstream waters.

The partners for this project to date are: Green Rock Audubon, The Prairie Enthusiasts, Rock River Coalition, Wisconsin Land and Water, U.S. Geological Survey, U.S. Fish & Wildlife Service, The Nature Conservancy, Wisconsin Wetlands Association, and Department of Agriculture, Trade and Consumer Protection. We expect more partners to join as we build momentum.

**Marketing**

We will use social media, e-blasts, press releases, radio interviews, and announcements in partner newsletters, project website pages on Rock River Coalition’s website, and newsletter articles to promote the nature based solution for water improvement and associated webinar and workshop.

**Targeted Demographic**

The Workshop team is developing a curated list of attendees for the hands on workshop. Attendees will be limited to about 30 individuals along with the facilitators. The list will be diverse to ensure productive dialogue as attendees work in small teams. Participants will represent leaders from local conservation, state conservation, federal conservation, small business, and non-profits.

The virtual workshop will be available to a wider audience. It will be hosted by Wisconsin Land and Water who support 450 land conservation committees with over 370 employees.

**Permits and Permissions**

We have met with Wisconsin DNR Fisheries, Watershed, and Waterways Permitting. Actual permits have not been submitted yet. Permits will be secured from DNR, Army Corp, and Rock County. A highlight of this project will be one of the first projects to use the soon to be released DNR Hydrologic Restoration Permit. Army Corp Permit will fall under Nationwide Wide Permit 27 for wetland restoration.

**Budget \$25,000**

Monitoring Effectiveness proposal from USGS	\$15,000
Staff time (outreach, marketing)	\$1,000
Staff time (set up, registration, reports)	\$1,000
Food, portable toilet, chair rental, tent	\$3,000
Restoration materials (stakes, hand tools)	\$5,000

**Sponsors and Partners:**

**Secured**

- The Nature Conservancy Water Resources Program \$10,000
- U.S. Fish & Wildlife Service \$3,000
- The Prairie Enthusiasts (in kind mowing, prescribed fire, monitoring, outreach)
- Taylor Conservation, LLC \$300
- Pheasants Forever \$200
- Wisconsin DNR \$5,000
- Wisconsin Land and Water in kind webinar hosting and learning point development
- Dane County Land and Water in kind staff time to develop and implement concept

**Requested**

- Alliant Energy Foundation
- Stantec
- RES
- Trout Unlimited

DATCP  
Wisconsin Wetlands Association  
Morgridge Center for Public Service  
Rotary Club of Beloit  
QBE North America

**Project Timeline:**

- March-April Promote and build interest in events through social media, Wisconsin Land and Water Conference, and Wisconsin Wetlands Conference.
- May 30 Webinar with Wisconsin Land and Water to frame issue and build audience of decision makers
- May – September Monitor current site conditions for baseline data  
Develop local media coverage plan
- September 18 Hands on Workshop to install beaver dam analogs at Briggs Wetland
- Sep-Oct Additional outreach about event
- 2025
- May – September Monitor current post installation conditions

We expect to publish a report for the general public and a report for professionals. Future field trips to the site will be coordinated with community partners. As will social media updates and newsletter reports about effectiveness.

Half-way Milestone: May 30 Webinar hosted by Wisconsin Land and Water

Before submitting this application, use the checklist to confirm the proposal meets all requirements.

- Applicant is an eligible organization as described by the Eligibility Section of the RFP.
- The proposed project will be implemented in one of the municipalities listed in the Eligibility Section of the RFP.
- The applicant will cover at least 25% of the project cost through other funding streams.
- The project description describes all aspects mentioned above, including an itemized budget.
- The project timeline includes a completion date and a suggested mid-term milestone date.
- The proposed project will be implemented in an accessible space for public education, and the applicant has all permissions and permits necessary for implementing this project.

Applicant Signature:  Date: 3-20-2024

**11/19/2024**

**Rock River Coalition**

**Rain Barrel Workshop, Stream Monitoring and The Confluence Report 2024**

### **2024 Rain Barrel Workshops**

#### **Two Beloit Rain Barrel Workshops**

These workshops were hosted at the City of Beloit Utilities and Engineering Facility on Saturday, April 6th from 9:30 to 11:30 am, and Saturday, June 8th from 9:30 am to 11:30 am.

The RRC Rain Barrel Workshop Presenter, Brooke Alexander, gave a 45-minute presentation on water conservation with an educational component of actions participants can take at home to help protect water resources and the impacts of household water use on stormwater. Brooke shared information from the city about stormwater management in the City of Beloit.

The presentation was followed by an explanation of how to assemble the rain barrel. Brooke and an RRC intern, Liz Khomenkov, assisted participants with putting their rain barrels together and instructing them how to install their rain barrels at home. Each participant was given a handout with instructions to take home. Each kit came with the 3 different drill bits, hardware, and spigot needed to build and install the rain barrel and the rain barrel itself.

There were over 100 total participants at both Beloit workshops. A total of 55 rain barrels were distributed.

#### **Beaver Dam Rain Barrel Workshop**

This workshop was hosted at The Watermark in Beaver Dam on Saturday, April 13th from 9:30 am. to 11:30 am.

The RRC Rain Barrel Workshop Presenter, Brooke, and RRC intern Liz, gave a 45-minute presentation on water conservation with an educational component that covered actions participants can take at home to help protect and conserve water resources. They also discussed the impacts of household water use on stormwater. Brooke shared information about storm water management in the City of Beaver Dam.

The presentation was followed by an explanation of how to assemble the rain barrel. Brooke and Liz assisted participants with putting their rain barrels together and instructing them how to install their rain barrels at home. Each participant was given a handout with instructions to take home. Each kit came with the 3 different drill bits, hardware, and spigot needed to build and install the rain barrel and the rain barrel itself.

There were 45 total participants for the workshop. 24 rain barrels were distributed.

**2024 Stream Monitoring Grant Report  
Rock River Coalition**

**Volunteer Trainings**

Rock River Coalition, in partnership with Rock County Land Conservation Department, hosted a volunteer stream monitoring training in Rock County, which was attended by 9 people. Rock River Coalition also hosted a training in Watertown for Dodge and Jefferson County volunteers, which was attended by 23 people. 10 new volunteers were welcomed to the program in these three counties during 2024.

**Monitoring Sites**

<b>County</b>	<b>Baseline Monitoring Sites</b>	<b>Total Volunteer rs</b>	<b>Total Nutrient Testing Sites</b>	<b>Total Sites with Thermistors</b>
Dodge County	16	32	10	7
Fond du Lac County	2	4	0	2
Jefferson County	16	23	3	4
Rock County	9	14	0	0
Walworth County	12	8	10	5
<b>Total</b>	<b>55</b>	<b>81</b>	<b>23</b>	<b>18</b>

**Monitoring Sites Within 10 Miles of RRSB Member Municipalities**

<b>Municipality</b>	<b>Number of Sites</b>	<b>Waterbodies Monitored</b>
Beaver Dam	5	Beaver Dam River, Beaver Creek, Mill Creek, Unnamed Tributary to Lake Sinissippi (WBIC 5031431)
Beloit	2	Spring Brook, Turtle Creek
Fort Atkinson	4	Allen Creek, Bark River, Unnamed Tributary to Rock River (WBIC 813400), Unnamed (809000) north of Rockdale Rd
Janesville	3	Blackhawk Creek, Spring Brook
Jefferson	8	Lake Ripley inlet and outlet, Rock Creek, Johnson Creek
Milton	3	Otter Creek, Saunders Creek
Watertown	3	Silver Creek, Riverside Park Creek, Rock River
Waupun	4	Alto Creek, Drew Creek, South and West Branches of the Rock River
Whitewater	4	Bark River, Whitewater Creek, Spring Brook Creek, Bluff Creek

### **The Confluence, Rock River Coalition's Biennial Conference**

The Confluence: Stewarding the Rock River Basin: Opportunities and Successes was held at The Fitchburg Community Center in Fitchburg, WI on Saturday, November 9<sup>th</sup> - 8:00 am to 4:40 pm. Over 100 people attended. Protect WI Waterways presented during the opportunities season and had a table in the table area.



WISCONSIN SALT WISE

# 2024 Annual Report



Presented to *Fund for Lake Michigan*

Presented by *Allison Madison*

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# INTRODUCTION

2024 has been a year of **deepening partnerships** with industry professionals and **expanding the network** with peers across the country. At core this work is about raising awareness that salt is a pollutant in our freshwater and inspiring action. The more people and organizations that we can collaborate with, the faster these ideas and practices will disseminate.

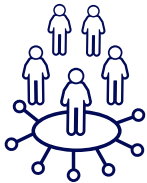
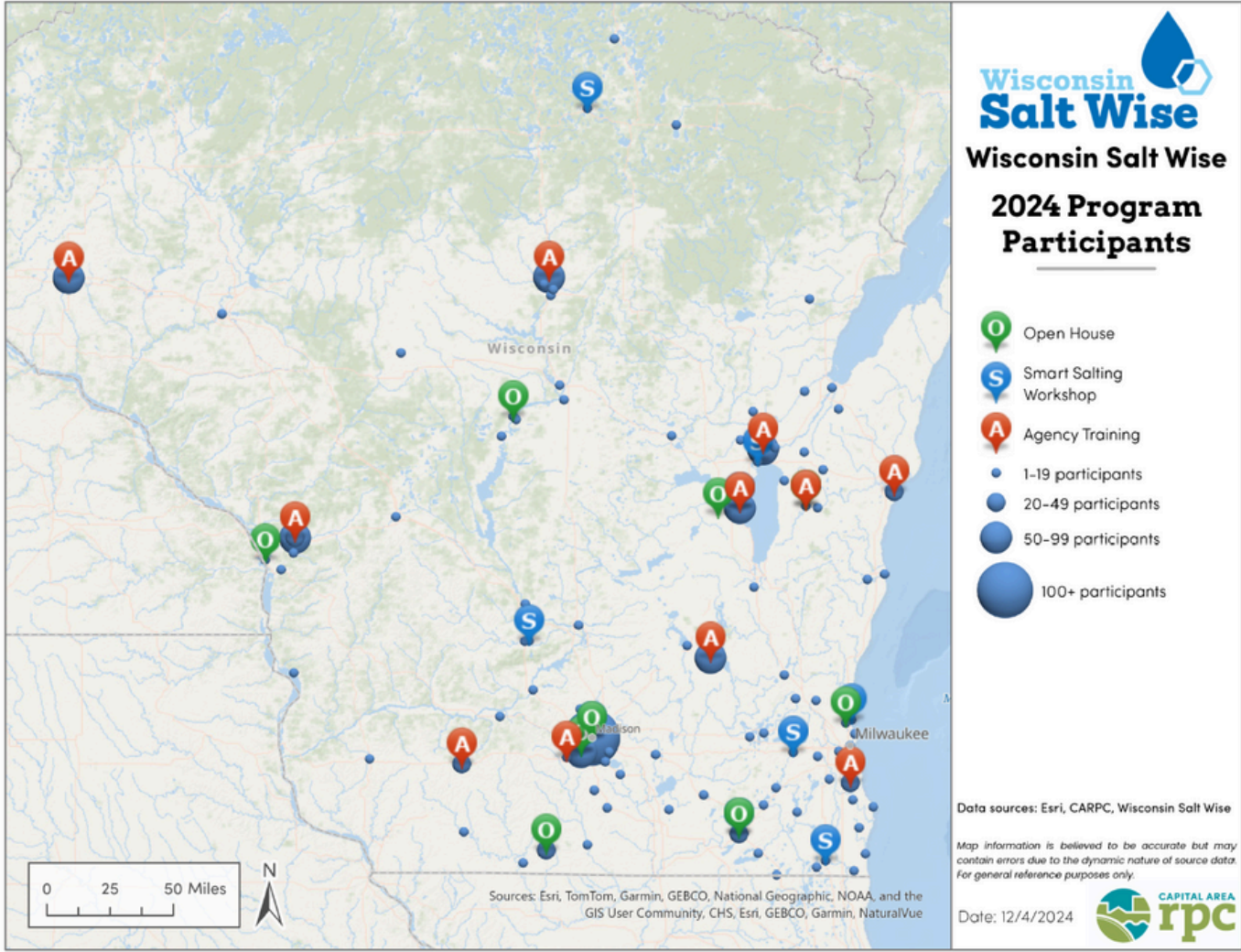
Our leadership on the limited liability legislation (funded by other partners) attracted the attention of the Snow and Ice Management Association and opened doors to collaborations in their publications and educational resources. Yes, **Wisconsin Salt Wise made the cover of Snow Business (Nov. 2024)!** We also assisted with the planning and implementation of the first-ever Midwest Snow and Ice Conference in Pewaukee this fall. Preparations for a repeat event in 2025 are already underway.

Also, ongoing is planning for Winter Salt Week 2025. We dropped “Wisconsin” from the name of the week in 2024, but learned from out-of-state organizations that it remained a barrier to direct residents to a website with “Wisconsin” in the title. So, this summer **we rallied broader investment in the week** to support the development of a new website and a plan for the week **that will highlight stories from partners across the Midwest and Northeast.**

Every year **the heart of our work happens during the fall training season** when we’re on the road connecting with practitioners. We kicked off the season with a Smart Salting Workshop at Nicolet College in Rhinelander on September 12. December 5, we wrapped it up with a final class at Retzer Nature Center in Waukesha. In total, we led **ten individual agency trainings, nine Equipment Open Houses, and SIXTEEN smart salting workshops.**

Thank you for your critical support!  
Allison Madison

# SALT WISE EVENTS



**Eleven  
agency trainings**



**Nine  
open houses**



**Sixteen  
Workshops**

\*Six workshops in Madison

# WINTER SALT WEEK 2024

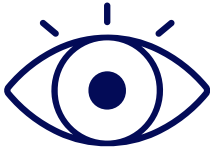
The debut of a “national” awareness week

**WINTER SALT AWARENESS WEEK**  
**Jan. 22–26, 2024**  
 Daily Livestreams 12:30–1 p.m. CT

Monday	Tuesday	Wednesday	Thursday	Friday
Hilary Dugan <i>presenting</i>	Sawyer Bailey <i>presenting</i>	Bill Hintz <i>presenting</i>	Bill Quackenbush and Jeremy C. Weso <i>presenting</i>	Laura Fay <i>presenting</i>
Salt Pollution Trends in our Lakes and Rivers	Salt: An Environmental Justice Contaminant	Ecological Consequences of Salting our Freshwater	From Pathways to Highways: Tribal Perspectives	Winter Ops that Reduce Salt Use

For more information, visit [wisaltwise.com](http://wisaltwise.com)

Interest in the mission and vision of Wisconsin Salt Awareness Week continues to grow. In response to growing regional participation, we dropped “Wisconsin” from the event title and encouraged several partners across the upper Midwest and Northeast to help us promote the week’s livestreamed webinars.



