



## PUBLIC WORKS COMMISSION MEETING AGENDA

TUESDAY, MARCH 14, 2023 AT 5:30 PM

**COUNCIL CHAMBERS, SECOND FLOOR, MUNICIPAL BUILDING - 106 JONES STREET**

---

**By Phone or GoToMeeting:** Members of the media and the public may attend by calling:(Toll Free): 1 877 309 2073 or 1 (646) 749-3129 **Access Code:** 196-221-861 or <https://meet.goto.com/196221861> Please join meeting from your computer, tablet or smartphone. 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 Commission meeting minutes from February 28, 2023

### 4. BUSINESS

A. Review and take possible action: Hire Visu-Sewer, Inc. to perform storm sewer rehabilitation work for \$126,000

B. Review and take possible action: Street repair petition for Lafayette Street from S. Church Street west to Termini

C. Review and take possible action: Intergovernmental agreement with Jefferson County for water quality trading program

D. Update, no action required: Wisconsin Department of Transportation Surface Transportation Program Local application for roadway repairs

E. Review and take possible action: 2022 Municipal Separate Storm Sewer System (MS4) Report submittal to Wisconsin Department of Natural Resources

### 5. ADJOURNMENT

*Persons requiring other reasonable accommodations for any of the above meetings, may contact the office of the City Clerk at [mdunneisen@CityofWatertown.org](mailto:mdunneisen@CityofWatertown.org), phone 920-262-4006*

*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*

**PUBLIC WORKS COMMISSION MEETING AGENDA  
TUESDAY, FEBRUARY 28, 2023 AT 5:30 PM**

Section 3, Item A.

Commission members present: Alders. Bartz, Ruetten, Wetzel, Comm'r. Thompson

City employees present:

Public Works Director/City Engineer Jaynellen Holloway

Stormwater Utility Manager Maureen McBroom

Assistant City Engineer Andrew Beyer

Water Department Manager Pete Hartz

City Attorney Steven Chesebro

Engineering Project Manager Ritchie Piltz

**1. CALL TO ORDER**

Meeting called to order at 5:32 p.m.

**2. COMMENTS AND SUGGESTIONS FROM CITIZENS PRESENT**

**3. REVIEW AND APPROVE MINUTES**

Public Works Commission meeting minutes from February 14, 2023

The following corrections were made:

Alder Bartz was absent

Alders Romlein and Ruetten were present

**4. BUSINESS**

Agenda items S, T and U were moved to the beginning to accommodate the number of residents in attendance.

S. Convene into closed session per Wis. Stat. Sec. 19.85(1)(g) to confer with legal counsel of 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. (Silver Creek Condominiums LLC)

Motion to approve Ald Bartz

2nd Ald Ruetten

Carried by unanimous voice vote

T. Reconvene into open session

Motion to approve Ald Ruetten

2nd Comm'r Thompson

Carried by unanimous voice vote

U. Review and take possible action: status and enforcement of Development Agreement (Silver Creek Condominiums LLC)

The following motion was made by Ald Ruetten:

Table this item until the June 13 PW meeting in order to allow the developer to bring an agreement with a paving company.

Motion to approve Ald Ruetten

2nd Comm'r Thompson

A. Review and approve: 2022 Water bill write-offs of 'dead' accounts to the respective property tax bill (Comprised of unpaid charges for water, sewer, garbage, and stormwater)

As required by the auditing firm for the Water and Wastewater Departments, this is an annual item for the Public Works Committee to review for accounting and bookkeeping. Most of these "write-offs" are for property owners with unpaid balances at the end of November of the previous year. These unpaid balances are "written off" from the utility bills and placed on the property tax bill for collection by the City of Watertown 2022 total is \$32,456.73 which is composed of 242 separate accounts.

Motion to approve Ald Ruetten

2nd Comm'r Thompson

Carried by unanimous voice vote

B. Review and approve: Entering into a professional services agreement with Applied Technologies for \$53,000 related to the ultraviolet equipment upgrade project.

We solicited three engineering firms (all of whom have worked for the City in the past) for a services proposal with a defined scope of work:

Equipment review

Final design

Preparation of construction drawings and plans (including mechanical and electrical)

Final set of drawings and plans

Bidding

Construction support services

DNR plan review submittal if deemed necessary

We received two proposals (1 firm having interest but not time to take on such a project):

Applied Technologies - \$53,000

Symbiont/Mead-Hunt - \$76,700

Recommendation is to enter into an agreement with Applied Technologies.

Motion to approve Comm'r Thompson

2nd Ald Bartz

Carried by unanimous voice vote

C. Review and approve (should read discuss): Entering into a professional services agreement with VMC Inc. for \$8,200 for a new cellular upgrade project with AT&T at the O'Connell water tower

VMC \$8,200

SEH \$10,450

All the associated expenses are reimbursable to the Water Department from the cellular company per the terms of the respective leases.

Hartz explained that VMC was started by former SEH employees. He is very comfortable with the new company.

D. Review and approve: Entering into a professional services agreement with Mead-Hunt for the Geographical Informational System (GIS) annual asset mapping conducted each year on an as-needed basis.

Water and wastewater divisions have utilized Symbiont Engineering for support and updates to the geodatabase used for all our assets in the City. Symbiont has merged with Mead-Hunt.

Ald Ruetten asked if the City is pleased with Symbiont to which Hartz, Holloway and Beyer all agreed. Beyer said they have been very agreeable. Ruetten is very pleased with his own business dealings with Symbiont and commended the GIS of WTTN.

Motion to approve Ald Ruetten

2nd Ald Bartz

Carried by unanimous voice vote

E. Review and update: Completion of the corrosion control treatment study report

Hartz shared that the study was over \$8,000. DNR recommendation is for the City to continue its practice of replacing the lead water lines. The original goal was 10 years, but our progress has made this attainable in five. The City is planning on completing 103 lines in 2023.

F. Review and take action: Repeal Watertown Municipal Code of Ordinances Chapter 341 Impact Fees and Article IV Excess Capacity Sewer Service Charge of Chapter 508 Wastewater Facilities

Ald Ruetten asked if the City is at a loss, or do we have another mechanism.

Pete Hartz stated that we will be able to move forward in 2024.

PWDCE Holloway stated that we have sufficient fund balance for the near future. Attorney Chesebro said that a new fee can be established in the future.

Ald Ruetten asked if/how we can advertise "no impact" fees

PWDCE Holloway said there are numerous outlets

Comm'r Thompson asked about current building permits having paid impact fees, could these fees be held until passed by City Council.

Motion to approve Ald Ruetten

2nd Ald Bartz

Carried by unanimous voice vote

G. Review and take possible action: Amend Watertown Municipal Code of Ordinances Chapter 356, Landscaping

As part of the WDNR Urban Nonpoint Source and Storm Water Grant project, proposed revisions to Chapter 356, Landscaping have been made. These proposed revisions will eliminate barriers to using native plantings for stormwater management by creating exemptions from the Natural Landscape Permit process for:

Stormwater BMP's

Rain Gardens

Wetlands

Shorelines/Streambanks

Area less than 50% of a property not occupied by buildings, pavement or other structures

Storm Water Utility Manager McBroom presented Power Points for agenda items G, H and I. Comm'r Thompson asked what the ultimate "hammer" is for the City and was answered with "if the City does the work, the citizen pays."

Motion to approve Ald Ruetten  
 2nd Comm'r Thompson  
 Carried by unanimous voice vote

H. Review and take possible action: Amend Watertown Municipal Code of Ordinances Chapter 288, Erosion and Sediment Control  
 As part of the WDNR Urban Nonpoint Source and Stormwater Grant project, proposed revisions to Chapter 288, Erosion Sediment Control Ordinance have been made. These proposed revisions will streamline and simplify the City's Erosion Control and Stormwater Runoff Permit program, which is required by the WDNR Municipal Separate Storm Sewer System (MS4) Permit. Highlights of these proposed changes include:

- Increasing the size of a construction site that requires post -construction stormwater management from 3,000 sq. ft. to 21,780 sq. ft. (½) acre

- Updating the erosion control inspection frequency to match MSr Permit requirements

- Minimizing the area on redevelopment sites that requires phosphorus control to match the area that requires tSS control

- Clarifying how/where sump groundwater drainage may be discharged to

- Clarifying maintenance agreement requirements to match the City's maintenance agreement template

Motion to approve Comm'r Thompson  
 2nd Ald Ruetten  
 Carried by unanimous voice vote

I. Review and take possible action: Create Watertown Municipal Code of Ordinances Chapter 453 Stormwater Ordinance - Article 3, Stormwater Maintenance

As part of the WDNR Urban Nonpoint Source and Storm Water Grant project, Article iii of Chapter 453 has been drafted to address Stormwater Maintenance. Stormwater BMP maintenance is necessary for the systems to function as designed, which was meant to minimize local flooding and to capture stormwater pollutants. The City can take credit for the total suspended solids (TSS) and phosphorus removal from teh stormwater BM{s to meet the Rock River total maximum daily load (TMDL) requirements if we can demonstrate the legal authority to ensure maintenance will be completed. Highlights of these proposed changes include:

- Inspections

- Maintenance

- Drainage easements

Motion to approve Ald Bartz  
 2nd Comm'r Thompson  
 Carried by unanimous voice vote

J. Update, no action required: 2023 Annual Street & Utility Work

K. Review and take possible action: Award Pavement Marking Contract #1-23 Base Bids A & B to Century Fence for \$26,254.00  
 Bids were publicly opened for the 2023 Pavement Marking contract on February 21, 2023. One bid was received. The Engineering Department is recommending awarding the following Base Bids to Century Fence Co.:

Base Bid A: Pavement marking removal prior to seal coating: \$2,938.00

Base Bid B: Pavement marking \$23,316.00

Citizens in the areas of reconstruction are sent a letter about the plans. All detour signage is the responsibility of the contractor.

Comm'r Thompson asked about tree removal on S. Washington.

PWDCE Holloway shared that the citizens on S. Washington wish to maintain the street's identity i.e. narrow street, coach step, trees, etc. Engineering Project Manager Piltz shared that only two trees need to be removed.

ACE Beyer said that all work is within budget.

Motion to approve Comm'r Thompson  
 2nd Ald Ruetten  
 Carried by unanimous voice vote

L. Review and take possible action: Award Rout and Crack Sealing Contract #2-23 Base Bids A, B, C & F to Thunder Road for \$75,448.50

Bids were publicly opened for the Rout and Crack Sealing contract on February 21, 2023. Three bids were received. The Engineering Department is recommending awarding the following Base Bids to Thunder Road LLC.:

Base Bid A: Rout and crack fill prior to seal coating: \$39,191.25

Base Bid B: Rout and crack fill only on various asphalt streets: \$23,882.25

Base Bid C: Poly mastic flex patching: \$4,500.00

Base Bid F: Rout and crack fill airport runway: \$7,875.00

Comm'r Thompson asked why not every item was awarded.

ACE Beyer replied "budget concerns"

Motion to approve Ald Bartz  
2nd Ald Ruetten  
Carried by unanimous voice vote

M. Review and take possible action: Award Seal Coating Contract #3-23 Alternate Bid to Scott Construction for \$66,750.00  
Bids were publicly opened for the 2023 seal coating contract on February 21, 2023. Two bids were received. The Engineering Department is recommending awarding the following Base Bids to Scott Construction, funding from account #05-58-11-92 (seal coat reserve).