**2,144**  
*Webinar Views*

# WINTER SALT WEEK 2025

A new website for a growing week. In preparation for Winter Salt Week 2025, we have been actively growing our network of event partners and allies beyond Wisconsin. We created a new website to better represent the broad coalition of individuals and organizations who are helping to promote and financially contribute towards the ongoing development of the week.



**Raising awareness around salt pollution and reduction solutions.**

All the salt that we apply to streets and sidewalks ends up in our freshwater. Salt pollution is impacting lakes, streams, and drinking water.

[More about the problems.](#)

By implementing best practices and new technologies, public agencies and private businesses are reducing salt use by 30-50%.

[More about the solutions.](#)



# WINTER SALT WEEK 2025

## Partners and Allies



## WINTER SALT WEEK 2025

### DAILY LIVE STREAMS

<p>MONDAY</p> <p style="font-size: 2em; font-weight: bold;">27</p> <p>JAN</p>	<p><b>AN EYE ON SALT POLLUTION</b></p> <p><b>ABBY HILEMAN</b> SALT WATCH COORDINATOR IZAAK WALTON LEAGUE OF AMERICA</p>	
<p>TUESDAY</p> <p style="font-size: 2em; font-weight: bold;">28</p> <p>JAN</p>	<p><b>DILUTION IS NOT THE SOLUTION</b></p> <p><b>DR. JESS HUA</b> ASSOCIATE PROFESSOR UW-MADISON FOREST AND WILDLIFE ECOLOGY DEPARTMENT</p>	
<p>WEDNESDAY</p> <p style="font-size: 2em; font-weight: bold;">29</p> <p>JAN</p>	<p><b>PUBLIC WORKS PERSPECTIVES</b></p> <p><b>MUNICIPAL AGENCY STAFF</b> MAINE, MICHIGAN, MINNESOTA, NEW HAMPSHIRE, NEW JERSEY, OHIO, PENNSYLVANIA, VA/MD/DC, WISCONSIN</p>	
<p>THURSDAY</p> <p style="font-size: 2em; font-weight: bold;">30</p> <p>JAN</p>	<p><b>POLICY SOLUTIONS PANEL</b></p> <p><b>TED DIERS</b> NEW HAMPSHIRE DEPARTMENT OF ENVIRONMENTAL SERVICES</p> <p><b>CARA HARDESTY</b> OHIO ENVIRONMENTAL PROTECTION AGENCY</p> <p><b>BRYAN GRUIDL</b> CITY OF BLOOMINGTON, MINNESOTA</p>	
<p>FRIDAY</p> <p style="font-size: 2em; font-weight: bold;">31</p> <p>JAN</p>	<p><b>LOCAL ACTION DAY</b></p> <p><b>SALT MONITORING</b> LOOK ONLINE FOR AN EVENT NEAR YOU</p>	

[WINTERSALTWEEK.ORG](http://WINTERSALTWEEK.ORG)

# OPEN HOUSES

Calumet County, Fitchburg, Green County, La Crosse County, Madison, Walworth County, UW-Oshkosh, and Wisconsin Rapids convened over 200 practitioners and garnered significant media attention (pgs 22-23).



Clockwise from top left: Madison, Walworth County, Wisconsin Rapids, and Green County  
Not pictured: Calumet County, Fitchburg, and UW-Oshkosh



# SALT WISE INSTRUCTION

## Public Workshops and Agency Trainings for 550+ industry professionals

We revamped the training curriculum this summer to include new practitioner videos, increase the number of high engagement activities, and stay current with evolving technologies.

We saw a marked increase in demand for Spanish language trainings this season. The assessment is now available in Spanish and three classes received Spanish language accommodations. Further resource development is required for Fall 2025.

Pictured from top: Village of Fox Point Smart Salting Workshop, Jackson Yard Care Workforce Development Program Graduation, La Crosse County Highway Department Safety Day.



# COURSE EVALS

## Smart Salting Workshops

**2024 Course Evaluation**

- At an **individual level**, what is one Salt Wise step that you can take this winter?  
 Need to Calibrate our Drop & salt spreaders. Use or Brine for <sup>Prevent</sup> Salt. minimize hard use salting.
- At an **organizational level**, what is one Salt Wise step that your agency can take this winter?
- Pretend that you are leaving a Yelp/Google review. How would you rate/describe this course?  
 ★★☆☆☆. Learned a lot in a way I can retain the information. Very friendly & interactive which helps me learn.
- Please share any other feedback that could help us improve this course and/or support your team in the future.  
 Wonderful class, thank you for your time & knowledge!

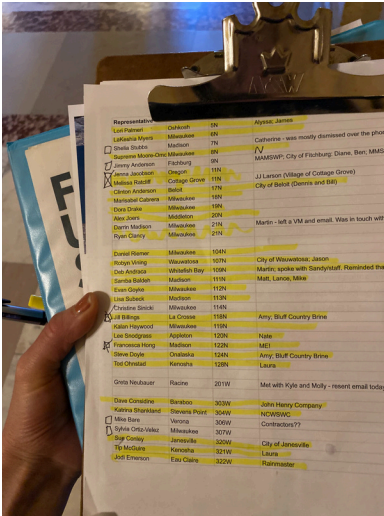
- At an individual level, what is one Salt Wise step that you can take this winter?  
 As a company we are testing 5 Madison, WI area stores using a brine solution rather than Full salt only
- At an organizational level, what is one Salt Wise step that your agency can take this winter?  
 FW will definitely be much more aware of the level of salt I use at LaCrosse!
- Is there a barrier to Salt Wise practices that you need support to overcome?  
 Probably overcoming a mind set of our snow removal vendors - long held beliefs and traditions
- Please share any other feedback that could help us improve this course in the future (feel free to use the back of the page).  
 Wonderful course - tons of fantastic information - very well presented  
 Allison - very thorough! Very cheery and energetic!

# LIABILITY LEGISLATION

## Rally for Senate Bill 52/Assembly Bill 61

After the Salt Wise Limited Liability bill passed in both houses, we hosted a Snow Plow Rally urging Gov. Evers to sign the bill into law. On March 29, he vetoed the bill, but has since asked the bill's primary opponent (WI Association for Justice) to work with us this session.

Clockwise from top center: visiting legislative offices; smiles at the rally; Stacey Balsley, Reinders, me, Erik Dyba, David J. Frank; Senate agenda; signs and snowplows.



...t, Tittel, Wichgers and Green.  
...made a special order of business at 10:02 AM on 2-22-2024  
...tion 28.  
**SPECIAL ORDER OF BUSINESS AT 10:**  
**Assembly Joint Resolution 60 (20 minutes)**  
...relating to: the freedom to gather in places of worship during  
...consideration).  
...by Representatives Bodden, Tusler, Behnke, Allen, Armstrong  
...ks, Edming, Goeben, Gundrum, Gustafson, Hurd, Magnafici  
...ity, O'Connor, Penterman, Rettinger, Rozar, Schmidt, Cabral  
...Green; cosponsored by Senators Tomczyk, Bradley, Cabral  
...Quinn and Stroebel.  
...report adoption recommended by committee on Judiciary, A  
...made a special order of business at 10:02 AM on 2-22-2024)  
...tion 28.  
**SPECIAL ORDER OF BUSINESS AT 10:0**  
**Assembly Bill 52 (15 minutes)**  
...relating to: creating a deicer applicators certification program  
...riation. (FE)  
...by Senators Jacque, Hesselbein and Spreitzer; cosponsored by  
...Knodl, Andraca, Baldeh, Doyle, Gustafson, Murphy, O'Co  
...land.

# STATEWIDE GRANT PROGRAM PROPOSAL

Post-veto, we pitched another strategy to the Governor’s staff: creating a chloride reduction statewide grant program, modeled after the H2Ohio program, that would support municipal investments in smart salting technologies.

Several other states support municipalities with the purchase of equipment or construction of salt storage facilities that will reduce salt pollution into local waterways. Final draft below.

### SALT POLLUTION REDUCTION GRANT PROGRAM PROPOSAL

**BACKGROUND**  
Salt (sodium chloride) is a permanent pollutant in our water. Sodium and chloride levels are continuing to increase in Wisconsin’s lakes, streams, and drinking water, and the only way to address this issue is to reduce salt pollution at its source.

Advances in snow and ice control including ground speed control systems, improved plow blade technologies, and the utilization of salt brine, enable annual road salt reductions of 25-50%. Unfortunately, the initial capital investment cost of this equipment prohibits many municipalities from tapping into these benefits. Grant program dollars for equipment and staff training can jumpstart long-term savings in annual salt use and reduced infrastructure repair costs, and protect our freshwater resources.

<b>PROGRAM COST</b>	<b>FORECASTED BENEFITS</b>
<ul style="list-style-type: none"> <li>\$4.5 million grant dollars</li> <li>0.25 FTE for grant program administration</li> </ul>	<ul style="list-style-type: none"> <li>Salt reduction of 10,000 Tons/year</li> <li>Salt savings of \$1 million/year</li> <li>Reduced infrastructure damage of \$10-30 million/year</li> <li>10,000 Olympic swimming pools of freshwater protected each year</li> </ul>

**SIMILAR PROGRAMS**  
OHIO: In 2024, Ohio EPA awarded \$4.4 million to local units of government to fund upgrades to road salt application equipment and storage facilities through their H2Ohio Rivers Initiative.  
MINNESOTA: The Minnesota Pollution Control Agency offers grant funding to support local coordination of chloride pollution reduction efforts. Eligible recipients include governmental agencies, for-profit businesses, and NGOs, that will develop and implement chloride reduction action plans in communities or industrial facilities.

### AMPLIFYING THE POWER OF BEST PRACTICES

To ensure the greatest impact of program dollars, all applicants should complete the Wisconsin APWA Excellence in Snow and Ice Control self-assessment as a pre- and post-measure of practices. This self-assessment requires evidence of calibration for each salt spreader. Calibration alone consistently cuts salt use by 20-40%.

Grant recipients should commit to pursuing smart salting training for operators and to host and/or attend a regional winter equipment open house to share their experience and learnings with a network of peers to further promote knowledge-sharing among agencies.

The scoring rubric for the grant applications could be designed to preferentially support communities of need: towns, villages, more rural counties, and/or joint applications with a coalition of agencies that wish to make a shared purchase of a brine maker, calibration scale, remote weather stations, etc.

**EXAMPLES OF QUALIFIED EQUIPMENT**

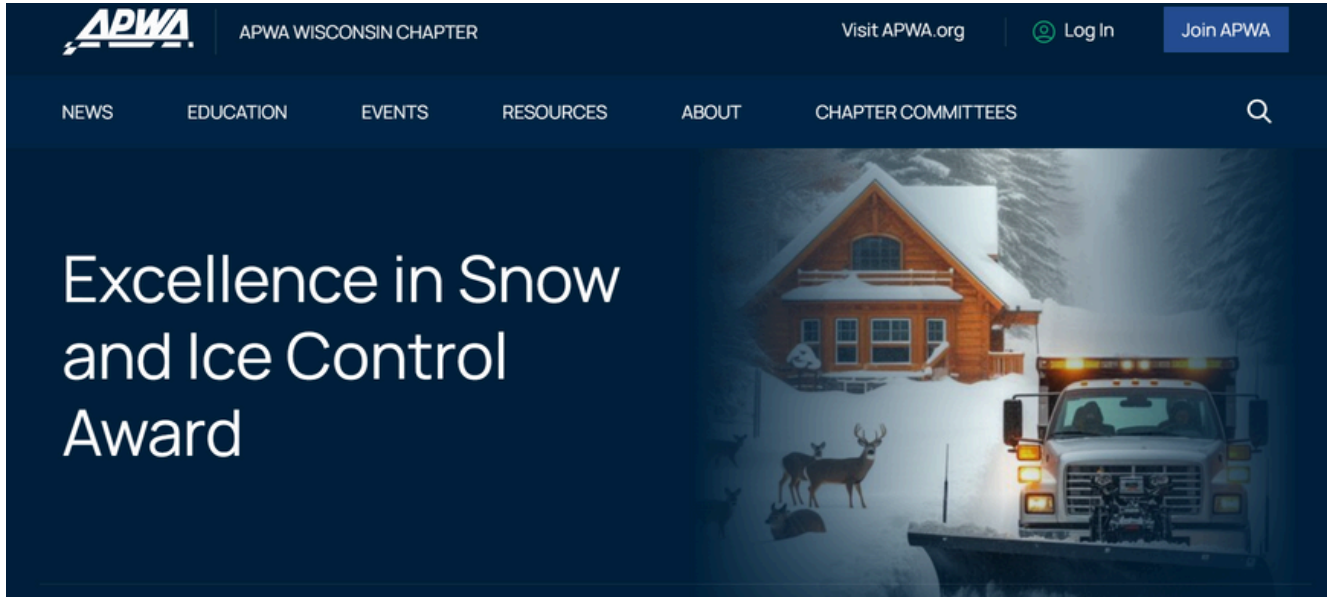
- Pavement temperature sensors
- Sectional or live-edge blades
- Rubberized blades
- Remote weather stations
- Pre-wet systems
- Anti-icing systems
- Storage tanks

**SALT LEVELS: PAST, CURRENT, FUTURE**

Background levels of chloride (salt) in drinking water and surface water are 0-10mg/L across most of the state.

Today, chloride levels are commonly in the 10’s to 100’s year-round and, spike into the 1,000s in our urbanized streams. 208 public drinking water wells exceed 120 mg/L, the preventative action limit for chloride.

# NEW AWARD



The Wisconsin Chapter of the American Public Works Association announced a NEW Chapter award in 2024. The creation of this award was a multi-year process, but one that promises annual dividends. Each year at the APWA Spring Conference, three Wisconsin agencies will be recognized for their leadership in winter maintenance practices. Showcasing the strengths of these programs will inspire others and reinforce the importance of smart salting practices.

WI Salt Wise catalyzed the creation of this award through conversations with APWA Executive Committee and Awards Committee members, draft application and rubric documents, award promotion, judges recruitment, and score summarization with an Awards Committee member who made final recommendations to the Awards Committee chair.

### 2024 Award Winners:

Town of Linn, Wisconsin Rapids, Walworth County

# NEW CONFERENCE

**100+ attendees from public agencies and private companies**

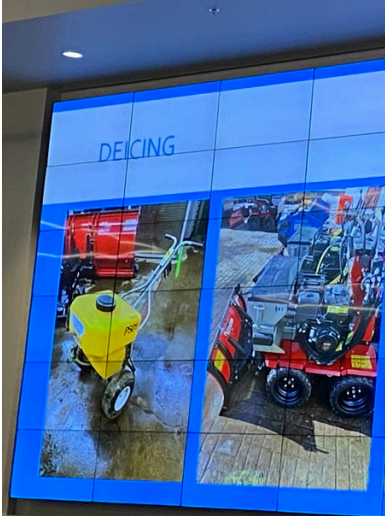
Waukesha County Technical College  
Pewaukee, Wisconsin



### REDUCE SALT, SAVE COSTS


SIMA's first Midwest Salt Symposium will help snow removal professionals, grounds managers and municipalities in Wisconsin and nearby states to adopt a more sustainable approach to salt use.

- Tools and Tech to Reduce Salt Use
- Changing Climatology and Impact on Winter Management
- Reduce Chlorides and Save Money
- Liquids: Walk Before You Run
- Cost Savings with Calibration



Salt Wise assisted in the design and coordination of the first annual Midwest Snow and Ice Conference focused on accelerating the adoption of best practices in snow and ice control.

# TRADE JOURNALS, etc.



## Salt Wise Practices: A Win for the Triple Bottom Line

Forward-thinking municipalities across Wisconsin are dialing in their use of salt to cut material costs and reduce the damages incurred to infrastructure. Salt prematurely ages concrete and metal. Less salt slows back down the rate at which roads crumble and bridges deteriorate. Additionally, public drinking water testing across Wisconsin has revealed that sodium and chloride levels are steadily increasing in our groundwater. Right-sizing our salt use today is critical for ensuring the health and safety of our drinking water tomorrow.

The good news is that precision applications of salt based on pavement temperature and the incorporation of liquid deicers are capable of delivering equivalent levels of service with less total salt, as unbelievable as it may seem. The following case studies from several Wisconsin municipalities exemplify several key smart salting practices.


**Stevens Point Calibrates And Adjusts Rates**

Salt's melting speed and melting capacity vary with temperature. That means that less salt is needed at warmer pavement temperatures. The City of Stevens Point places application rate charts in the cabs of vehicles to remind drivers how much salt is recommended at various pavement temperatures. If your municipality's fleet isn't outfitted with pavement temperature sensors, after market sensors can be installed. And if your fleet includes some or all manual-handled vehicles, they can be calibrated so operators know the application rate at all relevant settings and speeds. Calibration alone can reduce salt use by 20-40%!

After calibrating their fleet, educating operators, and utilizing groundspeed control, Stevens Point DPW slashed their salt use from 4,500 tons per year (2008-14) to 1,600 tons per year (2018-22). Average savings = \$100,000 a year!

**The City of Glendale Embraces Liquids**

One of the barriers to utilizing liquids is the upfront cost of equipment. (Even when equipment pays for itself in a few years, Wisconsin does not have municipal grant programs to support Salt Wise equipment purchases like Minnesota and Ohio.) So, with some ingenuity, and a stroke of luck in late 2021, the City of Glendale's Streets Department made the budget-wise purchase of a retired tanker truck from their fire department. With some trial and error, they converted it into a brine unit for anti-icing and direct liquid applications. Since then, they have continued to improve the system's performance in the winter months. In the summer, they rinse out the tank and utilize it to water municipal planters and newly planted trees.




**Eau Claire Communicates**

The City of Eau Claire has made many operational improvements to their snow and ice control operations. What really sets them apart, however, is their consistent, clear communication to residents about what the Streets Department is doing, what residents can do, and why this all matters. Communication is key if we are going to shift away from the narrative that "more salt is better." If you don't know where to start, reach out! Wisconsin Salt Wise has free resources to share: newsletter blurbs, template articles for alders to share with residents, social media posts, etc.

Inspired to learn more about these stories? Listen to municipal staff from Stevens Point, Walworth County, Eau Claire, and other municipalities share their successes and next steps on the WI Salt Wise YouTube Channel or directly from the website: <https://www.wisconsin.gov/WISaltWise>

Wisconsin Salt Wise is a coalition of organizations across the state working to reduce salt pollution in our lakes, streams, and drinking water. We specialize in training, facilitation, and resource development around salt pollution and reduction solutions. Reach out with your ideas, we're happy to collaborate!



**Allison Madison**, Wisconsin Salt Wise Program Manager, is dedicated to spearheading statewide collaboration around salt reduction and protecting Wisconsin's freshwater resources. Contact Allison at [allison@cpwra.org](mailto:allison@cpwra.org)

## Chloride Combat

Advocates stress culture change, bringing diverse groups together to drive salt reduction efforts // BY PATRICK WHITE

If there's one thing that should bring people together, it's the planet we all share. So perhaps it's not surprising to learn about the diverse coalition—governmental agencies, private contractors, non-profits and associations—working to address the harmful impacts of chlorides on water bodies.

Partnerships and idea-sharing  
Chloride reduction efforts have been ongoing for more than two decades—and as word has spread and more has been learned about the issue of chloride contamination, the community of people concerned about the issue has grown. And ideas are being shared and borrowed across borders and between industry members. For example, Minnesota was an early leader in salt reduction and its voluntary salt

applicator training program, and more states are pursuing similar initiatives.

Ted Diers, assistant director of the water division within New Hampshire's Department of Environmental Services, says a major highway expansion project 20 years ago initially led to chloride concerns when pre-construction research revealed very high levels of chloride in surrounding water. "We already had impaired water bodies and now we're talking about doubling the size of the highways," he recalls. "The project wasn't going to be stopped, so we said we have to find a way to reduce the amount of salt being used."

The state began to rely on brine for highway treatments, created a program to help municipalities buy better equipment to control salt applications, and created its own voluntary training program.

As New Hampshire crafted plans to combat chloride contamination, Diers connected with Phil Sexton, CSF, founder and CEO of WET Advisors, based in New York. Sexton says that the corrosive effects of rock salt were well known even decades earlier. "But back then," he notes, "very few understood the urgent negative forever impacts that chloride salts contribute to freshwater resources, including drinking water health."


Allison Madison, project manager for Wisconsin Salt Wise, has seen the community of people who want to reduce chlorides grow with the more outreach she does.



## BEYOND THE PAIL WEBINAR SERIES




Clockwise from top left: The Municipality, League of WI Municipalities; Snow Business, Snow & Ice Management Association; The Reporter, American Public Works Association; Beyond the Pail webinar, Wisconsin Association for School Business Officials



February 2024 » Features » Road salting: The operations and water resources connection

### Road salting: The operations and water resources connection

Allison Madison Program Manager Wisconsin Salt Wise Madison, Wisconsin Wisconsin APWA Chapter



Salt enhances leaching of iron, manganese, and other metals from soils and pipes to surface waters. Downstream of a storm drain, this small Maryland creek has essentially been dyed orange and black.

Road salt helps us keep people safe and commerce flowing on winter roads.

Salt has been cheap and effective, and after we put it down, it just goes away.

Sounds magical, right? Unfortunately, municipal staff, engineers, biologists, chemists, and the public are growing increasingly aware of the true impacts of salt on our infrastructure, vehicles, soils, groundwater, lakes, and streams.

# UW SYSTEM REPORT

Eight UW campuses provided comprehensive data on salt usage, snow and ice control practices, the cost of salt damage, barriers to change, etc. Findings were summarized in a 12-page report that was shared with campus facilities staff and campus sustainability staff. Selected pages below.

### SALT USE SUMMARY

Campus	Area* (acres)	Salt (T)	Brine (gal)	Sand (T)	Salt/Acre** (T/acre)
Stevens Point	52	220	100	0	4.23
Parkside	41	100	5,000	1	2.58
Whitewater	69	125	31,000	20	2.33
Green Bay	66	80	5,000	0	1.3
Eau Claire	42	44	3,800	1	1.15
Stout	50	20	5,000	0	0.4
Oshkosh	47	12	0	0	0.26
River Falls	46	5	0	0	0.11

Self-reported average annual material data from Winter 2023-24.  
 \*Area is combined road, sidewalk, and park  
 Stevens Point don't maintain roadways.  
 \*\*The calculation of Salt/Acre includes both

### University of Wisconsin-Green Bay

**BACKGROUND**

After taking the Salt Wise training in 2019, UW-Green Bay grounds administrators committed to improving practices on campus. From education and equipment upgrades, to changing when and how they salted, an overhaul of their winter maintenance program resulted in huge salt savings. An indirect benefit was a reduction in damage and cleaning inside buildings.

**OVERVIEW**

**Salt Savings:**  
 Winter 2018-2019: 325 tons  
 Winter 2019-20: 143 tons  
 Winter 2020-21: 64 tons  
 Total Reduction: 80%

**Budget Numbers:**  
 \$30,500 in salt savings over two years  
 Labor needs and costs decreased

**CHLORIDE REDUCTION STRATEGIES**

**New Methods:**

- In-house training for all custodial staff and resident assistants on the environmental impacts of salt, salt use best practices, and the new policies.
- Emphasis on mechanical removal (only spot treating with salt) during the storm.
- Frequent monitoring of pavement temperature to inform salt application rates.

**New Equipment:**

- 1-ton pickup outfitted with ground speed control, air and pavement temp. sensors.
- New plows for front loaders enabled the more efficient movement of snow.
- A sectional plow blade that conformed to pavement crown or unevenness.
- Brooms for skid steers produced a better result in less time.

**Wisconsin Salt Wise**

The Salt Wise class opened up a whole new world.  
 Brad Gajesk, UWGB Facilities and Planning

### SALT DAMAGE ON CAMPUSES

Survey respondent estimates of annual damage from winter salt use range from \$5,000-\$150,000.

- 87.5% Sidewalks and Doors
- 87.5% Vegetation
- 75% Stairways
- 50% Building Facades and Floors

### OVERCOMING BARRIERS TO CHANGE

Respondents identified the following as the primary barriers to reducing campus salt use. A secondary barrier was uninformed salt applications by non-grounds employees.

50% EXPECTATIONS/COMPLAINTS  
 25% SLIPS  
 12.5% LARGE AREA TO MAINTAIN  
 12.5% HIGH COST OF ALTERNATIVES

### BEST PRACTICES

Practices employed across all participating campuses

- 100% Calibrate equipment annually
- 100% Remove snow before salt application
- 100% Remove snow frequently during storms
- 100% Track the amount of winter salt used

Practices employed on most campuses

- 87.5% Cover stored salt
- 87.5% Use equipment with adjustable rates
- 62.5% Measure pavement temperature\*

Practices employed on a couple campuses

- 25% Pre-wet salt
- 25% Treated salt

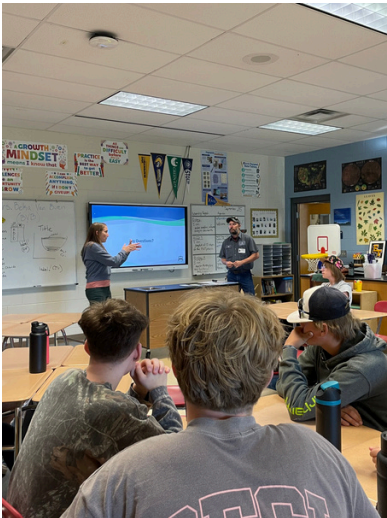
**SUMMARY**

- Many foundational best practices are employed across all campuses.
- Future equipment purchases should be pre-wet capable and allow for adjustable application rates.
- Measuring pavement temperature is a low-cost practice essential to inform deicer selection and application rate decision-making.



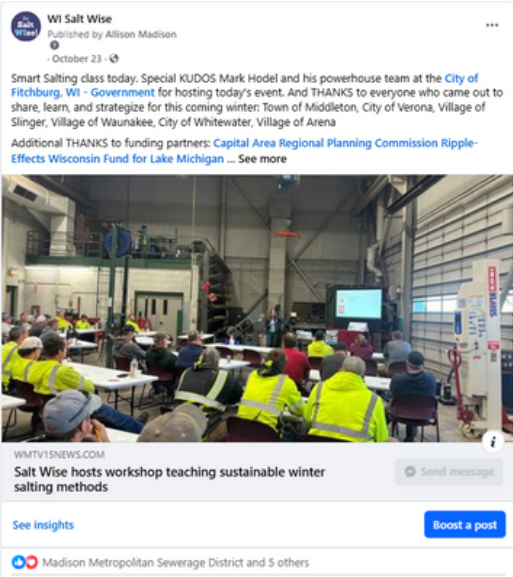
# PUBLIC OUTREACH

Presentations for the Fox Wolf-Watershed Conference, Fox River Summit, Aspirus Hospital Green Team, Madison District 11 Town Hall, Association for the Sciences of Limnology and Oceanography Conference, League of Women Voters, Wood County Master Gardeners and additional outreach activities pictured.



Clockwise from top left: Wausau Business Expo, Lake Wingra Watershed volunteer outreach, East Troy HS science classroom presentation, Earth Day Every Day Fair.