Motion to approve Ald Ruetten  
2nd Ald Bartz  
Carried by unanimous voice vote

N. Review and take possible action: Award 2023 Annual Street and Utility Project Contract #4-23  
Base Bids A, B, C, D, E, F, H, I, J, K, L, M, & N to Dorner Inc. for \$2,354,426.41  
Bids were publicly opened for annual street and utility project contract on February 21, 2023. Four bids were received. The Engineering Department is recommending awarding the following Base Bids to Donner Inc.:

- Base bid A: Street Reconstruction - \$635,961.20
- Base bid B: Storm Water - \$267,504.50
- Base bid C: Water Main and Services - \$399,499.40
- Base bid D: Sanitary Sewer Laterals - \$150,680.80
- Base bid E: Misc. Items and Lateral Connections - \$30,210
- Base bid F: Misc. Watermain Items - \$34,500
- Base bid H: Alternate Seeding Restoration - \$38,111.90
- Base bid I: Alternate W. Milwaukee Street Reconstruction - \$105,108.60
- Base bid J: Alternate W. Milwaukee Street Storm Sewer - \$39,609
- Base bid K: Alternate W. Milwaukee Street Main and Services - \$59,890.52
- Base bid L: Alternate W. Milwaukee Street Sanitary Sewer Laterals - \$32,468
- Base bid M: Alternate Lead Service Replacement \$555,799
- Base bid N: Edgewater Court Curb and Gutter Replacement - \$15,083.19

Proposed work is \$2,354,426.41 from funding account #03-99-99-99 and #02-97-30-11.  
Cmm'r Thompson asked who is doing all the inspections. All inspections will be done in house.  
Motion to approve Ald Ruetten  
2nd Ald Bartz  
Carried by unanimous voice vote

O. Review and take possible action: Award Storm Sewer Cleaning and Televising Contract #5-23 All Bid Items to Green Bay Pipe & TV, LLC for \$192,062.25.

Bids were publicly opened for 2023 Storm Sewer Cleaning and Televising Project Annual street and utility project contract on February 21, 2023. Two bids were received. Funding from account #16-58-16-43.

Comm'r Thompson asked for the location  
EPM Piltz shared the following boundaries:

- W to Rock River
- E S. 12th St
- S Boomer St
- S of the CP RR tracks

ACE Beyer shared that the City is divided into fifths

Motion to approve Ald Bartz  
2nd Comm'r Thompson  
Carried by unanimous voice vote

P. Review and take possible action: Award Bituminous Surfacing Contract #6-23 All Bid Items to Payne & Dolan, Inc. for \$293,088.40  
Bids were publicly opened for 2023 Bituminous Surfacing contract on February 21, 2023. Three bids were received. Funding from account #16-58-16-39, #03-99-99-99 and #05-58-11-69.

Motion to approve Comm'r Thompson  
2nd Ald Ruetten  
Carried by unanimous voice vote

Q. Review and take possible action: Award Utility and Street Reconstruction Contract #8-23 All Bid Items to Forest Landscaping & Construction, Inc. for \$559,080.00

Bids were publicly opened for 2023 Utility and Street Reconstruction Project on February 21, 2023. Seven bids were received from account #24-58-11-75, #24-58-11-77, #03-99-99-99, #02-97-30-11. This will be accomplished through ARPA funds.

Motion to approve Ald Bartz  
2nd Ald Ruetten  
Carried by unanimous voice vote

R. Review and take possible action: Award 2023 N Fourth Street water main Improvements Project Contract Allowances and Base Bid, No Alternates to Forest Landscaping & Construction, Inc. in the amount of \$853,260.00

Bids were publicly opened for 2023 N. Fourth Street Watermain Improvements Project contract on February 21, 2023. Three bids were received. Funding from account #03-99-99-99.

Extent of work is from Jones St. to the bridge with work to be completed by the 4th of July Parade

Motion to approve Ald Ruetten  
2nd Comm'r Thompson  
Carried by unanimous voice vote

**5. ADJOURNMENT**

Motion to approve Ald Bartz  
2nd Ald Ruetten  
Carried by unanimous voice vote  
Meeting adjourned at 8:12 p.m.

Respectfully submitted,  
Bob Wetzel  
Public Works Commission Chair

Note: These minutes are uncorrected and any corrections made thereto will be noted in the proceedings at which these minutes are approved.



Jaynellen J. Holloway, P.E.  
920.262.4050

Andrew Beyer, P.E.  
920.262.4052

Maureen McBroom, ENV SP  
920-206-4264

Ritchie

Section 4, Item A.

920.262.4034

Christopher Newberry  
920-390-3164

Administrative Assistant  
Wanda Fredrick 920.262.4060

## MEMO

TO: Chairperson Wetzel and Commission Members  
FROM: Andrew Beyer, P.E.  
DATE: March 8, 2023  
RE: Public Works Commission Meeting of March 14, 2023

Review and take possible action: Hire Visu-Sewer to perform storm sewer rehabilitation work for \$126,000

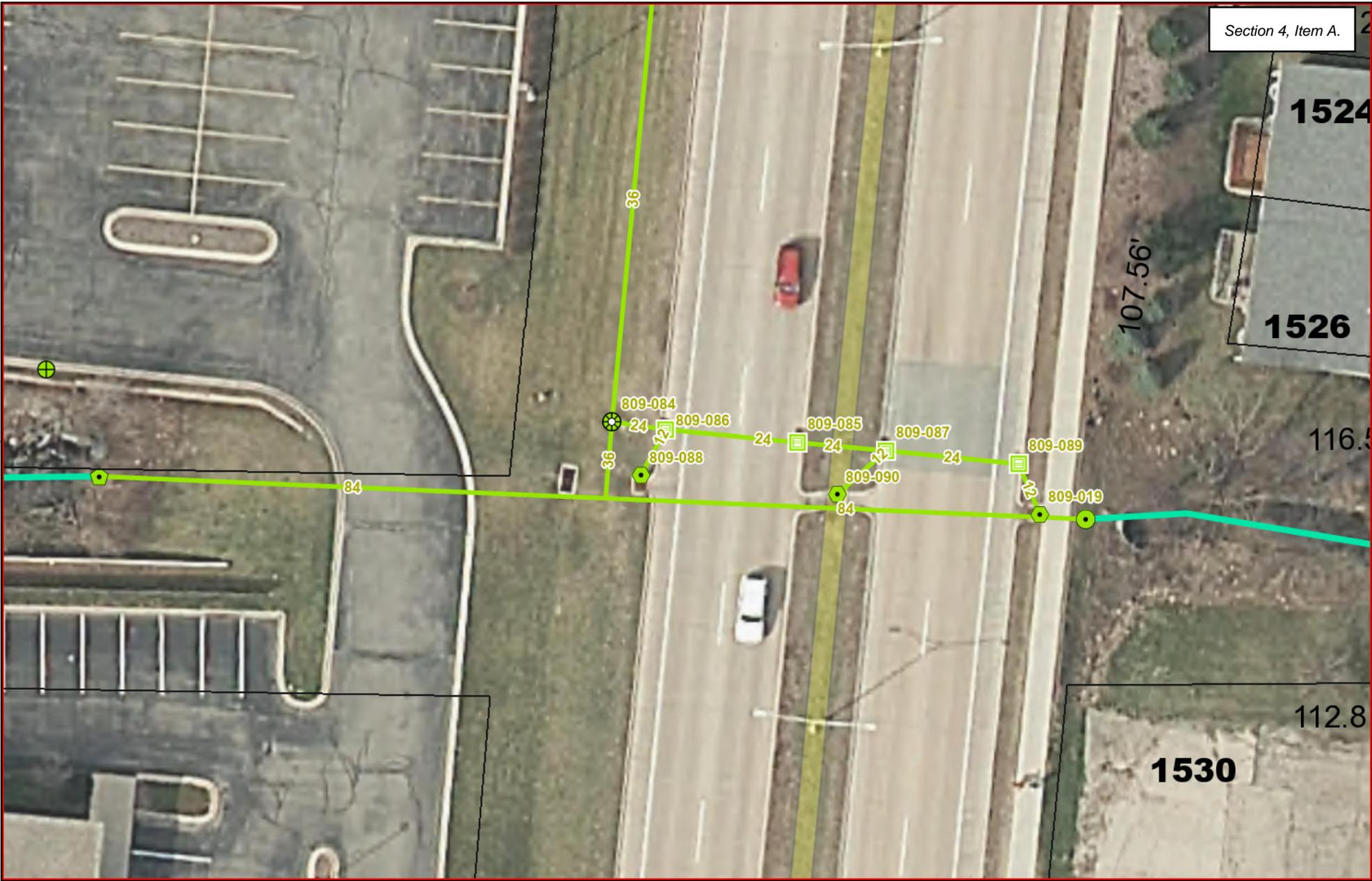
### Background

City-owned storm sewer beneath S. Church Street near 1530 Utah Street and the parking lot at 1520 S. Church Street (Aldi's) is in need of repair. The 84" corrugated metal pipe (CMP) serves a large drainage area and needs to be sealed to ensure that it continues to function.

The City's Engineering Division sought a quote from Visu-Sewer to seal the pipe. After reviewing repair options, the most cost-effective scope of work entails cementitious lining of the pipe between the 3 o'clock and 9 o'clock positions. The cost to complete this work is \$126,000 and falls within the approved budgeted amount for this project. A draft resolution is attached for review. Funding would come from the Storm Water Utility Capital Outlay Account.

### Enclosed:

- Site Map
- Quote
- Draft resolution



	<b>Parcels</b>		<b>Outfall</b>			<b>Outfall Growth Clearing Status</b>

Scale: 1 inch = 30 feet      Printed on: March 9, 2024

SCALE BAR = 1"      Author: Private User

DISCLAIMER: This map is not a substitute for an actual field survey or on-site inspection. 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.





Proposal

February 28, 2023

Attn: Andrew Beyer – City of Watertown

Project Quotation: 84" Storm Sewer Rehabilitation

Visu-Sewer is pleased to submit this proposal to perform storm sewer rehabilitation as needed. The price to have this work performed is as follows:

Options	Description	Quantity	Unit	Total
1	Line Channel of 84" Storm Sewer with 4" - 5" Thickness in the Center Flowline with Cement. 120Lf.	120 LF	\$ 1,050.00	\$ 126,000.00

The City will need to provide highway permits and equipment access to all manholes on the job site, a dump site for captured debris/spoils and water from a hydrant onsite. If you have any questions regarding this quotation, please contact me at (262)695-2340.

Sincerely,

VISU-SEWER, INC.

David L. Alexander

David L. Alexander  
Estimator

**DRAFT RESOLUTION TO  
AWARD STORM SEWER PIPE REHABILITATION TO  
VISU-SEWER FOR \$126,000**

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

**WHEREAS,** The 84” mainline storm sewer beneath S. Church Street near 1530 Utah Street and 1520 S. Church Street is in need of rehabilitation; and,

**WHEREAS,** Said mainline storm sewer pipe serves a large drainage area and its integrity is crucial during rain events; and,

**WHEREAS,** The City’s Engineering Division has consulted with and sought a quote from Visu-Sewer Inc. for rehabilitating said pipe to ensure functionality; and,

**WHEREAS,** The quote received from Visu-Sewer Inc. to perform rehabilitation work on said pipe is in the amount of \$126,000 and is within the approved budgeted amount for this project.

**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 an agreement with Visu-Sewer Inc. for storm sewer pipe rehabilitation in the amount of \$126,000.00. Said money for the above project to come from Storm Water Utility Capital Outlay Account #16-58-16-60.