# SOCIAL MEDIA



## Facebook

1.1K followers  
29.9K reach



Instagram  
596 followers  
12.8K reach



## YouTube

269 followers  
2.7k views  
(in addition to Winter Salt Week)

# MEDIA COVERAGE

TITLE	MEDIA OUTLET	MONTH
Wisconsin Organization Wants to Reduce Salt Use	WFJW Rhinelanders	January
Minnesota Road Salt artwork meant to raise awareness around salt pollution	Milwaukee Journal Sentinel	January
How much salt is too much?	WAOW Wausau	January
Madison to use less salt on roads to protect our water	WORT Madison	January
'It's a toxin. It's a permanent pollutant.': Advocates detail how to reduce salt use this winter	WKOW27 Madison	January
Wisconsin DNR: Cut down on road salt use this winter	Channel 3000 Madison	January
Wisconsin DNR: Cut down on road salt use this winter	Fox 47 Madison	January
Winter Salt Week Interview	WGTD Kenosha	January
Hold the salt: University uses brine to help reduce water pollution	NBC26 Green Bay	January

# MEDIA COVERAGE

TITLE	MEDIA OUTLET	MONTH
DNR: Reduce Salt Use this Winter	Lake Geneva Regional News	January
DNR and Wisconsin Salt Wise say too much salt usage during the winter can affect the water	WEAU Eau Claire	January
The Road to Salt Reduction	Adirondack Explorer	January
Grit salt on our roads is killing freshwater wildlife. What can we do?	New Scientist	January
Winter Salt Awareness Week shows affects of overuse of salt in Wisconsin	Spectrum News1	January
Winter Salt Awareness Week, learning how much salt is too much	WDIO Duluth	January
What winter does to roads, sidewalks, and our environment	The Larry Meiller Show, WPR	January
Morning radio show interview	I Heart Radio	February
Road salt is making the upper Mississippi saltier - what are northern cities and counties doing about it?	La Crosse Tribune	February
USDA Forest Products Lab staff develops brine to cut back salt use	Channel 3000 Madison	March

# MEDIA COVERAGE

TITLE	MEDIA OUTLET	MONTH
Snowplow rally on Capitol Square aims to raise awareness of bill to reduce winter salt use	Channel 3000 Madison	March
<b>How Can We Reduce Salt Pollution (3-part series)</b>		
Polluting our land and water and increasing Lake Michigan’s salinity	Milwaukee Journal Sentinel	March-April
Rising levels of sodium and chloride can harm all species, and threaten humans		
Changes in state law needed, but there are also simple solutions to reduce over-salting		
Evers vetoes road salt bill despite pollution across Wisconsin waters	Milwaukee Journal Sentinel	April
The Impacts of Road Salt on Local Waterways	WXPR Rhineland	April
Road salt’s impacts on local bodies of water	Channel 12 Rhineland	April
Allison Madison, Program Director for the group WI Salt Wise	Civic Media Wausau	September
Green County Highway Department demonstrates use of cheese brine for icy roads	Channel 27 Madison	October
Salt of the Earth: Highway Workers meet to plan for winter	Monroe Times	October

# MEDIA COVERAGE

TITLE	MEDIA OUTLET	MONTH
Salt Wise hosts workshop teaching sustainable winter salting methods	Channel 15 Madison	October
Wisconsin Salt Wise discusses smart salting ahead of winter	Channel 27 Madison	October
Salt Wise Open House helps prevent salt from entering waterways	Channel 8000 La Crosse	October
Winter Roads open house looks at less salt preps	Channel 19 La Crosse	October
Calumet County showcases snow, ice control equipment improving roads and the environment	Channel 11 Green Bay	October
Calumet County Highway Department hosts winter equipment open house to promote snow and ice control	Channel 5 Green Bay	October
Calumet Co. Highway Department showcases snow and ice control equipment	Channel 2 Green Bay	October
Madison prepares for potential severe winter weather with a different road salt	Channel 15 Madison	November
Milwaukee County communities getting ready to de-ice roads on a budget	Spectrum News	November



THANKS FOR  
YOUR  
CONTINUED  
SUPPORT!

*allisonm@capitalarearpc.org*  
608-334-8698





**MS4 Permit No. WI-S050075-3**

**Section 1.5.1 Impaired Waters Strategy & Program**

**November 2020**

**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 reviews the WDNR’s Impaired Waters List bi-annually, per MS4 Permit requirements. Waterways listed for Sediment and/or Total Suspended Solids (TSS) or Total Phosphorus (TP) are included in the City’s TMDL planning and implementation program. The City will develop specific impaired waters strategies for waterways that may be impacted by any other pollutants of concern.

**Bi-Annual Impaired Waters List Review**

WDNR revises the 303(d) Impaired Waters List every 2 years and submits it for approval to the U.S. EPA. The City of Watertown reviews the revised lists by March 31 of every odd-numbered year to determine if any waterways within the City limit have been added to the list.

**WDNR Impaired Waters Map**

The City of Watertown currently has 4 waterway segments on the 2024 Impaired Waters List.

<b>Waterway</b>	<b>Impairment</b>	<b>Pollutant of Concern</b>
Rock River (Stream Miles 242.84 - 263.37)	Degraded Habitat	Total Phosphorus, Sediment/Total Suspended Solids (TSS)
Rock River (Stream Miles 207.32 - 242.84)	Low DO, Eutrophication, Degraded Biological Community	Total Phosphorus
Silver Creek (Stream Miles 0.00 - 5.26)	Impairment Unknown	Total Phosphorus
Riverside Park Creek (Unknown) Stream Miles 0.00 - 0.9	Impairment Unknown	Total Phosphorus



These four waterways are all included in the Rock River Basin TMDL, approved in September 2011, and are addressed through TMDL Implementation (see TMDL Implementation Program).

### **Tracking and Reporting**

The City reports on waterways that are newly listed for pollutants other than TSS and TP (which are covered under the Rock River Basin TMDL) in the MS4 Permit Annual Report. Information on waterways listed for TSS and TP is included in the MS4 Permit Annual Report and also in TMDL reporting information. Improvements and/or further degradation to these waterways are included in the MS4 Permit Annual Report. A map of these waterways is attached.

### **Program Contact**

Maureen McBroom, Stormwater Project Manager

[mmcbroom@watertownwi.gov](mailto:mmcbroom@watertownwi.gov)

920-206-4264

# Impaired Waters in the City of Watertown 2024

Including Rock River, Silver Creek and Rivers

Section 4, Item A.



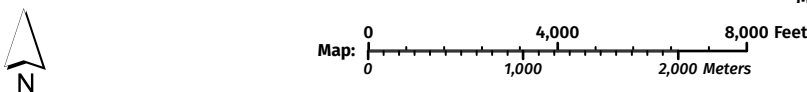
- Legend:** (some map layers may not be displayed)
- IWL - River Stream Beach Shore
  - WIRL - River Stream Beach Shore
  - River Stream Beach Shore
  - Monitored
  - Not Assessed
  - Lake Reservoir Impoundment Wetland
  - Not Assessed
  - Impairment Status Rivers Streams
  - 303d Listed
  - TMDL Approved
  - 24K Lakes and Open Water
  - 24K Streams and Rivers
  - Cities, Towns & Villages
  - City
  - Civil Town
  - City or Village
  - County Boundaries
  - Major Roads
  - State Highway
  - County and Local Roads

**Notes:**

Service Layer Credits:  
EN Basic Basemap WTM Ext:



Map projection: NAD 1983 HARN Wisconsin TM



This map is a product generated by a DNR web mapping application.

This map is for informational purposes only and may not have been prepared for or be suitable for legal, engineering, or surveying purposes. The user is solely responsible for verifying the accuracy of information before using for any purpose. By using this product for any purpose user agrees to be bound by all disclaimers found here: <https://dnr.wisconsin.gov/legal>

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## MS4 Permit No. WI-S050075-3

### Section 2.6.3 SWPPPs for Municipal Properties

March 2025

#### 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 has developed Storm Water Pollution Prevention Plans (SWPPPs) for four\* municipal properties:

- Main Garage (811 S. First Street)
- Yard-Waste Site (1355 Boomer Street)
- Parks, Recreation and Forestry Site (404 Bonner Street)
- Topsoil Screening Site (1000 West Street)

\*As part of the 2020 Annual Report preparation and program review process, it was determined that the City's Wastewater Treatment Facility and the City's Recycling Center no longer need a SWPPP, since equipment and materials are no longer being stored outside.

These SWPPPs address materials and equipment stored outside that may contribute to pollutant loads in local streams, lakes and wetlands due to exposure to rain and snow melt. The plans, which designate specific areas of these sites for dedicated storage and activities, requires inspections and maintenance designed to 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, per Section 2.6.3 of the MS4 Permit.

#### Program Timelines

City staff inspect these sites quarterly, with maintenance activities and other needs identified in the inspection reports being addressed on a routine basis.

## MS4 Permit No. WI-S050075-3

### Section 2.6.3 SWPPPs for Municipal Properties

March 2025

#### Locations

- Main Garage (811 S. First Street)
  - The Main Street Division Garage is located at 811 S. First Street, near the intersection of First Street and Western Avenue. The site houses the City's street sweepers, snow removal equipment, salt shed, used oil recycling drop off site, seasonal sandbag filling area, Street Division offices and other similar equipment used to maintain the City's infrastructure. Most items are stored under cover, in the main garage or accessory buildings or cold storage. Other items are surrounded by 3-sided bays or under open-air roof systems. The remaining items stored outside are typically used and meant for outdoor use. This site is located in Rock River TMDL Reachshed 29.
  
- Yard-Waste Site (1355 Boomer Street)
  - The Yard Waste site on the east side of Boomer Street on the southeast side of the City is used for both City storage of yard waste materials and for citizens to drop off yard waste. The site is open to the public on Mondays, Wednesdays and Saturdays between April and November. City crews drop off tree/branch cuttings, leaves, street sweepings and other yard waste. The City has a WDNR permit to compost the leaves collected through the annual fall leaf collection program; the compost piles are also located at the Yard Waste Site. There are no buildings on this site, however materials are stored in 3-sided bays and the site has berms and filter strips and some silt fence in appropriate areas. This site is located in Rock River Reachshed 30.
  
- Parks, Recreation and Forestry Site (404 Bonner Street)
  - The Parks & Forestry Department site is located at the end of Bonner Street, just before the entrance to the City-owned quarry. The Parks & Forestry site is used to store outdoor parks equipment during winter, with some bulk materials being stored in 3-sided bays between spring and fall. This site is located in TMDL Reachshed 29.
  
- Topsoil Screening Site (1000 West Street)
  - The Street Division operates a topsoil screening site during the construction season. Excess topsoil from previous construction sites is stored here, and screened as needed for restoration activities on current construction sites. Inactive areas of the site are stabilized during the construction season, with the site being

**MS4 Permit No. WI-S050075-3**

**Section 2.6.3 SWPPPs for Municipal Properties**

**March 2025**

shut down during cold weather. The site drains westerly toward the vegetated swales and BMP # 17 in the West Side Industrial Park.

The municipal properties with SWPPPs are identified on the City's GIS and inspections may be uploaded to GIS or ease of recording & tracking.

**Tracking and Reporting**

The four municipal sites with SWPPPs are inspected quarterly, with visual inspections occurring 3 times per year, and an additional fully documented inspection occurring during the remaining quarter. Areas requiring new BMPs or maintenance are documented and the recommendations for such maintenance are forwarded on to the appropriate property manager to address. SWPPP inspections are typically documented and stored in either paper format or through GIS.

**Program Contact**

Maureen McBroom, Stormwater Project Manager

[mmcbroom@watertownwi.gov](mailto:mmcbroom@watertownwi.gov)

920-206-4264



## Stormwater Pollution Prevention Plan

### City Yard Waste Site

Updated-March 2025

**Site:** City of Watertown Yard Waste Site  
1355 Boomer Street, Watertown, WI

**Contact Info:** Stacy Winkelman, Operations  
Manager 920-262-4080  
[swinkelman@watertownwi.gov](mailto:swinkelman@watertownwi.gov)

*(This update is based off the May 2016 SWPPP for this site. Most of the elements of that SWPPP are still current/relevant.; only changes have been identified in this update.)*

### **Locations**

The Yard Waste site on the east side of Boomer Street on the southeast side of the City is used for both City storage of yard waste materials and for citizens to drop off yard waste. The site is open to the public on Mondays, Wednesdays and Saturdays between April and November. City crews drop off tree/branch cuttings, leaves, street sweepings and other yard waste. The City has a WDNR permit to compost the leaves collected through the annual fall leaf collection program; the compost piles are also located at the Yard Waste Site. There are no buildings on this site, however materials are stored in 3-sided bays and the site has berms and filter strips and some silt fence/sediment logs in appropriate areas. This site is located in Rock River Reachshed 30.

### **Updates to 2016 SWPPP**

Since the 2016 SWPPP was developed, the Main Garage Site has undergone some changes that better control pollutants and streamline operations.

- **Street Sweeping Drop-Off Site**  
The drop-off location for street sweepings has been moved to the interior of the site, further away from the wetlands on the east side of the Yard Waste Site. The street sweepings are dropped off inside a 3-sided bay and temporarily stored until disposal at the City-owned quarry. Further modifications to cover the temporary street sweeping pile is currently being evaluated.

- Berms on North and East Sides of Site  
The recommended berms exist on the north end of the site near the citizen pick-up site for compost and woodchips. A riprap spillway was constructed in the northern berm to relieve standing water inside the berms after rain events.
- Berm and Silt Fence on West Side of Site  
The recommended berm and silt fence were installed on the west side of the site, to help prevent runoff from the stockpiles of brush and woodchips (to be processed) and from the compost site. (The compost site is permitted under a separate WDNR permit.)
- Additional Berms on East Side of Site  
Berms have also been installed along the east/southeast portion of the site to further protect wetlands east of the Yard Waste Site.
- Biofilter on South End of Site -2024  
A biofilter was designed and constructed for the south end of the Yard Waste Site, funded in part through a WDNR Urban Nonpoint Source and Storm Water Grant. A biofilter was recommended in the City's 2014 Storm Water Quality Master Plan, however the proposed location in the center of the Yard Waste Site has been determined to be too close to the existing cap over the former landfill. (Currently used as the City's Dog Park.) Berms and swales around the south end of the site direct runoff toward the biofilter.

### **Program Contacts**

Stacy Winkelman, Operations Manager

920-262-4080

swinkelman@watertownwi.gov

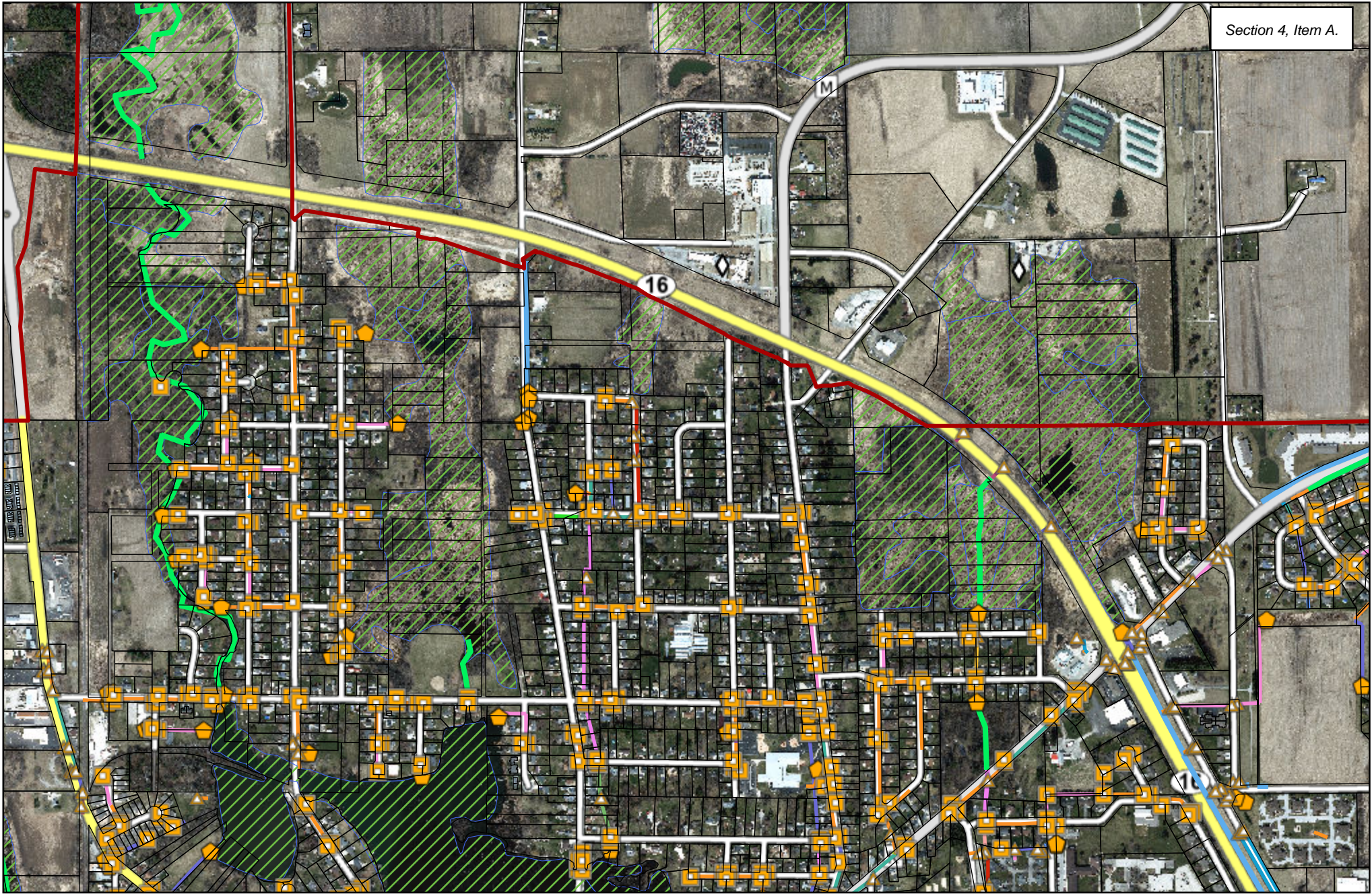
Maureen McBroom, Stormwater Project Manager

mmcbroom@watertownwi.gov

920-206-4264

City of Watertown-North Annexation 2024

Section 4, Item A.



City Boundary	Manhole	Inlet	Null	EndSection	Tee	12	30	49	96
Parcel Boundary	Null	Catchbasin	Null	EndSection	Tee	14	33	53	98
Catch Basin	Null	Catchbasin	Null	EndSection	Tee	15	36	54	Other
Catchbasin	Null	Catchbasin	Null	EndSection	Tee	18	38	60	WPDES Permit Holders
EndSection	Null	Catchbasin	Null	EndSection	Tee	21	42	68	Open Channel
EndSection	Null	Catchbasin	Null	EndSection	Tee	24	45	76	City
EndSection	Null	Catchbasin	Null	EndSection	Tee	27	48	84	
EndSection	Null	Catchbasin	Null	EndSection	Tee	3	6	10	
EndSection	Null	Catchbasin	Null	EndSection	Tee	4	8		
EndSection	Null	Catchbasin	Null	EndSection	Tee	6	10		
EndSection	Null	Catchbasin	Null	EndSection	Tee	8			
EndSection	Null	Catchbasin	Null	EndSection	Tee	10			

THE CITY OF WATERTOWN  
 City of Watertown Geographic Information System  
 Scale: 1:11,000  
 SCALE BAR = 1"  
 Printed on: March 5, 2024  
 Author:  
 DISCLAIMER: This map is not a substitute for an actual field survey or onsite. The accuracy of this map is limited to the quality of the records from which it was derived. Other inherent inaccuracies occur during the compilation process. City of Watertown makes no warranty whatsoever concerning this information.





### **2024 Year-End Report**

2024 was another exciting year for Watertown Waterways Improvement Program (WWIP) with continued interest from landowners and successfully completing Watertown’s first water quality trade (WQT) agreement. Collaboration between City of Watertown staff, Jefferson Co. Land and Water Conservation Department (LWCD) and the Rock River Coalition (RRC) provided all the necessary components to deliver a valuable water quality trading program to help improve water quality, particularly with the most recent installation of 10.1 acres of harvestable buffers along approximately 3,000’ feet of local waterways. Below is a list detailing several highlights, accomplishments, and the work provided by all partners to help with the success of WWIP.

#### **2024 Highlights:**

- Collaborative meetings between stakeholders to continue the positive movement forward with WWIP and work through program challenges that arose from being the first WQT program to offset citywide stormwater reductions.
- Finalized several documents to improve the structure and organization of WWIP contracts and associated practices. These documents included the “Process for WQT,” “Practice Verification Form,” “Practice Inspection Form,” “Landowner-City Practice Agreement,” and “Implementation Worksheet.”
- Finalized Conservation Practice Agreement with WWIP participant and recorded the document with Register of Deeds, which covers general conditions, landowner/city/county responsibilities, payment schedules, and the installation and maintenance plan.
- Landowner interest in WWIP has continued with 23 landowners to-date interested in learning more about the program, of which, 15 have the potential to install a conservation practice.
  - LWCD reached out to all interested landowners to discuss WWIP and met on site with all landowners who have lands that could work well for the program.
  - Now that we collectively have a much better understanding of the WQT process, LWCD sent a letter to all interested parties to explain program details, program timelines, and to ask for everyone’s patience since we can only establish 1-2 trades per year.
- After working with the Department of Natural Resources (DNR) on WQT planning attributes (e.g. modelling, credit ratios, permitting guidance), LWCD and Watertown



drafted the 50-page WWIP WQT Plan and was conditionally approved by the DNR on October 7, public noticed for 30-day public review/comment period, and finally approved mid-November.

- LWCD worked with one landowner to implement two harvestable buffers and establish Watertown's first trade (WWIP-RR28-001-2024- more details below).
- Rock River Coalition article, by Garrett Hopkins, was published for release in RRC's newsletter and DNR's quarterly MS4 newsletter.
- WWIP has continued to gain popularity throughout Wisconsin with other municipalities and permit holders looking at WQT as a way to reduce phosphorus and sediment loading to impaired waterways. Watertown and LWCD spoke at several meetings with interested permit holders about WWIP.
- Watertown paid LWCD a total of \$12,615.85 to implement program.

**Contract #WWIP-RR28-001-2024 Details and Highlights:**

- 10-year contract term in Reachshed 28 beginning fall of 2024.
- Two harvestable buffers to control stormwater runoff from 40.5 contributing acres.
  - West Buffer totaled 7.4 acres along roughly 2,200 ft. of adjacent agricultural ditch
  - East Buffer totaled 2.7 acres along roughly 800 ft. of adjacent agricultural ditch.
- Total phosphorus (TP) and total suspended solids (TSS) reductions AFTER 2:1 Trade:
  - Average Annual Interim TP Reduction Credits: 14.8 lbs.
  - Average Annual Interim TSS Reduction Credits: 2.18 tons
  - Average Annual Long-Term TP Reduction Credits: 58.45 lbs.
  - Average Annual Long-Term TSS Reduction Credits: 6.53 tons
- Planting Harvestable Buffer: a mixture of alfalfa, orchard grass, and oats was planted 3/15/24
- Verification of Harvestable Buffer Installation: LWCD staff monitored site throughout growing season and found the site to be installed and growing to standards. Officially verified installation 4/24/24.
- Practice Inspections: several inspections were conducted throughout growing season and after significant rainfall events. All vegetation was growing uniformly, densely, and with no further erosion. Reports/forms were sent to Watertown after completing the inspection and verification process.

**RESOLUTION TO  
AUTHORIZE SUBMITTAL OF 2024 ANNUAL STORMWATER REPORT**

**SPONSOR: ALDERPERSON BOARD, CHAIR  
FROM: PUBLIC WORKS COMMISSION**

**WHEREAS**, the City of Watertown is required to submit an annual stormwater report to the Wisconsin Department of Natural Resources (WDNR); and,

**WHEREAS**, the City of Watertown Engineering Division has completed said report and included all necessary information to be submitted with said report; and,

**WHEREAS**, the City of Watertown Public Works Commission has reviewed said report and recommends submittal to the WDNR.

**NOW, THEREFORE, BE IT RESOLVED BY THE COMMON COUNCIL OF THE  
CITY OF WATERTOWN, WISCONSIN:**

That the proper City officials are hereby authorized to submit the attached Annual Stormwater Report under Municipal Separate Storm Sewer System (MS4) General Permit Number WI-S050075-3 to the WDNR.

	YES	NO
DAVIS		
LAMPE		
BOARD		
BARTZ		
BLANKE		
SMITH		
SCHMID		
WETZEL		
MOLDENHAUER		
MAYOR MCFARLAND		
TOTAL		

ADOPTED March 18, 2025

\_\_\_\_\_  
CITY CLERK

APPROVED March 18, 2025

\_\_\_\_\_  
MAYOR

**RESOLUTION TO  
EXTEND TECHNICAL SERVICES AGREEMENT  
WITH STRAND ASSOCIATES, INC. FOR  
CITY OF WATERTOWN - WATER DEPARTMENT**

**SPONSOR: ALDERPERSON WETZEL  
FROM: PUBLIC WORKS COMMITTEE**

**WHEREAS**, the City of Watertown owns and operates a municipal waterworks utility, and;

**WHEREAS**, the water utility has been working with Strand Associates, Inc. since 2020 on various projects under a technical services agreement on - demand, and;

**WHEREAS**, The water utility is currently working with Strand Associates on multiple projects including a corrosion control study due to the exceedance of the maximum contaminant level of lead in the drinking water, the private lead service line replacement projects, and other support as needed related to the waterworks utility, and;

**WHEREAS**, The water utility included funds in the budget for these ongoing projects and recommends an extension of the Technical Services Agreement with Strand Associates, Inc. to continue as our consultant based on their knowledge of our system and experience working with similar projects for other municipalities and the City of Watertown, and;

**NOW, THEREFORE, BE IT RESOLVED BY THE COMMON COUNCIL OF THE CITY OF WATERTOWN, WISCONSIN:** that the proper City Officials be and are hereby authorized to enter into the agreement for on demand support which includes engineering and other specialty services with Strand Associates, Inc. based in Madison, Wisconsin when needed and on-demand.

Said money to be charged to the following accounts: Water #03-99-23-18, #03-99-99-99

	YES	NO
DAVIS	✓	
LAMPE	✓	
RUETTEN	✓	
BARTZ	✓	
LICHT	ABSENT	
SMITH	✓	
SCHMID	ABSENT	
WETZEL (3)	✓	
ROMLEIN (1)	✓	
MAYOR MCFARLAND	+	
TOTAL	7	0

ADOPTED AUGUST 16, 2022

  
CITY CLERK

APPROVED AUGUST 16, 2022

  
MAYOR

(AUGUST 16, 2022) EXHIBIT #9416



Strand Associates Section 4, Item B.  
910 West Wingra Drive  
Madison, WI 53715  
(P) 608.251.4843  
www.strand.com

**AMENDMENT NO. 1 TO  
AGREEMENT FOR TECHNICAL SERVICES  
CITY OF WATERTOWN  
AND  
STRAND ASSOCIATES, INC.®**

This is Amendment No. 1 to the July 2, 2020, Agreement between City of Watertown, Wisconsin (OWNER) and Strand Associates, Inc.® (ENGINEER) for Technical Services.

Under **Schedule**, CHANGE two years to "five years."

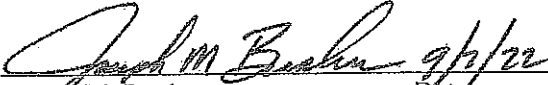
IN WITNESS WHEREOF the parties hereto have made and executed this Amendment.