	YES	NO
DAVIS		
LAMPE		
RUETTEN		
BARTZ		
LICHT		
SMITH		
SCHMID		
WETZEL		
ROMLEIN		
MAYOR MCFARLAND		
TOTAL		

ADOPTED March 21, 2023

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

APPROVED March 21, 2023

\_\_\_\_\_  
MAYOR



Jaynellen J. Holloway, P.E.  
920.262.4050

Andrew Beyer, P.E.  
920.262.4052

Maureen McBroom, ENV SP  
920.206.4264

Ritchie M. Piltz, CSI  
920.262.4034

Administrative Assistant  
Wanda Fredrick 920.262.4060

## MEMO

TO: Chairperson Wetzel and Commission Members  
FROM: Andrew Beyer, P.E.  
DATE: March 8, 2023  
RE: Public Works Commission Meeting of March 14, 2023

### Agenda Item:

Review and take possible action: Street repair petition for Lafayette Street from S. Church Street west to Termini

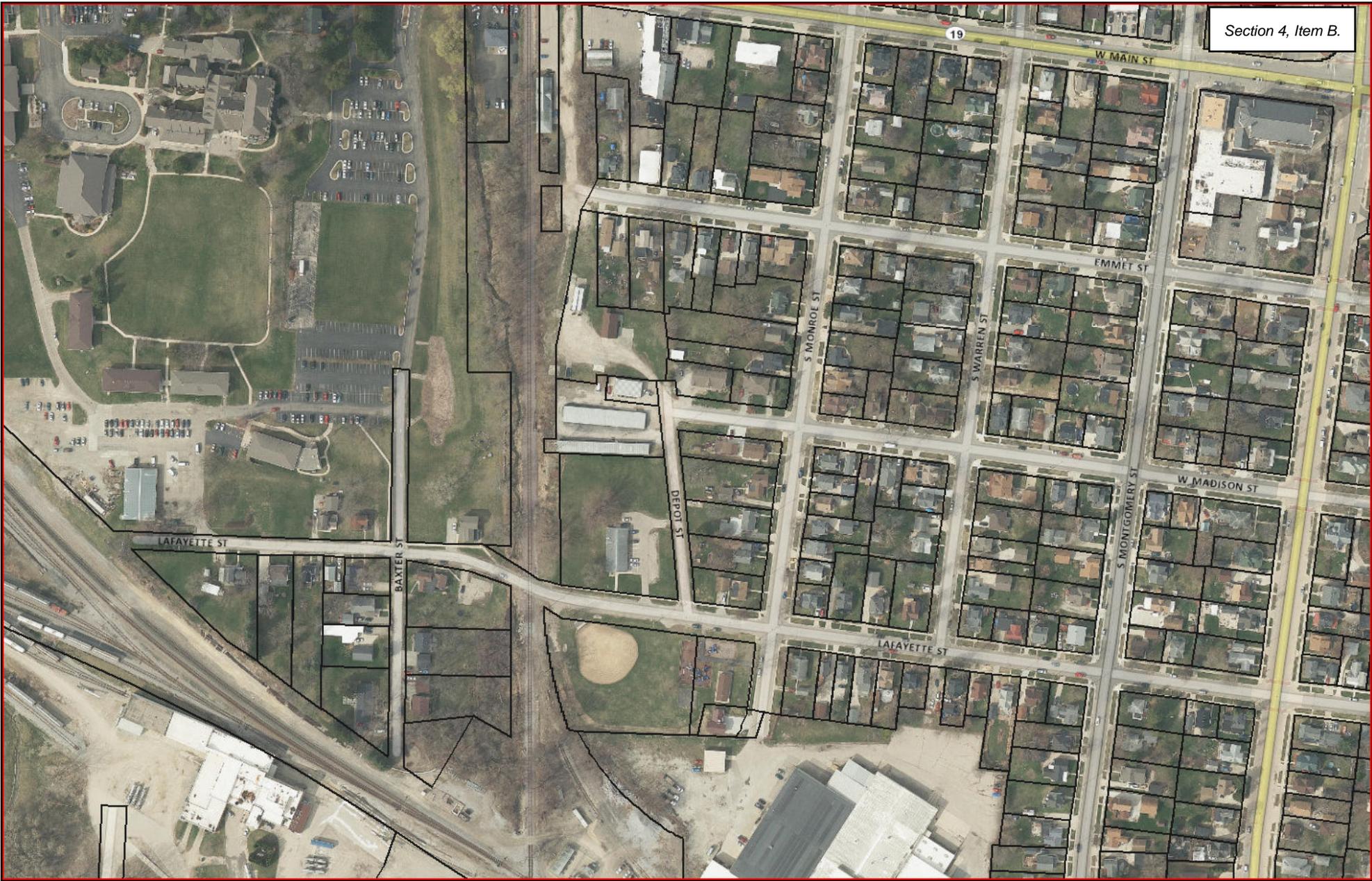
### BACKGROUND:

Review and take possible action: Street repair petition for Lafayette Street from S. Church Street west to Termini

The Engineering Division received a request to repair Lafayette Street between S. Church Street and its western termini as soon as 2024. Current practice is to request Public Works Commission review of received street repair petitions and determine if the petitioned street be added to the five-year capital improvement plan.

The pavement on Lafayette Street from S. Church Street to its western termination point has PASER ratings ranging from 2 to 4 (10 being brand new street, 1 being failed pavement). Consulting with the Water Division, water main age in this street segment generally dates back to 1913 construction and is need of replacement. The Street is not currently in the City's five-year capital improvement plan and street & utility design hasn't been completed. A site map is attached as a reference.

Enclosed:  
Site Map



Parcels



City of Watertown Geographic Information System

Scale: 1 inch = 260 feet  
 SCALE BAR = 1" Author: Private Use

DISCLAIMER: This map is not a substitute for an actual field survey or on-site inspection. 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.



Jaynellen J. Holloway, P.E.  
920.262.4050

Andrew Beyer, P.E.  
920.262.4052

Maureen McBroom, ENV SP  
920-206-4264

Ritchie

Section 4, Item C.

920.262.4034

Christopher Newberry  
920-390-3164

Administrative Assistant  
Wanda Fredrick 920.262.4060

## MEMO

TO: Chairperson Wetzel and Commission Members  
FROM: Andrew Beyer, P.E.  
DATE: March 8, 2023  
RE: Public Works Commission Meeting of March 14, 2023

Review and take possible action: Intergovernmental Agreement with Jefferson County regarding Water Quality Trading program to meet Rock River Total Maximum Daily Load (TMDL) pollutant reduction requirements.

### Background

The Wisconsin Department of Natural Resources (WDNR) and the United States Environmental Protection Agency (EPA) approved a Total Maximum Daily Load (TMDL) study for the Rock River Basin in September 2011. The TMDL studied how much Total Suspended Solids (TSS) and Phosphorus would need to be prevented from entering the Rock River and its tributaries each year to return to healthy, fishable, swimmable conditions that meet water quality standards. The Municipal Separate Storm Sewer System (MS4) Permit requires the City to reduce the amount of TSS and Phosphorus reaching local waterways per the pollutant reductions listed in the TMDL. The City's 2014 Storm Water Quality Master Plan estimated the cost of compliance with the TMDL at well over \$13 million dollars (in 2014 dollars) unless an alternative approach was used. Since then, the City has determined that a Water Quality Trading program implemented within two local subwatersheds would be the best option for a more cost effective way to meet the TMDL pollutant reductions as compared to strictly using traditional stormwater management practices.

Engineering Division staff began working with the Jefferson County Land & Water Conservation Department (County) and the Rock River Coalition (RRC) early in 2022 to develop a Water Quality Trading program to meet the City's TMDL requirements in the MS4 Permit. This partnership will lean heavily on the vast expertise and experience of both the County staff and the RRC regarding nonpoint source runoff best management practices, in-field assessments and site conditions, modeling, documentation, outreach, communications and more. Funds were approved in the 2023 Stormwater Utility budget to begin Water Quality Trading in 2023, and an Intergovernmental Agreement has been drafted and reviewed by staff and both the County and City attorneys. This Intergovernmental Agreement is currently presented to the Public Works Commission for review and approval.

The City's long-term TMDL compliance approach will continue to include a variety of options including Water Quality Trading and strategic stormwater BMP installations being the primary means of compliance.

Section 4, Item C.

Enclosed:

- Intergovernmental Agreement for Water Quality Trading between Jefferson County and City of Watertown

**INTERGOVERNMENTAL AGREEMENT BETWEEN JEFFERSON COUNTY AND  
THE CITY OF WATERTOWN REGARDING TECHNICAL SERVICES FOR WATER QUALITY TRADING**

This Agreement is made and entered into as of the 18<sup>th</sup> day of April, 2023, by and between the County of Jefferson, Wisconsin, (the County) and the City of Watertown, Wisconsin, (the City), to establish terms and conditions related to technical services assistance for water quality trading.

**RECITALS**

WHEREAS, The City has committed to Water Quality Trading to fulfill its Phosphorus and Total Suspended Solids (“TSS”) compliance obligations under its Wisconsin Pollution Discharge Elimination System (“WPDES”) Municipal Separate Storm Sewer System (MS4) permit and the Rock River Total Maximum Daily Load study; and

WHEREAS, The County provides planning and technical assistance to municipalities such as the City, agricultural landowners and producers for the implementation of conservation practices that reduce sediment and nutrients (including phosphorous) from entering waterways as well as distributing financial payments to agricultural landowners for the implementation of conservation practices; and

WHEREAS, The City desires to obtain assistance from the County to implement Water Quality Trading projects.

**AGREEMENT**

**NOW, THEREFORE**, in consideration of the mutual covenants and agreements contained herein, the receipt and sufficiency of which is hereby acknowledged, the City and the County (hereinafter referred to collectively as “Parties”) do hereby covenant and agree as follows:

1. **Authority.** This Agreement is entered into pursuant to § 66.0301, Wis. Stats., regarding intergovernmental cooperation and, therefore, should be liberally construed to accomplish its intended purposes. In addition, the undersigned representatives of the City and the County represent that they have been duly authorized by their respective governing bodies to execute this Agreement.
2. **Definitions.**
  - A. “HUC 12” shall mean the 12-digit Hydrologic Unit Code subbasin.
  - B. “Project Sites” shall mean locations where conservation practices or engineered solutions can be implemented to achieve Phosphorus and TSS reductions within the Department of Natural Resources (DNR) approved TMDL subwatershed.
  - C. “Projects” shall mean conservation practices or engineered solutions that are implemented at Project Sites to achieve Phosphorus and TSS reductions within the DNR approved TMDL subwatershed.

- D. "MS4 Permit" shall mean the Municipal Separate Storm Sewer System Permit received by the City of Watertown with the most recent effective date of May 1, 2019 and as that permit may be renewed or amended to comply with the requirements of the Wisconsin Department of Natural Resources ("DNR").
  - E. "Practice Plans" shall mean plans approved by the DNR that explain how a Project will be implemented and maintained by landowners to reduce Phosphorus and TSS at the identified Project Site.
  - F. "TMDL" shall mean the Rock River Total Maximum Daily Load study approved September 28, 2011 by United States Environmental Protection Agency.
  - G. "TSS" shall mean Total Suspended Solids.
- 3. Phosphorus Reduction Goal.** The goal of the Agreement is to identify and install Projects in the Rock River Total Maximum Daily Load Subwatersheds 28 and 29 within Jefferson County that result in Phosphorus and Total Suspended Solids (TSS) reductions, as calculated using SNAP Plus or other models agreed to by the City, the County and DNR, by an amount approved by the City of Watertown Public Work's Commission to comply with the City's MS4 Permit. The City reserves the right to adjust the 5-year goal amount to focus on and ensure compliance with Phosphorus discharge limits in the City's MS4 permit.
- 4. Roles and Responsibilities of the County.** The County will provide the following services:
- A. Identify Project Sites that will enable achievement of the Phosphorus and TSS Reduction Goal and provide a list of such Project Sites to the City for evaluation for water quality trading for MS4 permit compliance.
  - B. Work with landowners to develop Practice Plans and submit such Practice Plans to the City for review and approval.
  - C. Draft agreements between the City and landowners for the Projects approved by the City to be installed and maintained. These agreements shall state the Phosphorus and TSS reductions generated by each Project and the number of credits available for use by the City to comply with its WPDES permit.
  - D. Attend agreement signing between the City and landowners in order to answer any questions related to the practice, installation, and maintenance.
  - E. Provide technical assistance and oversight on installation and maintenance of approved Projects.
  - F. Complete final inspection of installed projects. Complete Management Practice Registration form based on final inspection and submit to the City within 15 days of completion of inspection.

- G. Calculate modeled Phosphorus and TSS reductions for Projects based on SNAP Plus or other agreed upon models.
- H. Verify the status of installed Projects by conducting annual visits at Project Sites for the life of the Project and documenting such visits, including through photographic evidence of the Project where practicable. Communicate any maintenance needs to landowner and City.
- I. Provide an annual report to the City by February 15 of each year throughout the term of this Agreement summarizing activities conducted in the previous year, including the locations of installed Projects, the type of practices installed at each Project Site, inspections, site visits, any required or completed maintenance and other relevant information necessary for Project verification.

**5. Roles and Responsibilities of the City.** The City will:

- A. Review Project Sites identified by the County and determine whether to pursue identified Projects for WPDES permit compliance.
- B. Submit Management Practice Registration to DNR for final approval.
- C. Sign agreements with landowners. The agreements shall be recorded in accordance with Section 4(B) to ensure maintenance of the practices for the duration of the agreement. Written documentation of these agreements shall be submitted to the DNR as part of the Management Practice Registration.
- D. Record trade agreements between the City and landowners as a deed restriction. The agreements will be recorded with the Jefferson County Register of Deeds. Each trade agreement shall be for a term of at least 5 years and no more than 15 years.
- E. Compensate landowners for the Projects that have approved trade agreements according to the terms of each trade agreement.
- F. Compensate the County for the services identified in Section 4 according to the terms in Section 6 of this agreement.