ENGINEER:

OWNER:

STRAND ASSOCIATES, INC.®

CITY OF WATERTOWN

  
\_\_\_\_\_  
Joseph M. Bunker                      Date  
Corporate Secretary

                      8/30/22  
\_\_\_\_\_  
Emily McFarland                      Date  
Mayor

Strand Associates, Inc.  
910 West Wingra Drive  
Madison, WI 53715  
(P) 608-251-4843



**AGREEMENT FOR TECHNICAL SERVICES**

**CITY OF WATERTOWN  
AND  
STRAND ASSOCIATES, INC.®**

This Agreement is made and entered into this 2nd day of July, 2020 between the City of Watertown, Wisconsin, hereinafter referred to as OWNER, located at 106 Jones Street (P.O. Box 477), Watertown, Wisconsin 53094, and Strand Associates, Inc.®, hereinafter referred to as ENGINEER. This Agreement shall be in accordance with the following elements.

**Scope of Services**

Services to be provided under this Agreement can be described as engineering, scientific, computer-aided design drafting, clerical, and administrative activities performed in accordance with the terms and conditions of this Agreement and subsequently issued Task Orders. Prior to ENGINEER's engagement by OWNER, a mutually agreeable Task Order document shall be developed and executed by both parties. The Task Order will include **Project Information**, a detailed **Scope of Services**, **Compensation**, and **Schedule**. The general form of the Task Order shall be in accordance with the enclosed Task Order No. 20-01.

**Service Elements Not Included**

The following services are not included under this Agreement. If such services are required, they will be provided as noted in each subsequently issued task order.

1. Additional and Extended Services: Any services during construction made necessary by:
  - a. Work damaged by fire or other cause during construction.
  - b. A significant amount of defective or neglected work of any contractor.
  - c. Prolongation of the time of the construction contract.
  - d. Default by contractor under the construction contract.
2. Additional OWNER-required Site Visits and/or Meetings: Additional OWNER-required site visits or meetings.
3. Archaeological or Botanical Investigations: ENGINEER will assist OWNER in engaging the services of an archaeologist or botanist, if required, to perform the field investigations necessary for agency review.
4. Bidding- and Construction-Related Services: Any services involved in performing bidding- and construction-related services.
5. Drawings and Specifications: Final design services including drawings and specifications.
6. Flood Studies: Any services involved in performing flood and floodway studies.
7. Geotechnical Engineering: Geotechnical engineering information, if required, shall be provided through OWNER and OWNER's geotechnical consultant. ENGINEER will assist OWNER with defining initial scope of geotechnical information that is required to allow OWNER to procure geotechnical engineering services.

R:\JRB\JDC\jcm\01R\MAD\Documents\Agreements\W\Watertown, City of (W)\ATS.2020\Ag\1550.005.docx

City of Watertown  
 Task Order No. 24-01  
 Page 2  
 January 10, 2024

9. Prepare an Engineering Report for the Allerman lift station to summarize the results of the study. The Engineering Report will be formatted in accordance with the Wisconsin Department of Natural Resources (WDNR) Clean Water Fund program standards and will include the following items:
  - a. A review and summary of prior studies and reports related to the potential lift station and summary of existing facilities including age, capacity, and limitations.
  - b. A summary of the characteristics of the 20-year and ultimate service area to the potential lift station. Discussion of estimated 20-year and ultimate wastewater flow rates to the potential lift station.
  - c. A description and preliminary drawings of the lift station location and layout alternatives and force main route, including a summary of the OPCCs for each.
  - d. Documentation and review of potential environmental design considerations at the potential lift station site and along the force main routes, review of existing easement and property ownership, and discussion of potential funding opportunities.
10. Meet with OWNER to discuss the draft Engineering Report. Incorporate OWNER's comments, as appropriate, into the final report.
11. Submit the final Engineering Report to WDNR for approval.

#### Compensation

OWNER shall compensate ENGINEER for Services under this Task Order on an hourly rate basis plus expenses an estimated fee not to exceed \$46,000.

#### Schedule

Services will begin upon execution of this Task Order, which is anticipated the week of January 8, 2024. Services are scheduled for completion on May 1, 2024.

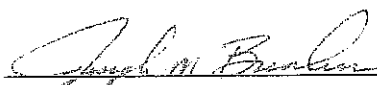
#### TASK ORDER AUTHORIZATION AND ACCEPTANCE:

ENGINEER:

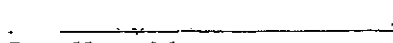
OWNER:

STRAND ASSOCIATES, INC.®

CITY OF WATERTOWN

  
 Joseph M. Bunker  
 Corporate Secretary

Date

  
 Peter Hartz, Manager  
 Water and Wastewater Utilities

Date

City of Watertown  
Page 2  
June 22, 2020

8. Land and Easement Surveys/Procurement: Any services of this type including, but not limited to, a record search, field work, preparation of legal descriptions, or assistance to OWNER for securing land rights necessary for siting sanitary sewer, tanks, and appurtenances.
9. Preparation for and/or Appearance in Litigation on Behalf of OWNER: Any services related to litigation.
10. Review of Product Substitutions or Means, Method, Technique, Sequence, or Procedure Substitutions Proposed by Contractor: The terms of the construction Contract call for the construction contractor to reimburse OWNER for ENGINEER's cost for evaluating substitute products, means, method, technique, sequence, or procedure of construction. ENGINEER's cost for such evaluations is not included.
11. Revising Designs, Drawings, Specifications, and Documents: Any services required after these items have been previously approved by state or federal regulatory agencies, because of a change in the project scope or where such revisions are necessary to comply with changed state and federal regulations that are put in force after Services have been partially completed.
12. Services Furnished During Readvertisement for Bids, if Ordered by OWNER: Any services of this type if a contract is not awarded pursuant to the original bids.
13. Services Related to Buried Wastes and Contamination: Should buried solid, liquid, or potentially hazardous wastes or subsurface or soil contamination be uncovered at the site, follow-up investigations may be required to identify the nature and extent of such wastes or subsurface soil or groundwater contamination and to determine appropriate methods for managing of such wastes or contamination and for follow-up monitoring.

### Compensation

OWNER shall compensate ENGINEER for Services indicated in each subsequently issued Task Order for a lump sum or for an estimated fee on an hourly rate basis plus expenses.

Expenses incurred such as those for subconsultants, travel, meals, printing, postage, copies, computer, electronic communication, and long distance telephone calls will be billed at actual cost plus ten percent.

Only sales taxes or other taxes on Services that are in effect at the time this Agreement is executed are included in the Compensation. If the tax laws are subsequently changed by legislation during the life of this Agreement, this Agreement will be adjusted to reflect the net change.

The lump sum or estimated fee for the Services is based on wage scale/hourly billing rates, adjusted annually on July 1, that anticipates the Services will be completed as indicated. Should the completion time be extended, it may be cause for an adjustment in the lump sum or estimated fee that reflects any wage scale adjustments made.

The lump sum or estimated fee will not be exceeded without prior notice to and agreement by OWNER but may be adjusted for time delays, time extensions, amendments, or changes in the **Scope of Services**. Any adjustments will be negotiated based on ENGINEER's increase or decrease in costs caused by delays, extensions, amendments, or changes.

### Schedule

Services will begin upon execution of this Agreement, which is anticipated the week of June 29, 2020. This Agreement will terminate two years following its execution. The schedule for individual tasks will be included on each subsequently issued Task Order.



City of Watertown  
Page 3  
June 22, 2020

**Standard of Care**

The Standard of Care for all Services performed or furnished by ENGINEER under this Agreement will be the care and skill ordinarily used by members of ENGINEER's profession practicing under similar circumstances at the same time and in the same locality. ENGINEER makes no warranties, express or implied, under this Agreement or otherwise, in connection with ENGINEER's Services.

**OWNER's Responsibilities**

1. Assist ENGINEER by placing at ENGINEER's disposal all available information pertinent to the Task Order-specified project including previous reports, previous drawings and specifications, and any other data relative to the scope of the Task Order-specified project.
2. Furnish to ENGINEER, as required by ENGINEER for performance of Services as part of this Agreement, data prepared by or services of others obtained or prepared by OWNER relative to the scope of the Task Order-specified project, such as soil borings, probings and subsurface explorations, and laboratory tests and inspections of samples, all of which ENGINEER may rely upon in performing Services under this Agreement.
3. Provide access to the site as required for ENGINEER to perform Task Order-specified project Services under this Agreement.
4. Guarantee access to and make all provisions for ENGINEER to enter upon public and private lands as required for ENGINEER to perform Task Order-specified project Services under this Agreement.
5. Examine all reports, sketches, estimates, special provisions, drawings, and other documents presented by ENGINEER and render, in writing, decisions pertaining thereto within a reasonable time so as not to delay the performance of ENGINEER.
6. Provide all legal services as may be required for the development of the Task Order-specified project.
7. Retain the services of a soils consultant to provide any necessary geotechnical evaluation and recommendations.
8. Provide the front end documents that require the contractor to name ENGINEER as an additional insured on contractor's General Liability and Automobile Liability insurance policies and to indemnify ENGINEER to the same extent that the contractor insures and indemnifies OWNER.
9. Pay all permit and plan review fees payable to regulatory agencies.

**Opinion of Probable Cost**

Any opinions of probable cost prepared by ENGINEER are supplied for general guidance of OWNER only. ENGINEER has no control over competitive bidding or market conditions and cannot guarantee the accuracy of such opinions as compared to contract bids or actual costs to OWNER.

**Observation Services**

In furnishing observation services, ENGINEER's efforts will be directed toward determining for OWNER that the completed project will, in general, conform to the Contract Documents; but ENGINEER will not supervise, direct, or have control over the contractor's work and will not be responsible for the contractor's construction means, methods, techniques, sequences, procedures, or health and safety precautions or programs, or for the contractor's failure to perform the construction work in accordance with the Contract Documents.

RJL:JRB:JDC:gjc:mrolR:\MAD\Documents\Agreements\WAWatertown, City of (WI)\ATS.2020\Agr\1550.005.docx

City of Watertown  
Page 4  
June 22, 2020

**Payment Requests**

ENGINEER's review of Payment Requests from contractor(s) will not impose responsibility to determine that title to any of the work has passed to OWNER free and clear of any liens, claims, or other encumbrances. Any such service by ENGINEER will be provided through an amendment to this Agreement.

**Changes**

1. OWNER may make changes within the general scope of this Agreement in the Services to be performed. If such changes cause an increase or decrease in ENGINEER's cost or time required for performance of any Services under this Agreement, an equitable adjustment will be made and this Agreement will be modified in writing accordingly.
2. No services for which additional compensation will be charged by ENGINEER will be furnished without the written authorization of OWNER. The fee established herein will not be exceeded without agreement by OWNER but may be adjusted for time delays, time extensions, amendments, or changes in the **Scope of Services**.
3. If there is a modification of regulatory requirements relating to the Services to be performed under this Agreement subsequent to the date of execution of this Agreement, the increased or decreased cost of performance of the Services provided for in this Agreement will be reflected in an appropriate modification of this Agreement.

**Extension of Services**

This Agreement may be extended for additional Services upon OWNER's authorization. Extension of Services will be provided for a lump sum or an hourly rate plus expenses.

**Payment**

OWNER shall make monthly payments to ENGINEER for Services performed in the preceding month based upon monthly invoices. Nonpayment 30 days after the date of receipt of invoice may, at ENGINEER's option, result in assessment of a 1 percent per month carrying charge on the unpaid balance.

Nonpayment 45 days after the date of receipt of invoice may, at ENGINEER's option, result in suspension of Services upon five calendar days' notice to OWNER. ENGINEER will have no liability to OWNER, and OWNER agrees to make no claim for any delay or damage as a result of such suspension caused by any breach of this Agreement by OWNER. Upon receipt of payment in full of all outstanding sums due from OWNER, or curing of such other breach which caused ENGINEER to suspend Services, ENGINEER will resume Services and there will be an equitable adjustment to the remaining project schedule and compensation as a result of the suspension.

**Data Provided by Others**

ENGINEER is not responsible for the quality or accuracy of data nor for the methods used in the acquisition or development of any such data where such data is provided by or through OWNER, contractor, or others to ENGINEER and where ENGINEER's Services are to be based upon such data. Such data includes, but is not limited to, soil borings, groundwater data, chemical analyses, geotechnical testing, reports, calculations, designs, drawings, specifications, record drawings, contractor's marked-up drawings, and topographical surveys.

City of Watertown  
Page 5  
June 22, 2020

**Termination**

This Agreement may be terminated with cause in whole or in part in writing by either party subject to a two-week notice and the right of the party being terminated to meet and discuss the termination before the termination takes place. ENGINEER will be paid for all completed or obligated Services up to the date of termination.

**Third-Party Beneficiaries**

Nothing contained in this Agreement creates a contractual relationship with or a cause of action in favor of a third party against either OWNER or ENGINEER. ENGINEER's Services under this Agreement are being performed solely for OWNER's benefit, and no other party or entity shall have any claim against ENGINEER because of this Agreement or the performance or nonperformance of Services hereunder. OWNER and ENGINEER agree to require a similar provision in all contracts with contractors, subcontractors, subconsultants, vendors, and other entities involved in the Task Order-specified project to carry out the intent of this provision.

**Dispute Resolution**

Except as may be otherwise provided in this Agreement, all claims, counterclaims, disputes, and other matters in question between OWNER and ENGINEER arising out of or relating to this Agreement or the breach thereof will be decided first by mediation, if the parties mutually agree, or with a bench trial in a court of competent jurisdiction within the State of Wisconsin.

**Terms and Conditions**

The terms and conditions of this Agreement and subsequently issued Task Orders will apply to the Services defined in the **Scope of Services**. OWNER-supplied purchase order is for processing payment only; terms and conditions on the purchase order shall not apply to these Services.

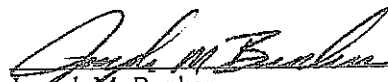
IN WITNESS WHEREOF the parties hereto have made and executed this Agreement.