**6. Compensation for Projects, Staff Support and Related Expenses.** The City shall compensate the County for services performed under this Agreement. Compensation under this Agreement shall be calculated on a time and materials basis. The County shall submit an invoice to the City quarterly.

The preliminary fee to be paid to Jefferson County is estimated not to exceed \$12,000 in the first year of the program. Future program costs will be estimated based on project work and past expenses. Actual fee will be determined by final Project costs.

7. **Performance.** Unless otherwise agreed to in writing, the County shall furnish all services, supplies, tools, and equipment to accomplish the services established in Section 4 in a professional manner.
8. **Permits, Laws, Regulations, and Public Ordinances.** The County shall obtain and comply with all federal, state, and local statutes, rules, regulations, and ordinances related to the County's performance of its services under Section 4 of this Agreement. The landowners will be required to obtain any necessary permits for installation, implementation, and maintenance of Projects in accordance with the terms of their trade agreements.
9. **Severability.** The invalidity, illegality or unenforceability of any provision of this Agreement or the occurrence of any event rendering any portion or provision of this Agreement void, shall in no way affect the validity or enforceability of any other provision of this Agreement. Any void provision shall be deemed severed from this Agreement and the balance of this Agreement shall be construed and enforced as if it did not contain the particular portion or provision deemed to be void. The parties agree to amend this Agreement to replace any stricken provision with a valid provision that comes as close as possible to the intent of the stricken provision. The provisions of this Article shall not prevent this entire Agreement from being void should a provision which is of essence to this Agreement be deemed void.
10. **Challenge to Agreement.** In the event of cause of action by a third party challenging the validity or enforceability of this Agreement or any of its provisions, the County and the City shall cooperate fully to vigorously defend the Agreement. No settlement of any such action shall be permitted without the written approval of both parties. This Agreement is for the exclusive benefit of the parties and their successors and shall not be deemed to give any legal or equitable right, remedy, or claim to any other person or entity. The enforceability of this Agreement shall not be affected by changes in elected officials.
11. **Assignment.** No party shall assign any rights or responsibilities under this Agreement to a third party without the prior written consent of the other party.
12. **Termination Notice.** Either party may initiate termination of this agreement by providing notice to the other party on or before June 1 of a given year. Within 30 days of June 1 after a termination notice has been provided, the County will provide a status of all pending applications that have not resulted in a Recorded Practice Plan to the City. The County's obligations contained in Section 4 will cease upon the City's receipt of the Status update.
13. **Term.** This Agreement shall remain in effect from the date of execution until the last annual inspection has been completed for a trade agreement that was developed under the term of this Agreement.
14. **Giving Notice.** Whenever any provision of this Agreement requires the giving of written notice, it shall be deemed to have been validly given if delivered in person to or if delivered at or sent by registered or certified mail postage prepaid to:

For the City: Stormwater Project Manager, City of Watertown, 106 Jones St., P.O. Box 477, Watertown, Wisconsin 53094-0477.

For Jefferson County: Director, Jefferson County Land and Water Conservation Department, 311 S. Center Ave., Jefferson, Wisconsin 53549.

**15. Complete Agreement and Future Amendments.** This document is a complete and final Agreement and supersedes any oral agreements or other negotiations which may conflict with the terms of this Agreement. Either party may request a modification of this Agreement at any time. Any modification of the terms of this Agreement shall be in writing in the form of an Addendum to this Agreement and approved by both the City and the County.

**IN WITNESS WHEREOF**, the Parties have caused their properly authorized representatives to execute and seal this Agreement on the date as set forth above.

**CITY OF WATERTOWN**

**COUNTY OF JEFFERSON**

By: \_\_\_\_\_  
Emily McFarland, Mayor

By: \_\_\_\_\_  
Benjamin Wehmeier, County Administrator

ATTEST:

By: \_\_\_\_\_  
Megan Dunneisen, City Clerk

APPROVED AS TO FORM:

By: \_\_\_\_\_  
Steven T. Chesebro, City Attorney

I hereby certify that there are sufficient funds available to pay the liability incurred by the City of Watertown pursuant to this agreement.

By: \_\_\_\_\_  
Mark Stevens, City Treasurer



Jaynellen J. Holloway, P.E.  
920.262.4050

Andrew Beyer, P.E.  
920.262.4052

Maureen McBroom, ENV SP  
920-206-4264

Ritchie

Section 4, Item E.

920.262.4034

Christopher Newberry  
920-390-3164

Administrative Assistant  
Wanda Fredrick 920.262.4060

## MEMO

TO: Chairperson Wetzel and Commission Members  
FROM: Andrew Beyer, P.E.  
DATE: March 8, 2023  
RE: Public Works Commission Meeting of March 14, 2023

Review and take possible action: Approve 2022 Municipal Separate Storm Sewer System (MS4) Permit Annual Report Submittal to Wisconsin Department of Natural Resources

### Background

The City's Municipal Separate Storm Sewer System (MS4) Permit Annual Report for 2022 has been completed. The report includes information on the City's stormwater program, including:

- Stormwater Education & Outreach
- Illicit Discharge Detection and Elimination Program Outfall Screenings and Water Quality Sampling
- Construction Site Erosion Control Inspections and Permit Application Reviews
- Post-construction Stormwater Management Best Management Practice Plan Reviews & Maintenance
- Municipal Operations including Winter Snow & Ice Control, Leaf Collection, Street Sweeping, Sustainable Infrastructure, Internal City Stormwater Training and more
- Updated Stormwater System Map
- Update on Total Maximum Daily Load (TMDL) Implementation, including Leaf Collection-Phosphorus Assessment, Progress on Water Quality Trading Program, new City Best Management Practices (BMPs) installed in 2022, and planning efforts to continue working toward TMDL pollutant reduction compliance

Historically, the MS4 Permit Annual Report has been approved by Council via resolution. A draft resolution is attached for review.

### Enclosed:

- 2022 MS4 Permit Annual Report Form
- 2022 MS4 Permit Annual Report Attachments:
  - Rock River Stormwater Group (RRSG) Protect Wisconsin Waterways (PWW) 2022 Report (4 documents)

- 2022 Watertown Stormwater Education Summary with Attachments
- Lincoln STEM School Creek Solutions Nov 2022
- Watertown 2022\_Cleanup\_poster updated
- City of Watertown MS4 SW BMP Maintenance Program March 2023
- City of Watertown MS4 SWPPPs for Municipal Properties Program March 2023
- City of Watertown MS4 Source Water Protection Program March 2023
- City of Watertown MS4 Street Sweeping & Catch Basin Program March 2023
- Email: Watertown-MS4 Permit Street Sweeping Program Changes
- City of Watertown MS4 Leaf Collection Program March 2023
- City of Watertown MS4 Winter Road Management Program March 2023
- Brine Route Map 2023
- City of Watertown MS4 Internal Training Program March 2023
- 2022 Internal SW Training Spreadsheet
- Various Training Attendance Sheets (3)
- TMDL Implementation Report A.6.2 2022
- Draft Resolution

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

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

<b>Project Name:</b>	2022 Annual Report
<b>County:</b>	<u>Jefferson</u>
<b>Municipality:</b>	<u>Watertown City</u>
<b>Permit Number:</b>	S050075
<b>Facility Number:</b>	31435
<b>Reporting Year:</b>	<u>2022</u>

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

Under s. 283.53(3)(a), a general MS4 permittee is required to reapply for permit coverage at least 180 days prior to the expiration date of the permit .

In order to acknowledge that you are reapplying for permit coverage, please check the following box:

## 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

Do not close your work until you SAVE.

Form 3400-224 (R8/2021)

**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:** Jaynellen

**Last Name:** Holloway

Select to **update** current contact information

**Title:** DPW/City Engineer

**Mailing Address:** 106 Jones Street

**Mailing Address 2:**

**City:** Watertown

**State:** WI

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

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

**Email:** jaynellenh@cityofwatertown.org

**Additional Contacts Information (Optional)**

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:**

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:**

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:**

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

Select to **create new** Billing contact

**First Name:**

**Last Name:**

Select to **update** current contact information

**Title:**

**Mailing Address:**

**Mailing Address 2:**

**City:**

**State:**

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

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

**Email:**

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

Section 4, Item E.

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. The permit requires that both passive and interactive mechanisms are utilized. How many interactive mechanisms were used during the reporting year?

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="general stormwater system (drains to r..."/>	<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

- d. Will additional information/summary of 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.*

The City completed 22 stormwater outreach actions/events that were not included in the RRSg report in addition to the items listed in the RRSg report (see attached).

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. Complete the following information on Public Involvement and Participation

Activities related to storm water. Select the Delivery Mechanism that best describes how activities were conveyed to your population. Use the Add Event to add additional entries.

Section 4, Item E.

<b>Event Start Date</b>	3/8/2022		
<b>Project/Event Name</b>	Public Works Commission		
<b>Delivery Mechanism</b>	Government Event (Public Hearing, Council Meeting, etc)		
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 checked="" type="checkbox"/> Other: TMDL	<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.** Complete the following information on Public Involvement and Participation Activities related to storm water. Select the Delivery Mechanism that best describes how volunteer activities were conveyed to your population. Use the Add Event to add additional entries.

<b>Event Start Date</b>	9/17/2022 <input type="checkbox"/> NA (Individual Permittee).		
<b>Project/Event Name</b>	River Clean-Up		
<b>Delivery Mechanism</b>	Clean up event		
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 checked="" type="radio"/> Yes <input type="radio"/> No

<b>Event Start Date</b>	4/9/2022 <input type="checkbox"/> NA (Individual Permittee).		
<b>Project/Event Name</b>	RRSG adopt a drain program		
<b>Delivery Mechanism</b>	Other hands-on event		
Topics Covered	Target Audience	Estimated People Reached (Optional)	Regional Effort (Optional)
Volunteer Opportunity	<input type="checkbox"/> General Public <input type="checkbox"/> Public Employees	11-50	<input checked="" type="radio"/> Yes <input type="radio"/> No

- Residents
- Businesses
- Contractors
- Developers
- Industries
- Public Officials
- Other

**Event Start Date** 10/15/2022  NA (Individual Permittee).

**Project/Event Name** Rock River Coalition Confluence

**Delivery Mechanism** Citizen committee meeting

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 checked="" type="checkbox"/> Businesses <input type="checkbox"/> Contractors <input type="checkbox"/> Developers <input type="checkbox"/> Industries <input checked="" type="checkbox"/> Public Officials <input checked="" type="checkbox"/> Other	11-50	<input checked="" type="radio"/> Yes <input type="radio"/> No

**Event Start Date** 5/1/2022  NA (Individual Permittee).

**Project/Event Name** RRC Citizen Stream Monitor Training

**Delivery Mechanism** Stream monitoring

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	1 - 10	<input type="radio"/> Yes <input checked="" type="radio"/> No

**Event Start Date** 6/17/2022  NA (Individual Permittee).

**Project/Event Name** Yes! Riverwalk Clean-Up

<b>Delivery Mechanism</b>	Clean up event		
<b>Topics Covered</b>	<b>Target Audience</b>	<b>Estimated People Reached (Optional)</b>	<b>Regional Effort (Optional)</b>
Volunteer Opportunity	<input checked="" type="checkbox"/> General Public <input type="checkbox"/> Public Employees <input checked="" type="checkbox"/> Residents <input checked="" type="checkbox"/> Businesses <input type="checkbox"/> Contractors <input type="checkbox"/> Developers <input type="checkbox"/> Industries <input type="checkbox"/> Public Officials <input type="checkbox"/> Other	1 - 10	<input type="radio"/> Yes <input checked="" type="radio"/> No

**Event Start Date** 4/23/2022  NA (Individual Permittee).

**Project/Event Name** Rain Barrel Workshop

**Delivery Mechanism** Public Workshop

<b>Topics Covered</b>	<b>Target Audience</b>	<b>Estimated People Reached (Optional)</b>	<b>Regional Effort (Optional)</b>
Volunteer Opportunity	<input 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 checked="" type="radio"/> Yes <input 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.*

The City partners with the Rock River Stormwater Group and the Rock River Coalition to offer stormwater improvement opportunities.

**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 3 : Complete**

**3. Illicit Discharge Detection and Elimination**

a.

- a. How many total outfalls does the municipality have?   Unsure
- b. How many outfalls did the municipality evaluate as part of their routine ongoing field screening program?   Unsure
- c. From the municipality's routine screening, how many were confirmed illicit discharges?   Unsure

---

- d. How many illicit discharge complaints did the municipality receive?   Unsure
- e. From the complaints received, how many were confirmed illicit discharges?   Unsure

---

- f. How many of the identified illicit discharges did the municipality eliminate in the reporting year (from both routine screening and complaints)?   Unsure

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

g. How many of the following enforcement mechanisms did the municipality use to enforce its illicit discharge ordinance? Check all that apply and enter the number of each used in the reporting year.  Unsure

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

Additional Information: \_\_\_\_\_

h. 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.*

The City's Leaf Collection Program allows residents to rake loose leaves on the terrace next to the curb, not into the street. Loose leaves raked into the street are considered an illicit discharge.

**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 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?   Unsure
- 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?   Unsure
- c. How many erosion control inspections did the municipality   Unsure

complete in the reporting year (at sites with one acre or more of land disturbing construction activity)?

14

d. 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.

- No Authority
- 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.

Most construction projects last year were under 1 acre. Explaining to the contractor/developer that non-compliance will result in additional inspections promotes compliance.

**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 5 : Complete**

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

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

\*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  Unsure

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

d.  Yes  No  Unsure

Does the municipality utilize privately owned storm water management BMP in its pollutant reduction analysis?

e. If yes, does MS4 have maintenance authority on these privately owned BMPs? 84  Unsure

f. How many municipally owned storm water management BMPs were inspected in the reporting year? 12  Unsure

g. 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.  Unsure

- No Authority
- Verbal Warning 0
- Written Warning (including email) 0
- Notice of Violation 0
- Civil Penalty/ Citation 0
- Forfeiture of Deposit 0
- Complete Maintenance 0
- Bill Responsible Party 0
- Other - Describe below 1

Redevelopment plan approval required maintenance and retrofitting of existing stormwater BMP.

e. 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.

Historic plans, approvals and current status of BMP/maintenance was provided to at least 2 new BMP owners (property sale). City is revising stormwater ordinance & developing letters through UNPS & SW Planning Grant.

**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 or operated structural storm water management best management practices. 22  Unsure

b. How many new municipally owned storm water management best management practices were installed in the reporting year ? 8  Unsure

c. How many municipally owned storm water management best management practices were inspected in the reporting year?   Unsure

d. What elements are looked at during inspections (250 character limit)?

e. How many of these facilities required maintenance?   Unsure

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.*

Public Works Yards & Other Municipally Owned Properties (SWPPP Plan Review)  Not Applicable

g. How many municipal properties require a SWPPP?   Unsure

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

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

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

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.*

Collection Services - Street Sweeping / Cleaning Program  Not Applicable

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

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

n. Does the municipality have a low hazard exemption for this material?  Yes  No

o. If street cleaning 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 Quarterly around the City. Add'l routes as needed.  
 No - Explain \_\_\_\_\_  
 Not Applicable

Collection Services - Catch Basin Sump Cleaning Program  Not Applicable

Collection Services - *Leaf Collection Program*  Not Applicable

Section 4, Item E.

- u. Does the municipality conduct curbside leaf collection?  Yes  No  Unsure
- v. Does the municipality notify homeowners about pickup?  Yes  No  Unsure
- w. Where are the residents directed to store the leaves for collection?
  - Pile on terrace  Pile in street  Bags on terrace  Unsure
  - Other - Describe bagged leaves to yard waste site
- x. What is the frequency of collection?
  - Monthly
- y. Is collection followed by street sweeping/cleaning?  Yes  No  Unsure
- z. Brief explanation on Collection Services 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*

The City collected approximately 1072 tons of leaves between curbside collection and yard waste site drop off.

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.*)   Unsure
- 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>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="573"/>	<input type="text" value="310"/>	<input type="text" value="459"/>	<input type="text" value="150"/>

Liquids (gallons) (ex. brine)

	Oct	Nov	Dec	Jan	Feb	Mar
<u>Brine</u>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="1128"/>	<input type="text" value="3750"/>	<input type="text" value="613"/>	<input type="text" value="0"/>

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

Training Date	Training Name	# Attendance
<input type="text" value="2/10/2022"/>	<input type="text" value="WI Salt Wise Municipal Training"/>	<input type="text" value="25"/>

- 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*

Based on successful trial of brine, the City is looking at ways to expand the current brine program.

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  Unsure

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

Various webinars, virtual workshops, and in-person trainings covering BMP maintenance, SWPPPs, Leaves, Snow & Ice Control, Sustainable Infrastructure, TMDLs, erosion control, and more.

When: 2022

How many attended: 32

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

Stormwater Project Manager gave 6 presentations/updates to Public Works Commission in 2022. MS4 Report presented to Common Council in March 2022.

Municipal Officials

SW PM updated Mayor Emily McFarland, Director of Public Works/City Engineer Jaynellen Holloway, Asst. City Engineer Andrew Beyer many times in 2022. Mayor and department heads convey new/redevelopment requirements to developers.

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

SW PM updates Engineering, Building Inspector, Development Coordinator, Streets, Parks on related permit and program changes, including ordinance revisions. Streets & Engineering staff learned permeable pavement and biofilter installation techniques.

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.*

Multiple staff viewed webinars, virtual workshops and attended in-person trainings, tours and one-on-one trainings with Stormwater PM.

**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 7 : Complete**

**7. Storm Sewer System Map**

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

Yes  No  Unsure

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

Section 4, Item E.

New storm pipe, BMPs, and vegetated swales have been added to the MS4 Map.

- 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.*

The City completed a city-wide stormwater system mapping/GIS update. Structures were inventoried & measured in-field throughout the City (2020-2022); data was uploaded to new GIS layer.

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

8000	8000	13000	<u>Storm water utility</u>
------	------	-------	----------------------------

**Element:** Public Involvement and Participation

2000	2000	4500	<u>Storm water utility</u>
------	------	------	----------------------------

**Element:** Illicit Discharge Detection and Elimination

750	750	750	<u>Storm water utility</u>
-----	-----	-----	----------------------------

**Element:** Construction Site Pollutant Control

5000	5000	15000	<u>Storm water utility</u>
------	------	-------	----------------------------

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

30000	30000	50000	<u>Storm water utility</u>
0	40000	20000	<u>Permit fee and/or deposit/escrow</u>

**Element:** Pollution Prevention

16925	25000	25000	<u>Storm water utility</u>
11000	11000	7000	<u>Storm water utility</u>

**Other (describe)**

TMDL Compliance			
22347	70000	70000	<u>Grants</u>

**Other (describe)**

0 0 39650 Storm water utility

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

Stormwater plan reviews have moved in-house; review fees have not been charged back to applicants recently, but may in the future. Created line item for TMDL costs.

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:

Additional stormwater BMPs were installed.

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

**[A.6.3] Final Documentation.**

The permittee is confirming that all planned efforts are on schedule to submit the final documentation materials [updates to mapping, modeling, tabular summary, and Implementation Plan] under section A.6.3 by October 31, 2023.

- 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.*

Do not close your work until you SAVE.

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

Form 3400-224 (R8/2021)

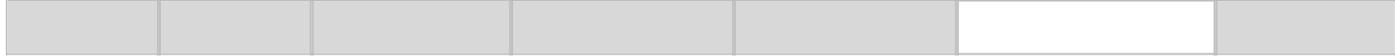
**Requests for Assistance on Understanding Permit Programs**

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.

### Storm Sewer System Map

File Attachment

### Attach - Other Supporting Documents

AR EO

File Attachment

[2022WatertownStormwaterEdwAttachments.pdf](#)

AR EO

File Attachment

[LincolnSTEMSchoolCreekSolutionsNov2022.pdf](#)

AR SWGroupReport

File Attachment

[RRSG-2022PWWAnnualReportMini-grantappended-FINAL.pdf](#)

AR SWGroupReport

File Attachment

[RRSG-2022-MS4PermitReportingTables-EventTables2.pdf](#)

AR SWGroupReport

File Attachment

[RRSG-MonthlyThemeTablesforRRSG2022Report.pdf](#)

AR SWGroupReport

File Attachment

[RRSG-2022-MS4PermitReportingTables-VolunteerActivities-CleanUp.pdf](#)

AR PP

File Attachment

[CityofWatertownMS4SWBMPMaintenanceProgramMarch2023.pdf](#)

## AR LeafYardMgmt

Section 4, Item E.

 File Attachment

[CityofWatertownMS4LeafCollectionProgramMarch2023.pdf](#)

## AR WintRdMain

 File Attachment

[CityofWatertownMS4WinterRoadManagementProgramMarch2023.pdf](#)

## AR WintRdMain

 File Attachment

[WatertownBRINEROUTE2023.pdf](#)

## AR Other

 File Attachment

[CityofWatertownMS4StreetSweepingCatchBasinProgramMarch2023.pdf](#)

## AR Other

 File Attachment

[Watertown-MS4PermitStreetSweepingProgramChanges.msg](#)

## AR Other

 File Attachment

[CityofWatertownMS4InternalTrainingProgramMarch2023.pdf](#)

## AR Other

 File Attachment

[2022InternalSWTrainingSpreadsheet.pdf](#)

## AR Other

 File Attachment

[WISaltWiseMunicipalTraining-2-10-22AttendanceList.pdf](#)

## AR Other

 File Attachment

[3-25-22StreetsECTrainingAttendanceSheet.pdf](#)

## AR Other

 File Attachment

[3-25-22StreetsMunicipalSWPPPTrainingAttendanceSheet.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

You must attach a Storm Sewer Map file,

**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](#)

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

Form 3400-224(R8/2021)

**Complete and Submit Your Application**

You have not completed all areas of the application. Please return to the application and complete all missing items.

Contact Information: Complete

Minimum Control Measures Section 1: Complete

Minimum Control Measures Section 2: Complete

Minimum Control Measures Section 3: Complete

Minimum Control Measures Section 4: Complete

Minimum Control Measures Section 5: Complete

Minimum Control Measures Section 6: Complete

Minimum Control Measures Section 7: Complete

Attachments: Has Missing Items

Final Evaluation: Complete



# 2022 Final Report

# Table of Contents

2022 Highlights	ii
Annual Report 2022 Metrics Highlight	ii
2022 Year-in-Review	1
Introduction	1
Target Audiences & Outreach Communication Model	2
Initiative #1: Expand on Existing Brand Awareness via Establishing & Maintaining Community Partners	3
Website:	13
Municipality of the Month:	15
Initiative #3: Outreach & Engagement via Community Events	20
Storm Drain Protector Program:	20
Community Engagement Event Reports	22
Initiative #4: Launch the RRSB Mini-Grant Program	54
Initiative #5: Municipal Worker & Other Trainings	57
2022 Activities & RRSB's Public Education & Outreach Goals	58

## 2022 Highlights

### Annual Report 2022 Metrics Highlight

**Summary:** In 2022, the Protect Wisconsin Waterways (Rock River Stormwater Group) focused on organic and partner-driven digital reach and had an **in-person active presence at 32 events**. Partner-driven digital outreach included establishing partnerships with chambers of commerce and other community-based organizations. Combined with Protect Wisconsin Waterways’ digital outreach efforts (website, email, social media), the RRSG + partner outreach resulted in over **277,900+ digital impressions (+21.5% compared to 2021 efforts)**.

Attendance and tabling at in-person events helped **actively engage 1,697+ individuals** (does not include 13,000+ impressions based on UW-Whitewater homecoming football game attendance where we served as a parade sponsor). Our Protect Wisconsin Waterways annual cleanup was highly successful, resulting in a total of **201 volunteers**. There were a total of **nine cleanup locations along the Rock River** that volunteers had the option of attending. Plans for 2023 will continue to have volunteers attend in-person events and continue door-to-door visits to recruit additional Storm Drain Protectors (adopt-a-storm drain program). The group plans to expand outreach via existing and new community partnerships. RRSG also intends to continue offering mini-grants to local community groups to implement additional stormwater-related projects in RRSG member communities.