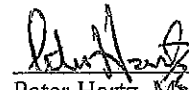
ENGINEER:

OWNER:

STRAND ASSOCIATES, INC.®

CITY OF WATERTOWN

  
Joseph M. Bunker  
Corporate Secretary  
7/2/2020  
Date

  
Peter Hartz, Manager  
Water and Wastewater Utilities  
June 29, 2020  
Date

**RESOLUTION TO  
EXTEND TECHNICAL SERVICES AGREEMENT  
WITH STRAND ASSOCIATES, INC. FOR  
CITY OF WATERTOWN - WATER DEPARTMENT**

**SPONSOR: ALDERPERSON BOARD  
FROM: PUBLIC WORKS COMMITTEE**

**WHEREAS**, the City of Watertown owns and operates a municipal waterworks utility, and;

**WHEREAS**, the water utility has been working with Strand Associates, Inc. since 2020 on various projects under a technical services agreement passed by resolution #9416, and;

**WHEREAS**, The water utility is currently working with Strand Associates on multiple projects including the Private Lead Service Line Replacement Project, the West Street Water Tower Rehabilitation Project, Allerman Lift Station, West Side Interceptor, and other support as needed related to the Water Systems, and;

**WHEREAS**, The water utility included funds in the budget for these ongoing projects and recommends an extension of the Technical Services Agreement with Strand Associates, Inc. to continue as our consultant based on their knowledge of our system and experience working with similar projects for other municipalities and the City of Watertown, and;

**NOW, THEREFORE, BE IT RESOLVED BY THE COMMON COUNCIL OF THE CITY OF WATERTOWN, WISCONSIN:** that the proper City Officials be and are hereby authorized to enter into the agreement for on demand support which includes engineering and other specialty services with Strand Associates, Inc. based in Madison, Wisconsin when needed and on-demand.

Said money to be charged to the following accounts: #03-99-23-18, #03-99-99-99, #02-85-00-20, #02-97-30-12

	YES	NO
DAVIS		
LAMPE		
BOARD		
BARTZ		
BLANKE		
SMITH		
SCHMID		
WETZEL		
MOLDENHAUER		
MAYOR MCFARLAND		
TOTAL		

ADOPTED March 18, 2025

\_\_\_\_\_  
CITY CLERK

APPROVED March 18, 2025

\_\_\_\_\_  
MAYOR

**(MARCH 18, 2025) EXHIBIT #\*\*\*\*\***



## Water Systems

800 Hoffmann Drive • P.O. Box 477 • Watertown WI 53094-0477  
WASTEWATER (920) 262-4085 • WATER (920) 262-4075

To: Chairman Board and members of the Public Works Commission  
2025

March 5,

From: Peter Hartz – Water Systems Manager

Re: March 11, 2025, Public Works Commission agenda item

### Water Systems:

**Review and take action:** Extend Technical Services Agreement with Strand Associates, Task Order 20-05.

**Background:** Strand Associates has been working with Watertown Water Department since 2020 on various projects including: The Corrosion Control Study – via on-call general water engineering support services (project completed), Task Order 21-01, The Private side lead service replacement, via on-call general water engineering support services, Allerman lift station – Task Order 24-01, Elevated Tank Rehabilitation – Task Order 24-02, West Side Interceptor – Task Order 25-01. The projects underway reference the Technical Services Agreement which will expire on July 5, 2025.

**Budget / Operational goal:** Aligns with proactively maintaining and investing in infrastructure.

**Financial Impact:** These projects were included in the 2025 capital improvement budget that was approved on 11/19/2024. Additional work is in progress but will not exceed budget estimates, so sufficient funds remain available.

**Recommendation:** Extend the Agreement for Technical Services (Task Order 20-05), expiration date from July 5, 2025, to July 2, 2030.

**Review and take action:** Extend On-call General Water Engineering Support Services, Task Order 21-01.

**Background:** Strand Associates has been working with Watertown Water Department since 2020 on various projects under Task Order 21-01; On-Call General Water Engineering Support Services. There have been many small support services, including work on projects such as the Milford Street sanitary sewer capacity evaluation, and larger projects such as the Corrosion Control Study, that spurred the Private Lead Service Replacement project bidding and oversight. Task Order 21-01 went to end of December 2022 and was extended to end of December 2024.

**Budget / Operational goal:** Aligns with proactively maintaining and investing in infrastructure.

**Financial Impact:** This type of project support was included in the 2025 capital improvement budget that was approved on 11/19/2024.

**Recommendation:** Extend the On-Call Water General Water Engineering Support (Task Order 21-01), expiration date from December 31, 2024, to December 31, 2027.





Strand Associates, Inc.®  
910 West Wingra Drive  
Madison, WI 53715  
(P) 608.251.4843

Task Order No. 21-01  
City of Watertown, Wisconsin (OWNER)  
and Strand Associates, Inc.® (ENGINEER)  
Pursuant to Agreement for Technical Services dated July 2, 2020

**Project Information**

Services Name: On-Call General Water Engineering Support Services

**Scope of Services**

ENGINEER will provide on-call general engineering support services to OWNER as directed and authorized by OWNER's Representative in writing, including responding to OWNER's questions, reviewing OWNER-provided water system data, and responding to OWNER's general water supply engineering services requests. OWNER may request that ENGINEER establish a scope and fee for specific services for review and approval prior to starting services or may direct ENGINEER in writing to proceed with defined services without preset limits.

**Authorization and Commitment**

OWNER's Representative shall authorize services requested under **Scope of Services**. ENGINEER agrees to provide requested services upon receipt of authorization from OWNER via e-mail or letter prior to starting the requested services.

**Compensation**

OWNER shall compensate ENGINEER for Services under this Task Order on an hourly rate basis plus expenses an estimated fee not to exceed \$5,000 per month.

**Schedule**

Services will begin upon execution of this Task Order, which is anticipated the week of January 11, 2021. Services are scheduled for completion on December 31, 2022.


**TASK ORDER AUTHORIZATION AND ACCEPTANCE:**


ENGINEER:

OWNER:

STRAND ASSOCIATES, INC.®

CITY OF WATERTOWN

  
Joseph M. Bunker  
Corporate Secretary  
Date 1/15/2021

  
Peter Hartz, Manager  
Water and Wastewater Utilities  
Date 01-12-2021

JRB:gjc\R:\MADD\Documents\Agreements\W\Watertown, City of (WI)\ATS.2020\TO\2021\1550.007.21-01.docx



Amendment No. 1 to Task Order No. 21-01  
City of Watertown, Wisconsin (OWNER)  
and Strand Associates, Inc.<sup>®</sup> (ENGINEER)  
Pursuant to Agreement for Technical Services dated July 2, 2020

This is Amendment No. 1 to the referenced Task Order.

Services Name: On-Call General Water Engineering Support Services

Under **Compensation**, CHANGE \$5,000 to "\$10,000."

Under **Schedule**, CHANGE December 31, 2022, to "December 31, 2024."


TASK ORDER AMENDMENT AUTHORIZATION AND ACCEPTANCE:


ENGINEER:

OWNER:

STRAND ASSOCIATES, INC.<sup>®</sup>

CITY OF WATERTOWN

  
\_\_\_\_\_  
Joseph M. Bunker                                  Date  
Corporate Secretary

      8/30/22  
\_\_\_\_\_  
Emily McFarland                                  Date  
Mayor





## Water Systems

800 Hoffmann Drive • P.O. Box 477 • Watertown WI 53094-0477  
WASTEWATER (920) 262-4085 • WATER (920) 262-4075

To: Chairman Board and members of the Public Works Commission  
2025

March 5,

From: Peter Hartz – Water Systems Manager

Re: March 11, 2025, Public Works Commission agenda item

### **Water Systems:**

**Review and take action:** Extend Technical Services Agreement with Strand Associates, Task Order 20-05.

**Background:** Strand Associates has been working with Watertown Water Department since 2020 on various projects including: The Corrosion Control Study – via on-call general water engineering support services (project completed), Task Order 21-01, The Private side lead service replacement, via on-call general water engineering support services, Allerman lift station – Task Order 24-01, Elevated Tank Rehabilitation – Task Order 24-02, West Side Interceptor – Task Order 25-01. The projects underway reference the Technical Services Agreement which will expire on July 5, 2025.

**Budget / Operational goal:** Aligns with proactively maintaining and investing in infrastructure.

**Financial Impact:** These projects were included in the 2025 capital improvement budget that was approved on 11/19/2024. Additional work is in progress but will not exceed budget estimates, so sufficient funds remain available.

**Recommendation:** Extend the Agreement for Technical Services (Task Order 20-05), expiration date from July 5, 2025, to July 2, 2030.

**Review and take action:** Extend On-call General Water Engineering Support Services, Task Order 21-01.

**Background:** Strand Associates has been working with Watertown Water Department since 2020 on various projects under Task Order 21-01; On-Call General Water Engineering Support Services. There have been many small support services, including work on projects such as the Milford Street sanitary sewer capacity evaluation, and larger projects such as the Corrosion Control Study, that spurred the Private Lead Service Replacement project bidding and oversight. Task Order 21-01 went to end of December 2022 and was extended to end of December 2024.

**Budget / Operational goal:** Aligns with proactively maintaining and investing in infrastructure.

**Financial Impact:** This type of project support was included in the 2025 capital improvement budget that was approved on 11/19/2024.

**Recommendation:** Extend the On-Call Water General Water Engineering Support (Task Order 21-01), expiration date from December 31, 2024, to December 31, 2027.



**From:** Kathleen Hassing <krhassing@ati-ae.com>  
**Sent:** Tuesday, February 18, 2025 12:27 PM  
**To:** Pete Hartz  
**Cc:** Leo Kucek  
**Subject:** Watertown Facility Planning Review  
**Attachments:** Facility Planning Review Correspondence.pdf; 20250217 DOA Population Projections with DNR - Meeting Minutes.pdf

Hello Pete:

Leo, Louie, and I had a meeting with Brett Schmidt and Ashley Brechlin yesterday (2/17) to discuss the review of the City’s WWTP facility plan, specifically the issue of the population projections used to develop the plan. For background, I have attached Brett Schmitt’s email correspondence from 2/11/25, and any relevant related email correspondence, along with some ATI notes from the meeting with the DNR. The meeting notes include a project timeline.

The major issue is the interpretation of what counts as “current” population projections from the WI Dept of the Administration (DOA); WI Administrative Code NR 110.09(2)(j)1 covers the requirements for population projections used in wastewater facility planning.

The submitted Facility Plan used DOA population projections available at the time of plan development, along with estimates from the City’s Comprehensive Plan. These population estimates are part of the plan foundation, as they were then used to develop the estimated residential flows and loadings, which are then used to develop design flows and loadings, which are used to develop mass balances, and the incorporated into each unit process evaluation. The DOA population estimates were current through the date of the Facility Plan submittal to the DNR on 12/24/24.

However, the DNR’s interpretation of “current” is any DOA population projections released at any time throughout the review period of the Facility Plan, so the estimates released on 1/2/2025 shall be used for facility planning.

I attempted to address this issue in the email dated 2/13/25 by pointing out that the revised population estimates won’t have a material impact because the facility plan’s recommended improvements consist of replacing aging equipment, and did not include any structure or process changes, but this has not changed the DNR’s position.

The scope of work that Brett Schmidt is proposing is potentially very significant; as noted above, population estimates are foundational and changing them will change the other plan components (flows and loadings, mass balances, unit process evaluations). Quite frankly, our impression after the meeting was that the DNR is looking for a complete revision of the Facility Plan to account for the recently released population estimates. This would be a significant amount of effort on ATI’s part, and would be considered a scope change to our contract with the City, requiring additional budget. In addition, delaying of the Facility Plan approval may impact the replacement of the UV disinfection system, which we have fast tracked to address the equipment condition and parts availability.

Please share this information with other City staff, including the mayor and city attorney. We are available to meet with the City to discuss the situation and how you would like to proceed.

Thanks,  
Katie Hassing

**Kathleen Hassing, PE, ENV SP**  
 Water/Wastewater Department Manager  
 Phone: (262) 784-7690 | Direct: (262) 262-7348 | krhassing@ati-ae.com  
 13400 Bishop’s Lane, Suite 270, Brookfield, WI 53005

**From:** [Schmidt, Brett M - DNR](#)  
**To:** [Leo Kucek](#)  
**Cc:** [Kathleen Hassing](#); [Louis B. Chapin](#); [Lorenzen, Emma K - DNR](#); [Brechlin, Ashley J - DNR](#)  
**Subject:** RE: DOA Projections / Facility Planning  
**Date:** Friday, February 14, 2025 3:07:12 PM  
**Attachments:** [image009.png](#)  
[image010.png](#)  
[image011.png](#)  
[image012.png](#)  
[image013.png](#)  
[image014.png](#)

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Leo,

I just sent you an invite for a 10am Teams meeting on Monday.

[S. 110.09\(2\)\(j\)1., Wis. Adm. Code](#), requires that population projections for wastewater facilities planning be in conformance with the DOA population projections. These population projections were produced in 2024, based on 2020 census data, and released publicly on 1/2/25. (DNR Environmental Loans addressed the code requirement that wastewater facilities plans conform to the DOA updated population projections in their newsletter last month; see first screenshot below.) The only allowable exception to the use of the DOA population projections is “[i]f such projections are not available,” which does not apply here since the updated population projections include the City of Watertown. There is no exception to grandfather proposed wastewater facilities plans which were submitted to the DNR prior to DOA’s public release of updated population projections. We recognize that having to revise the proposed facilities plan so that the population projections contained therein conform with the DOA population projections may seem unreasonable. That said, such conformance is required by code whenever such projections are available, so the Department cannot approve proposed facilities plans which are not so in conformance. We anticipate that the necessary changes to the proposed facilities plan will be relatively manageable, but may require candid discussions with city leadership/staff about the projected future city population over the next 25-years.