### Total Digital Outreach Summary Statistics – Year Over Year

Combined Digital Outreach	2022	2021*	2020*	2019
<b>Total Impressions</b>	277,900+	228,733+	184,403+	161,016

*\*Note: Combined impressions include RRSG metrics + data provided by community partners related to specific Protect Wisconsin Waterways-related social media posts, email messages, etc. (i.e., chambers of commerce, partner alliances, and others)*

### Website Summary Statistics – Year Over Year

Website Metrics	2022	2021	2020	2019
<b>Total Visits</b>	8,412	8,010	8,540	7,995
<b>Storm Drain Protector Program</b>	218	241	380	25*

*\*Note: 2020 and 2021 numbers reflect online-only efforts. 2020 efforts included paid ads on Google that resulted in additional visitors.*

**Facebook Summary Statistics – Year Over Year**

	2022** 1,007 Page Likes 104 Posts	2021 897 Page Likes 119 Posts	2020* 802 Page Likes 143 Posts	2019 561 Page Likes 144 Posts
<b>Post (Content) Reach</b>	10,937	n/a	n/a	n/a
<b>Page Reach</b> (# unique accounts reached)	3,201	n/a	n/a	n/a
<b>Facebook Page Visits</b> (# of times profile page visited)	652	n/a	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**

	2022 1,078 Followers 129 Posts	2021 1,019 Followers 89 Posts	2020 901 Followers 82 Posts	2019 438 Followers 113 Posts
<b>Instagram Post/Stories (Content) Reach</b>	12,425	n/a	n/a	n/a
<b>Instagram Reach</b> (# unique accounts reached)	1,890	n/a	n/a	n/a
<b>Instagram Profile Visits</b> (# of times profile page visited)	1,064	n/a	n/a	n/a
<b>Instagram Content Interaction Rate</b> (i.e., likes, reactions, replies, shares, comments)	9.5%	n/a	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.

**YouTube Summary Statistics**

YouTube	2022	2021	2020	2019
<b>Total Views on YouTube*</b>	2,300+	4,400+	1,600+	1,500+

\*Note: Additional views occur via distribution on other social platforms.

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

Clean-Up Metrics	2022	2021	2020*	2019	2018
<b>Total Volunteers</b>	201	187	-	196	130
<b>Total Trash Collected</b>	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.*

**Event Summary Statistics – Year Over Year**

Event Metrics	2022	2021*	2020*	2019
<b>Total Events</b>	32	20	-	41
<b>Total Event Reach/Impressions</b>	1,697+	2,360+	-	3,595
<b>Total Community Events</b>	32	20	-	35
<b>Total Community Event Reach</b>	1,697+	2,360+	-	3,453
<b>Total K-12 Educational Events</b>	-	-	-	6
<b>Total Educational Event Reach</b>	-	-	-	142

*\*Note: All in-person events were canceled in 2020; in-person events resumed in May 2021. K-12 in-person visits remained on hold due to COVID. The total event reach/impressions in 2022 of 1,697 does not include the estimated 13,000+ potential impressions from our sponsorship of the UW-Whitewater homecoming football game.*

# 2022 Year-in-Review

## Introduction

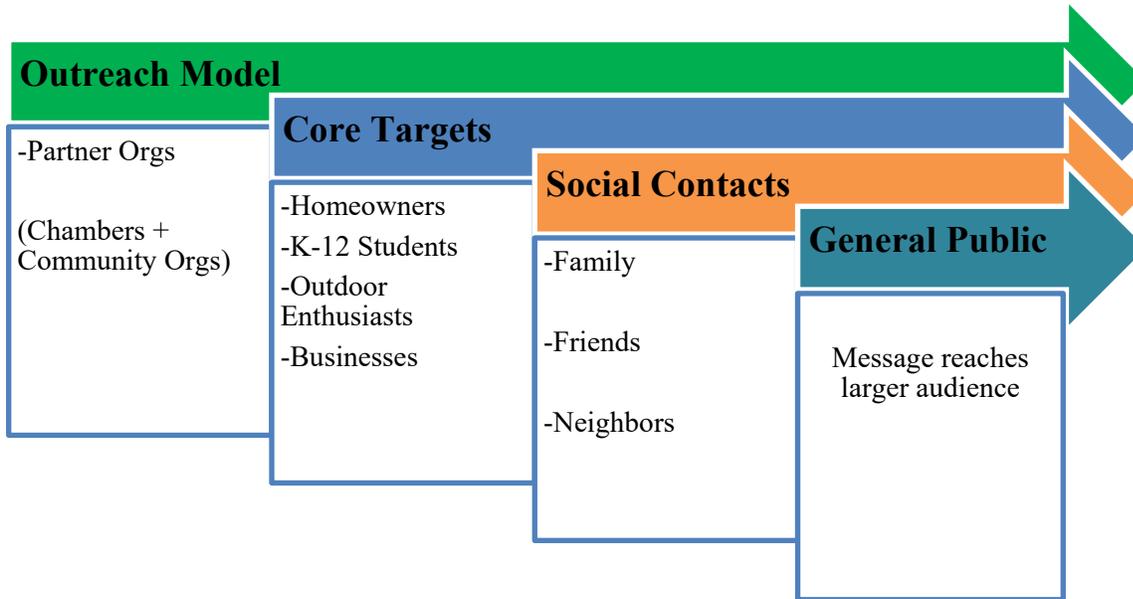
The following document provides an overview of the Rock River Stormwater Group's (RRSG) public education and outreach activities (branded as Protect Wisconsin Waterways) as part of regional stormwater public education and outreach during the 2022 calendar year.

The Protect Wisconsin Waterways regional stormwater public education efforts had a presence at 32 in-person events in 2022. 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, 17th 2022 that engaged **201 volunteers**. The events also created additional exposure among community residents in the same area and via media coverage. Each event contributed to active education efforts to the general public, and some also led to interactions with city officials in member communities. A consortium of townships from Rock County also joined the Rock River Stormwater Group in 2022. A key initiative with these townships included updating the direct mail information sent along with property taxes in December 2022. Two new initiatives in 2022 included (a) the launch of the RRSg mini-grant program that funded two projects with the Wisconsin EcoLatinos and Rock River Trail groups, and (b) initial creation of Stormwater Awareness Week on a local level and preliminary planning with other stormwater groups from around the state for a 2023 statewide proclamation and Stormwater Week. On a digital front, we maintained partnership efforts through a variety of community-based organizations. Stormwater-focused communications shared through these organizations, plus Protect Wisconsin Waterway's social media efforts resulted in over 277,900 digital impressions (+21.5% compared to 2021 efforts). In combination, the efforts helped the Protect Wisconsin Waterways brand increase public education efforts compared to 2021 efforts.



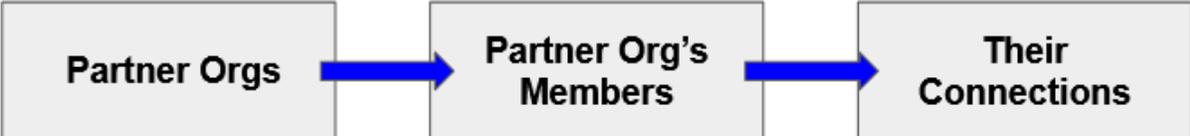
**Target Audiences & Outreach Communication Model**

Protect Wisconsin Waterways’ outreach and communication plan in 2022 focused on leveraging partnerships with community-based organizations to help engage our core targets, their social contacts, and by extension, the general public. The addition of the mini-grant program created additional outreach to a variety of community organizations, and continue in 2023.



**Initiative #1: Expand on Existing Brand Awareness via Establishing & Maintaining Community Partners**

The RRSG continues to leverage social media and other digital marketing communications to expand on our existing brand awareness and promote our educational initiatives and programs through these partner organizations. We implemented new digital strategies to continue educating our current followers while engaging new audiences through various partner organizations and highlighting community members who were part of the storm drain protector program.



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. RRSG municipalities also regularly share city-specific content via social media posts, city websites, and other communication outlets. Digital outreach via these partnerships on behalf of Protect Wisconsin Waterways included social media posts, website details, emails to partner email lists, and other methods that contribute to ~277,900 digital impressions of RRSG-related messaging, including multiple posts/event sharing for our annual clean-up events or other Protect Wisconsin Waterways’ messaging. Partnerships and other relationships were also established via the launch of the RRSG mini-grant program which will continue to increase engagement, education, and awareness within member communities. We also partnered with WI SaltWise to host an open house on salting equipment, rain barrel workshops with the Rock River Coalition, and other events not directly managed by RRSG. In combination, these partnerships also helped increase media exposure/coverage. Examples of new or expanded partnerships in 2022 include:



## Example posts/media coverage from community partners/media outlets related to RRSG activities

**Beloit Plogging**  
September 16, 2022 · 🌐

Tomorrow Morning, Riverside Park, 8AM 🌞🌱

**City of Beloit, Wisconsin - Government**  
September 13, 2022 · 🌐

Get outside and help clean up the Rock River! We will be participating in this community cleanup on Saturday!



PROTECTWIWATERWAYS.ORG  
**Join the Protect Wisconsin Waterways 2022 Clean-Up - Protect Wisconsin Waterways**

**Rock River Coalition, Inc.**  
August 17, 2022 · 🌐

Register for the Fort Atkinson Waterway Clean-Up by THIS FRIDAY (8/19) to guarantee your free event t-shirt!

Join volunteers on Saturday, Sept 17th for a morning river clean-up and after party in the park with games, fun, and free lunch!



SAT, SEP 17, 2022  
**Fort Atkinson Waterway Clean-Up**  
Fort Atkinson, WI  
22 people interested

**Rotary Club of Beloit is at Rotary Club of Beloit.**  
September 17, 2022 · Beloit, WI · 🌐

Local Service Project Success: Rock River Cleanup, City of Beloit. 🌞🌱

Thank you to the awesome Rotaract Students from Beloit College, Beloit College Men's Soccer team, Rock River Coalition, Inc., and City of Beloit, Wisconsin - Government for making this such a successful event! #ServiceAboveSelf



8 shares

**City of Beloit, Wisconsin - Government**  
September 13, 2022 · 🌐

Get outside and help clean up the Rock River! We will be participating in this community cleanup on Saturday!



PROTECTWIWATERWAYS.ORG  
**Join the Protect Wisconsin Waterways 2022 Clean-Up - Protect Wisconsin Waterways**

**City of Fort Atkinson, WI**  
September 7, 2022 · 🌐

We are officially only TWO weeks away from the #ProtectWIWaterways clean-up! 💧🌿  
Check out the link below for more specific details📄  
<https://protectwiwaterways.org/2022cleanup/>



**WEEKS**

UNTIL THE ANNUAL PROTECT WISCONSIN WATERWAYS CLEAN-UP

PROTECT  WATERWAYS

**WI Salt Wise**  
October 20, 2022 · 🌐

It's getting to be that season again. 🌨️🧰📺  
Check out a local event or virtual class and be a leader in smart winter maintenance. Help promote our events to your local school districts, contractors, property managers, and municipal staff.  
#keepitfreshwi



**FALL EVENTS**

**WINTER EQUIPMENT OPEN HOUSES**

- WAUSAU SCHOOLS - OCT 28
- WHITEWATER - NOV 1
- STOUGHTON - NOV 2

**SMART SALTING CLASSES**

- VIRTUAL SIDEWALKS/LOTS - OCT 26, DEC 8
- ROADS - OCT 25, NOV 29
- IN-PERSON STOUGHTON - NOV 2
- OSHKOSH - NOV 3

REGISTER ONLINE  
[WWW.WISALTWISE.COM](http://WWW.WISALTWISE.COM)

**Rotary Club of Beloit**  
September 16, 2022 · 🌐

Join us TOMORROW as Beloit Rotarians, Beloit College Rotaract Students, and members from the community come out and help clean up our waterways!  
Taking care of the environment is Rotary's seventh main cause. Cheers to another local service project and living #ServiceAboveSelf.

**City of Beloit, Wisconsin - Government**  
September 13, 2022 · 🌐

Get outside and help clean up the Rock River! We will be participating in this community cleanup on Saturday!



PROTECTWIWATERWAYS.ORG  
Join the Protect Wisconsin Waterways 2022 Clean-Up - Protect Wisconsin Waterways

**City of Watertown, WI - Government**  
September 15, 2022 · 🌐

This Saturday! It's clean-up time! Help us protect the Rock River and other area waterways by participating in this clean-up event on September 17th! Sign up here:  
[protectwiwaterways.org/2022cleanup](https://protectwiwaterways.org/2022cleanup)  
Image: protect our waterways text with the above information

**PROTECT Our WATERWAYS**

volunteer at the link below to keep your city clean

September 17, 2022

10:00am - Noon

Riverside Park 850 Labaree St.

THE CITY OF **WATERTOWN**

<https://protectwiwaterways.org/2022cleanup/>

**Waupun Municipal Government**  
August 31, 2022

Join us and help keep our waterways clean!



**City of Waupun**  
Municipal government

**SAT, SEP 17, 2022**  
**2022 Rock River Waterways Clean-Up**  
Shaler Park, 451 E Spring Street, Waupun, WI 53963

Interested

**City of Fort Atkinson, WI**  
September 17, 2022

The Protect Wisconsin Waterway Clean-Up starts today at 8 a.m. at Barrie Park. More info here:  
[https://www.facebook.com/events/1038253286984364/?context=%7B%22event\\_action\\_history%22%3A%7B%22surface%22%3A%22page%22%7D%7D](https://www.facebook.com/events/1038253286984364/?context=%7B%22event_action_history%22%3A%7B%22surface%22%3A%22page%22%7D%7D)



**PROTECT OUR WATERWAYS**

**PROTECT  WATERWAYS**

**City of Fort Atkinson, WI**  
September 16, 2022

Sign up to help protect the Rock River <https://fb.me/e/5810Owx27>

**PROTECT *Our* WATERWAYS**

volunteer at the link below to keep your city clean

**September 17, 2022**

**9:00am - Noon**

**Barrie Park 210 Robert St.**



<https://protectwiwaterways.org/2022cleanup/>

**City of Fort Atkinson, WI**  
September 15, 2022

Sign up for the Fall Rock River clean up here: <https://fb.me/e/5810Owx27>

**2022 WATERWAYS CLEAN-UP**

**SATURDAY SEPT. 17TH**

**Fort Atkinson Barrie Park**  
210 Robert St  
Fort Atkinson, WI 53538

**9 AM - NOON**

Keep our local waterways clean!



Scan the code below or go to:  
[protectwiwaterways.org/2022cleanup](https://protectwiwaterways.org/2022cleanup)



SCAN ME





**Daily Jefferson County Union**  
Tuesday, February 5, 2023 | 8:00 AM

**ENTER NOW** **ENTER TO WIN** **CAR PAYMENTS FOR A YEAR**

## Whitewater Waterway Clean-Up

Scott Peterson Sep 1, 2022

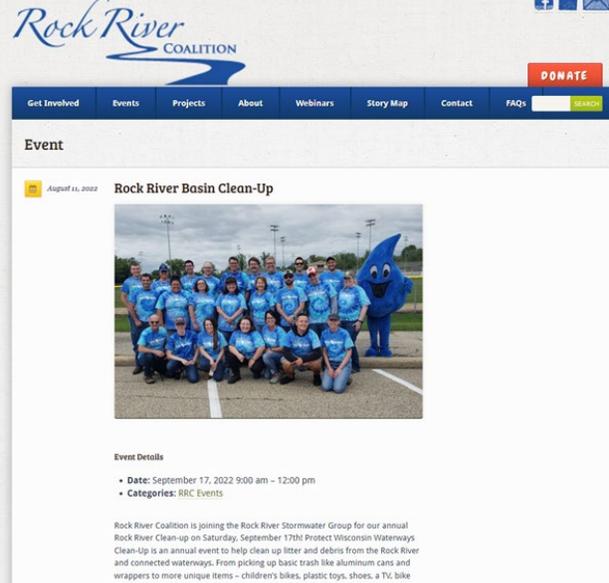
The City of Whitewater Department of Public Works is announcing a community cleanup event, sponsored by Protect Wisconsin Waterways, at Crawath Lakefront Park, 341 S. Fremont St., on Saturday, Sept. 17, from 8 to 10 a.m.

Residents of the City of Whitewater (a member of the Rock River Stormwater Group) are encouraged to take an active role to help better their community by joining the annual clean-up of the Rock River and its tributaries.

This event is part of the Protect Wisconsin Waterways campaign to spread awareness of what individuals can do to help protect their local lakes and rivers.



Protect Wisconsin Waterways has run this event since 2016, and each year the total effort can remove over 50 bags of trash and litter from and around local lakes and rivers. Objects as small as cans, bottles, and wrappers, as well as large items, traffic cones, and PVC pipes, have been removed from our local waterways. Our waterways are home not only to a bounty of wildlife, but are also the place where we fish, boat, kayak, and swim. Maintaining our waterways makes the area around us an even more enjoyable place for everyone.



**Rock River COALITION**

Get Involved | Events | Projects | About | Webinars | Story Map | Contact | FAQs |

**Event**

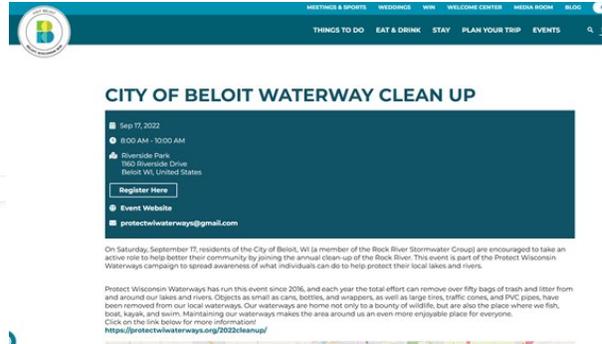
**August 11, 2022** **Rock River Basin Clean-Up**



**Event Details**

- **Date:** September 17, 2022 9:00 am - 12:00 pm
- **Categories:** RRC Events

Rock River Coalition is joining the Rock River Stormwater Group for our annual Rock River Clean-up on Saturday, September 17th! Protect Wisconsin Waterways Clean-Up is an annual event to help clean up litter and debris from the Rock River and connected waterways. From picking up basic trash like aluminum cans and wrappers to more unique items - children's bikes, plastic toys, shoes, a TV, bike



**CITY OF BELOIT WATERWAY CLEAN UP**

Sep 17, 2022  
9:00 AM - 10:00 AM  
Riverside Park  
1900 Riverside Drive  
Beloit, WI, United States

[Register Here](#)

Event Website  
protectwiswaterways@gmail.com

On Saturday, September 17, residents of the City of Beloit, WI (a member of the Rock River Stormwater Group) are encouraged to take an active role to help better their community by joining the annual clean-up of the Rock River. This event is part of the Protect Wisconsin Waterways campaign to spread awareness of what individuals can do to help protect their local lakes and rivers.

Protect Wisconsin Waterways has run this event since 2016, and each year the total effort can remove over fifty bags of trash and litter from and around our lakes and rivers. Objects as small as cans, bottles, and wrappers, as well as large items, traffic cones, and PVC pipes, have been removed from our local waterways. Our waterways are home not only to a bounty of wildlife, but are also the place where we fish, boat, kayak, and swim. Maintaining our waterways makes the area around us an even more enjoyable place for everyone.

Click on the link below for more information!  
<https://protectwiswaterways.org/2022/cleanup/>



**105.9 FM THE HOG**  
EVERYTHING THAT ROCKS

**50/50 Friday DEALS!** on dining, products.

HOME | ON AIR | HOG PEN | CONNECT | BIG RADIO NEWS

**ROCK RIVER CLEANUP EVENTS PLANNED FOR SEPTEMBER 17TH**

September 4, 2022 | Local News

TWEET | SHARE | LINKEDIN | EMAIL



**City of Janesville, WI**  
September 14, 2022 · 🌐

Don't miss the Janesville Waterway Clean-Up this Saturday, September 17, from 10 a.m. to noon in Monterey Park!

Join [Protect Wisconsin Waterways](#) and communities across the Rock River Basin as we come together to enhance one of our region's most incredible natural resources. Register to volunteer online at [protectwisconsinwaterways.org/2022cleanup!](#)



**City of Janesville, WI**  
September 19, 2022 · 🌐

Wisconsin's Park Place has no space for litter! 🌱💧🌱

Our volunteers brought energy and effort to Monterey Park on Saturday for the [Protect Wisconsin Waterways Clean-Up](#)! Janesville proudly joined communities across the Rock River Basin for this annual day of action for one of our region's most incredible natural resources. Thank you to all of this weekend's volunteers for your hard work!

Residents can learn more about keeping the Rock River clean at [protectwisconsinwaterways.org](#).



**Waupun Municipal Government**  
November 3, 2022 · 🌐

City crews are in the middle of yard waste cleanup. With trees still dropping their leaves and rains projected on Friday through the weekend, we are asking for your assistance. Please make sure leaves are within the terrace area and away from the street and storm drains. When storm drains are blocked with debris, flooding can occur. Your help in keeping the storm drains cleared from yard waste will help to control and minimize flooding in neighborhoods. Yard waste pickup... [See more](#)



👍 5      4 shares

**City of Watertown, WI - Government**  
November 3, 2022 · 🌐

A reminder before the rain comes pouring down tomorrow - please clean out your storm drains. And remember, leaves should not go into the storm drain! This can clog the drains, and overload the river with nutrients that will cause more algae than normal! Thanks for being [#stormdrainwise](#)

Image: storm drain clogged with leaves



**Reminder**

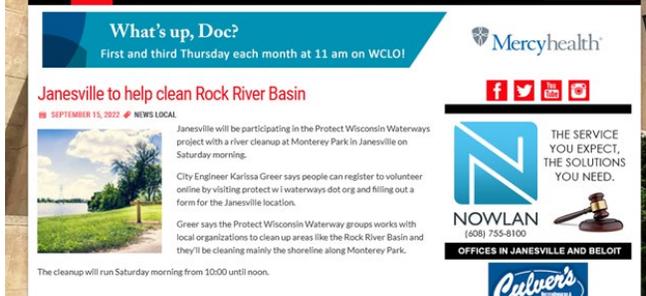
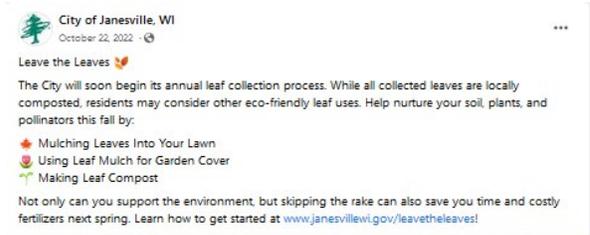
**CLEAN OUT YOUR STORM DRAINS!**  
Leaves can clog your drain and disturb the proper drainage of water.

#StormDrainWise



PROTECT  WATERWAYS

👍 28      27 comments 10 shares



**City of Beloit, Wisconsin - Government**  
October 31, 2022

Public Works has noticed leaves in the curb and gutter area. Please do not rake leaves into the street - this can block storm drains and negatively impact our waterways.



**Please Keep Leaves Out of the Curb and Gutter Area!**



**Waupun Municipal Government**  
August 31, 2022

Join us and help keep our waterways clean!



**CITY OF WAUPUN**  
Municipal government

SAT, SEP 17, 2022  
**2022 Rock River Waterways Clean-Up**  
Shaler Park, 451 E Spring Street, Waupun, WI 53963

Interested

**City of Fort Atkinson, WI**  
October 13, 2022

Leaf pickup will begin in the City in November. If you have leaves before that consider mowing an mulching for the health of your grass.



**City of Janesville, WI**  
August 17, 2022

The City is joining the Rock River Stormwater Group (RRSG) in recognizing this week as Stormwater Awareness Week!

In partnership with the RRSG, the City will join in the **Protect Wisconsin Waterways Clean-Up** on Saturday, September 17, with a local event in Monterey Park. Register to volunteer for the Clean-Up online at [protectwiswaterways.org/2022cleanup/](https://protectwiswaterways.org/2022cleanup/)



**Southeastern Wisconsin Regional Planning Commission**  
November 17, 2022

At the beginning of November, SEWRPC staff attended a Wisconsin Salt Wise Winter Equipment Open House event hosted by the City of Whitewater and UW-Whitewater.

The event was a show-and-tell of winter equipment and a discussion aimed at accelerating the adoption of smart winter salting best practices through peer-to-peer conversations with contractors, facilities staff, area school districts, and municipal DPW staff.