Chapter 5 of the proposed facilities plan states that the City’s population was 24,357 in 2022. This appears to be inaccurate. The Census / DOA published population estimates for the City were 22,926 for 2020, and 22,862 for 2024; see second screenshot below. Figure 5-1 of the proposed facilities plan shows population estimates/projections from 2010-2050. In the third screenshot below, the DOA population estimates/projections are overlain on this figure. This underscores how the city needs its 20-year wastewater facilities planning to come to terms with the DOA-projected decrease in residential population (and likely flows/loads) in the decades ahead. If the WWTF is massively overcapacity as the City’s population declines, operational and compliance challenges may ensue. We recognize that there may be an argument to be made for a limited increase in the design loading for BOD/TSS/TSS based on the 2020-2022 data presented. However, facilities plans should be based on looking 20-year ahead, not just the past several years, and assuming that linear growth will continue unabated while DOA population projections (based on detailed statewide demographic analysis) show otherwise may not be reasonable. Our recommendation is that you reexamine the calculation of flows/loads over the 20-year planning period, and revise the proposed facilities plan as necessary. We do not foresee mandating a derating the WWTF’s current design capacities, but that is something that should at least be considered as part of facilities planning when populations are projected to decline substantially as is the case here.

One additional consideration is that with decreased population there will likely be fewer sewer users covering the WWTF’s costs. Recommend relooking at the user rate analysis given that there is projected to be substantially fewer residential sewer users over the planning period.

We look forward to the discussion on Monday. Hope you have a nice weekend!

Kind regards,  
Brett

**New Population Projections Published By DOA**

The Department of Administration's (DOA) Demographic Services Center has recently published updated population projections based on the 2020 Census. Going forward, proposed facilities plans must be in conformance with these updated population projections, pursuant to s. NR 110.09(2)(j)1., Wis. Adm. Code.

For questions on the facilities plan requirement, please contact DNR wastewater systems plan review staff.

Source: [https://link.edgepilot.com/s/a84e7c42/e\\_rz8lqMv0WZnzPz8kpf5w?u=https://content.govdelivery.com/accounts/WIDNR/bulletins/3cf4418](https://link.edgepilot.com/s/a84e7c42/e_rz8lqMv0WZnzPz8kpf5w?u=https://content.govdelivery.com/accounts/WIDNR/bulletins/3cf4418)

**Official Final Estimates, 1/1/2024, Wisconsin Minor Civil Divisions, with Comparison to Census 2020**

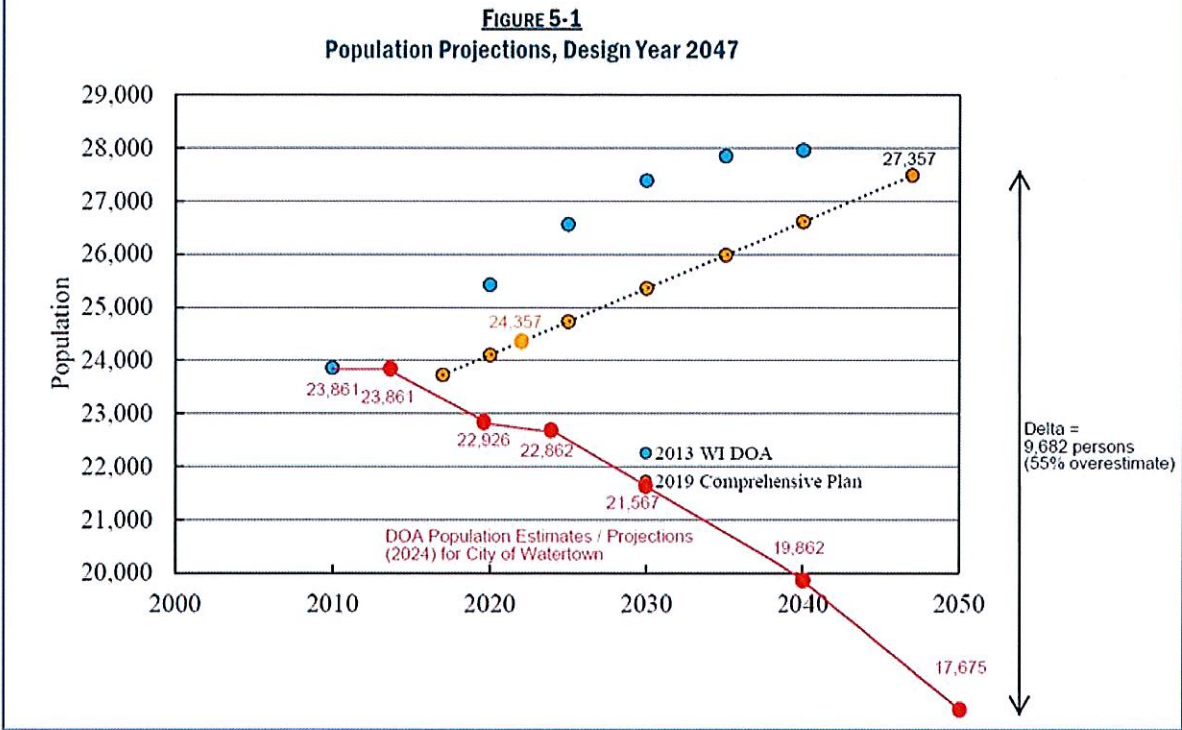
(An \* in the Split column indicates that the municipality also has territory in one or more other counties)

Source: Wisconsin Demographic Services Center

DOA Code	Place Name	Split	County Name	Final Estimate 2024	Census 2020	Numeric Change	Percent Change
14291	C Watertown	*	Dodge	8,246	8,252	- 6	- 0.07%
28291	C Watertown	*	Jefferson	14,616	14,674	- 58	- 0.40%
<b>C Watertown (TOTAL)</b>			<b>Both</b>	<b>22,862</b>	<b>22,926</b>	<b>- 64</b>	<b>-0.28%</b>

Source: [https://link.edgepilot.com/s/84054538/KNJhjh8tXke5m0yMGsxVNA?u=https://doa.wi.gov/DIR/Final\\_Ests\\_MCD\\_2024.xlsx](https://link.edgepilot.com/s/84054538/KNJhjh8tXke5m0yMGsxVNA?u=https://doa.wi.gov/DIR/Final_Ests_MCD_2024.xlsx) (available at [https://link.edgepilot.com/s/5a8fcc55/wOK78GWJi0mKIBacpVW5HQ?u=https://doa.wi.gov/Pages/LocalGovtsGrants/Population\\_Estimates.aspx](https://link.edgepilot.com/s/5a8fcc55/wOK78GWJi0mKIBacpVW5HQ?u=https://doa.wi.gov/Pages/LocalGovtsGrants/Population_Estimates.aspx))

developing future flows and loadings for the WWTP. The City's population is expected to grow 13% from 24,357 in 2022 to 27,492 by 2047, an increase of 3,135 people.



Brett M. Schmidt, P.E.  
Pronouns: he/him/his  
Phone: 608-622-3477  
[brett.schmidt@wisconsin.gov](mailto:brett.schmidt@wisconsin.gov)

Our core values include professionalism, integrity, and customer service.  
Please visit our [survey](#) to provide feedback on your experience interacting with any DNR employee.

**From:** Leo Kucek <lakucek@ati-ae.com>  
**Sent:** Friday, February 14, 2025 12:52 PM  
**To:** Schmidt, Brett M - DNR <brett.schmidt@wisconsin.gov>  
**Cc:** Kathleen Hassing <krhassing@ati-ae.com>; Louis B. Chapin <lchapin@ati-ae.com>  
**Subject:** DOA Projections / Facility Planning

**CAUTION: This email originated from outside the organization.**  
**Do not click links or open attachments unless you recognize the sender and know the content is safe.**

Hi Brett,

I left you a voicemail, but figured that I would send you an email as well. Would you have time on Monday before 11 AM to discuss the DOA projections and their impact on Facility Planning?

Thank you,

**Leo A. Kucek, P.E.**

Phone: (262) 784-7690 | Direct: (262) 785-7391  
13400 Bishop's Lane, Suite 270, Brookfield, WI 53005

    [https://link.edgepilot.com/s/ee42a174/XUKIHn5eY0iuZiagmDiWmg?  
u=http://www.ati-ae.com/](https://link.edgepilot.com/s/ee42a174/XUKIHn5eY0iuZiagmDiWmg?u=http://www.ati-ae.com/)





## Water Systems

800 Hoffmann Drive • P.O. Box 477 • Watertown WI 53094-0477  
WASTEWATER (920) 262-4085 • WATER (920) 262-4075

To: Chairman Board and members of the Public Works Commission  
2025

March 5,

From: Peter Hartz – Water Systems Manager

Re: March 11, 2025, Public Works Commission agenda item

### **Water Systems:**

**Review and take possible action:** - Wastewater Facilities Plan project improvement plan for UV system upgrades and other immediate needs.

**Background:**

- On November 12, 2024, this commission was presented and approved of the Wastewater Facilities Plan. Included with that plan were immediate needs identified to include the UV system upgrade project, a time sensitive project due to the disinfection season of May – October limiting construction and system replacement to November – April.

The Wisconsin DNR has rejected the plan, due to a code technicality with the population projections used to generate mass loading calculations. This is going to possibly delay the immediate improvements that are planned for the UV system replacement project.

City Attorney Chesebro has reviewed this matter and can provide his opinion of the situation to the commission.

**Budget Goal:** Aligns with investments and infrastructure planning.

**Financial Impact:** Unknown, if we do indeed need to redo the Facilities Plan Applied Technologies will need a revised agreement to proceed as the current contract for services was completed.

**Recommendation:** Uncertain, at the time of this summary as we have not had a discussion. My assumption is that we proceed with the recommendation of City Attorney Chesebro as discussed in the meeting.

Sincerely,  
Peter Hartz

Water Systems Manager



Andrew Beyer, P.E.  
920.262.4050

Maureen McBroom, ENV SP  
920.206-4264

Nathan Williams  
920-262-4052

Ritchie Section 4, Item E.  
920.262.4034

Christopher Newberry  
920-390-

Administrative Assistant  
Wanda Fredrick 920.262.4060

## MEMO

TO: Chairperson Board and Commission Members  
FROM: Andrew M. Beyer, P.E.  
DATE: March 5, 2025  
RE: Public Works Commission Meeting of March 11, 2025

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Review and take possible action: Award Western Avenue Water Main Relay Contract #8-25 Base Bid A to Forest Landscaping and Construction, Inc. for \$187,580.00

### Background

The Engineering Division publicly opened bids for the 2025 Western Avenue Water Main Relay contract on March 5, 2025. Two bids were received. The Engineering Division is recommending awarding the following Base Bids to Forest Landscaping and Construction, Inc.:

Base Bid A: Raw Water Line and Sanitary Sewer Relay: \$187,580.00

Total cost to perform the proposed work is \$187,580.00 from funding accounts #02-97-30-11, Wastewater Sewer Rehabilitation Account and #03-99-99-99 Water Utility Capital Outlay Account.

Attached is the bid tab. Work being awarded is within approved 2025 budgets.

### Enclosed:

- Bid Tab



**Western Avenue Water Main Relay (#9478462)**

Owner: Watertown WI, City of

Solicitor: Watertown WI, City of

03/05/2025 10:00 AM CST

Section Title	Line Item	Item Code	Item Description	UofM	Quantity	Forest Landscaping & Construction, Inc		BKS Excavating Inc.	
						Unit Price	Extension	Unit Price	Extension
<b>Base Bid:Raw Water Line and Sanitary Sewer Relay</b>							<b>\$187,580.00</b>		<b>\$206,700.00</b>
	1	1	Mobilization, Bonds, & Insurance	LS	1	\$19,000.00	\$19,000.00	\$18,000.00	\$18,000.00
	2	2	Traffic Control	LS	1	\$11,000.00	\$11,000.00	\$8,000.00	\$8,000.00
	3	3	Inlet Protection, Type D	EA	7	\$165.00	\$1,155.00	\$150.00	\$1,050.00
	4	4	Full Depth Concrete Pavement Saw Cutting	LF	900	\$5.00	\$4,500.00	\$6.00	\$5,400.00
	5	5	Remove Concrete Pavement	SY	540	\$12.00	\$6,480.00	\$16.00	\$8,640.00
	6	6	Remove Concrete Curb and Gutter	LF	45	\$10.00	\$450.00	\$8.00	\$360.00
	7	7	Excavation Below Subgrade-Pipelines (if required)	CY	10	\$2.00	\$20.00	\$20.00	\$200.00
	8	8	Water Main, 10-Inch PVC w/Granular Backfill	LF	400	\$185.00	\$74,000.00	\$145.00	\$58,000.00
	9	9	Water Main Valve and Box, 10-Inch Gate Valve	EA	1	\$4,800.00	\$4,800.00	\$5,200.00	\$5,200.00
	10	10	Sanitary Sewer Spot Repair	LS	1	\$11,700.00	\$11,700.00	\$15,000.00	\$15,000.00
	11	11	1-1/4-Inch Crushed Aggregate Base Course	TON	180	\$25.00	\$4,500.00	\$16.00	\$2,880.00
	12	12	3-Inch Crushed Limestone Breaker Run Base Course, 8-Inch Thick	TON	215	\$25.00	\$5,375.00	\$16.00	\$3,440.00

	13	13	Excavation Below Subgrade (if required)	CY	55	\$2.00	\$110.00	\$12.00	\$660.00
	14	14	Excavation Below Subgrade Backfill (if required)	TON	120	\$2.00	\$240.00	\$16.00	\$1,920.00
	15	15	Vertical Face Concrete Curb and Gutter, 30-Inch	LF	45	\$60.00	\$2,700.00	\$80.00	\$3,600.00
	16	16	Concrete Pavement, 8-Inch	SY	340	\$70.00	\$23,800.00	\$110.00	\$37,400.00
	17	17	High Early Strength Concrete Pavement, 8-Inch	SY	180	\$75.00	\$13,500.00	\$190.00	\$34,200.00
	18	18	1" Temporary Asphalt Pavement	SY	25	\$100.00	\$2,500.00	\$50.00	\$1,250.00
	19	19	Topsoil, Seed, Fertilizer and Class 1, Type A Erosion Mat, & Water	SY	25	\$20.00	\$500.00	\$20.00	\$500.00
	20	20	Utility Line Opening	LS	1	\$500.00	\$500.00	\$800.00	\$800.00
	21	21	Common Excavation	CY	10	\$75.00	\$750.00	\$20.00	\$200.00
Base Bid Total:							\$187,580.00		\$206,700.00