Congratulations to [WI Salt Wise](#), [City of Whitewater](#), and [U...](#) See more



9 2 shares

**City of Whitewater**  
September 27, 2022

Remember to bag your leaves this fall! Raking leaves into the street can lead to flooding



**FALL REMINDER:  
DO NOT RAKE  
YOUR LEAVES  
INTO THE STREET,  
PLEASE BAG THEM**

**Initiative #2: Content Calendar Related to Educational Topics**

We continued to follow a monthly themed content calendar to ensure our monthly outreach efforts covered each of the MS4 permit topical areas – plus additional topics deemed of value given past engagement efforts. The content calendar included new graphics and other digital content in addition to integrating past graphics/content.

<b>Month</b>	<b>Theme</b>
January	Pollution Prevention Education
February	Construction Site and Post-Construction Stormwater Management
March	Snow Melt Runoff
April	Fertilizer and Pesticide Application
May	Household Hazardous Waste Disposal
June	Yard and Pet Waste Management
July	Stream and Shoreline Management
August	Illicit Discharge Detection and Elimination
September	Vehicle Washing
October	Green Infrastructure and Low Impact Development
November	Residential Infiltration
December	Salt Use

**Website:**

The group continued to update the website (protectwiwaterways.org) with additional information specific to each municipality. HubSpot lead forms helped track engagement and sign-ups for the storm drain protector program, clean-up registration, and more. “BeWise” content pages to coincide with new brochure series were also created. We also created new mini-grant program pages to highlight key information about the new program. This also included creating a GrateWorks program page on our website to align with information hosted on the Rock River Trail’s website. Finally, with the addition of new townships, we also contributed content that was placed directly on these township websites about Protect Wisconsin Waterways. Total website visits for 2022 included 8,412 page visits.

Website Summary Statistics – Year Over Year				
Website Metrics	2022 (Q4)	2021	2020	2019
<b>Total Visits</b>	8,412	8,010	8,540	7,995
<b>Storm Drain Protector Program</b>	218	241	380	25*

*\*Note: 2020 and 2021 numbers reflect online-only efforts. 2020 efforts included paid ads on Google that resulted in additional visitors.*



## Example Webpages

**PROTECT WISCONSIN WATERWAYS** ABOUT GET INVOLVED PROTECT A STORM DRAIN FIND YOUR BASIN MINI-GRANT

### MINI-GRANT PROGRAM

#### Water Quality Education & Involvement Mini-Grant Application

Protect Wisconsin Waterways is pleased to announce its 2023 Water Quality Education and Involvement Mini-Grant Program. Funding will be awarded to non-profit organizations, community, civic, school groups, and others for projects or activities that educate the public about stormwater pollution prevention or contribute to efforts to reduce stormwater runoff pollution in one of the Rock River Stormwater Group municipalities. The Mini-Grant program in 2023 will award up to \$5,000 to projects that:

- Raise awareness of storm water pollution impacts on bodies of water in the Rock River watershed and encourage changes in behavior to reduce such impacts
- Engage target audiences within municipalities of the Rock River watershed that may include the general public, public employees, residents, businesses, contractors, developers, industries, and/or others as appropriate
- Incorporate active and/or passive mechanisms of delivery for educational content in related topic areas that may include hazardous waste disposal, pet waste management, vehicle washing, yard waste management, pesticide and fertilizer application, stream and shoreline management, residential infiltration, construction site management, pollution prevention, or green infrastructure.

#### Elements

The project must include an outline, description, and educate the public about ways they can protect waterways.

[See Details](#)

#### Eligibility

The project must be located within one of the municipalities and is only available for non-profit organizations.

[See Requirements](#)

#### Examples

Check out previous projects to get ideas to implement in your community! Not sure if your project will qualify - get in touch!

[See Examples](#)

**PROTECT WISCONSIN WATERWAYS** ABOUT GET INVOLVED PROTECT A STORM DRAIN FIND YOUR BASIN MINI-GRANT

### GRATEWORKS

#### What is the Rock River Trail GrateWorks Program?

The Rock River Trail and Protect Wisconsin Waterways invite residents and visitors to the Rock River Trail system in Wisconsin to do #GrateWorks for Wisconsin's waterways.

#### How can you Do GrateWorks for Your Waterways?

Adopt a storm drain in your community and keep it clear of garbage and debris. You can also follow best practices around your home or business to prevent pollutants like grass clippings, leaves, and other yard waste that lower the water quality in our waterways.

**Did you know that water and other pollutants that go down a storm drain go untreated directly into our waterways?** Adopting a storm drain helps keep your neighborhood and our local waterways clean. Stormwater runoff is one of the biggest contributors of pollution to our waterways! Rain and snowmelt runoff washes leaves, grass clippings, trash, dirt, fertilizer, pesticides, road salt, pet waste, and other pollutants directly into the nearest waterway. **So everything that flows into a storm drain goes directly into a lake, stream, river, or other wetland!**



#### How To Be A Hero to our Waterways

- Adopt a storm drain or more than one!
- Register below so we can send you updates and more information.
- The storm drain doesn't need to be near your home; it could be on your biking or walking route, or near your school, church or favorite park.
- Take pictures of your efforts and share it on social media and use the hashtags #grateworks and #protectwisconsinwaterways.
- Complete this form each time you clean your storm drain so we can track how community members like you are making a difference!



## Wisconsin Lawn Wise

Are you LawnWise and have a best practice we missed or a success story on how you reduced lawn care pollutants?

Get in touch with Protect Wisconsin Waterways to share your experience and best practice tips with others!




### Protect Wisconsin Waterways

In 2022, the Town of Turtle joined the Rock River Storm Water Group, a group of communities from Waupun to Beloit committed to improving the health of the Rock River and other Wisconsin waterways by reducing storm water runoff pollution. **Learn simple things you can do around your property to reduce storm water runoff** and help Protect Wisconsin's Waterways at [www.protectwisconsinwaterways.org](http://www.protectwisconsinwaterways.org)

**Save the date and join a Rock County area waterway clean up on September 23, 2023!**

**What is Storm Water Runoff & Why It Matters?**

Storm water runoff is rain and melting snow that flows off building rooftops, driveways, lawns, streets, parking lots, construction sites, and industrial storage yards. Storm water runoff goes directly into our waterways - but it is not clean water. Storm water runoff often carries pollutants that can seriously harm our waterways and wildlife. It can also cause erosion. **Own waterfront property? Minimize your shoreline erosion** by following the tips at [protectwisconsinwaterways.org](http://protectwisconsinwaterways.org).

**PROTECT WISCONSIN WATERWAYS** ABOUT GET INVOLVED PROTECT A STORM DRAIN FIND YOUR BASIN MINI-GRANT

### Harmful Effects of Lawn Care Maintenance Pollutants on Our Waterways

#### Grass & Leaves



Grass clippings and leaves can clog storm drains and lead to flooding of streets. When grass and leaves end up in waterways, it can increase the nitrogen level in the water, create algal blooms, and kill aquatic life.

#### Fertilizers & Pesticides



Chemicals in fertilizers and pesticides can get washed down storm drains into waterways, creating a toxic environment that increases nutrient concentrations that deplete oxygen and create algal blooms.

#### Gas, Oil, & Lubricants



Gas, oil, and lubricant can leak from poorly maintained lawn equipment. When it rains, these pollutants also get washed down the storm drain and into local waterways.

#### Excessive Watering



Excessive and/or misdirected watering of a lawn can lead to additional stormwater runoff. Plus, when it rains the stormwater may not be as likely to soak into the ground. This can lead to additional flooding around stormdrains, plus be more likely to carry grass clippings or other pollutants into the storm drains.

#### What are Best Management Practices for Homeowners & Lawn Care Companies?

If you are mowing lawns or applying fertilizers and pesticides either as a homeowner or lawn care company, follow these tips to prevent lawn debris like grass, leaves, fertilizers, and other pollutants from ending up in our local waterways.

**Municipality of the Month:**

In 2022, we continued our social media campaign highlighting the different municipalities that Protect Wisconsin Waterways serves. A key focus of the “Municipality of the Month” campaign is to showcase the cities/towns that Protect Wisconsin Waterways (RRSG) serves in the Rock River watershed, including the amount of land and water in that municipality. This year, we used the drone videos we obtained during the fall to create videos featuring each municipality.

In fall 2022, RRSG worked with a drone videographer to capture drone footage (video + images) across RRSG member municipalities. The drone footage is being edited for municipality spotlights and other digital uses in 2023.

**Example Drone Images**



Beaver Dam



City of Beloit



Fort Atkinson



Janesville



Milton



Town of Beloit



Watertown



Whitewater



< Waupun



**Social Media & Outreach:**

Both the Protect Wisconsin Waterways’ Facebook and Instagram pages are now over 1,000 page likes (followers). Social media content aligns with our monthly themes to address different MS4 permit topics. We also increasingly shared content from partners such as WI SaltWise. Of note, unlike prior years we did not use paid/boosted posts. While this lowered overall reach, we continued to see high engagement from our organic content. We placed additional focus in 2022 on providing content (graphics and captions) to partner organizations to have them directly share on our behalf. As noted earlier, partners’ digital outreach on our behalf contributed to a significant increase in our overall reach in 2022. In addition to RRSg municipality posts, chambers of commerce and other partner organizations helped share our message with their followers, thereby extending the total impact of digital outreach efforts. Below, we provide reach and engagement statistics for our Protect Wisconsin Waterways’ social media platforms. Of note, Meta (the parent company for Facebook and Instagram) changed how they report content reach and other metrics in 2022. We thus don’t have identical metrics for year-over-year comparisons, but 2022 metrics provide a new benchmark moving forward.

**Social Media Metrics 2022**

Facebook Summary Statistics – Year Over Year				
	2022**	2021	2020*	2019
	1,007 Page Likes 104 Posts	897 Page Likes 119 Posts	802 Page Likes 143 Posts	561 Page Likes 144 Posts
<b>Post (Content) Reach</b>	10,937	n/a	n/a	n/a
<b>Page Reach (# unique accounts reached)</b>	3,201	n/a	n/a	n/a
<b>Facebook Page Visits (# of times profile page visited)</b>	652	n/a	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**

	2022	2021	2020	2019
	1,078 Followers 129 Posts	1,019 Followers 89 Posts	901 Followers 82 Posts	438 Followers 113 Posts
<b>Instagram Post/Stories (Content) Reach</b>	12,425	n/a	n/a	n/a
<b>Instagram Reach (# unique accounts reached)</b>	1,890	n/a	n/a	n/a
<b>Instagram Profile Visits (# of times profile page visited)</b>	1,064	n/a	n/a	n/a
<b>Instagram Content Interaction Rate (i.e., likes, reactions, replies, shares, comments)</b>	9.5%	n/a	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.*

**YouTube Summary Statistics**

YouTube	2022	2021	2020	2019
<b>Total Views on YouTube*</b>	2,300+	4,400+	1,600+	1,500+

*\*Note: Additional views occur via distribution on other social platforms.*

Example Social Media Content:



SPECIES SPOTLIGHT



LARGEMOUTH BASS



**HOUSEHOLD HAZARDOUS WASTE TIPS**

- ✓ Keep materials in their original packaging and never remove their labels.
- ✓ Read the labels. Household hazardous materials come with general care directions.
- ✓ Use products in well-ventilated rooms and avoid breathing fumes.
- ✓ Handle empty containers with care since chemical residue can still be hazardous.

PROTECT  WATERWAYS

City of Fort Atkinson, WI  
October 11, 2022

Check out all these ways to maintain your yard while being conscious of the environment. #protectwisconsinwaterways

## MAINTAIN YOUR YARD

- Regularly check any nearby storm drain and clear debris and litter To prevent local flooding and to avoid debris from entering the storm sewer system.
- Mow your grass high and let it lie
- Minimize fertilizer and pesticide use
- Remove grass or fertilizer that ends up on streets, sidewalks, or driveways
- Stabilize bare ground by seeding to stop and prevent erosion
- Minimize salt use in the winter
- Remove pet waste to prevent bacteria and nutrients from washing down the storm drain
- Properly dispose of oil, paint, and other household chemicals



Wisconsin YardWise

City of Fort Atkinson, WI  
October 7, 2022

Remember as you clean up your yards this fall to be #WisconsinLawnWise

## LAWN PRACTICES:

- Keep grass clippings and leaves off streets, sidewalks, and driveways and remove any clippings or leaves that end up on these surfaces to keep them out of storm drains
- Mow high and let it lie to leave grass clippings on the lawn for a natural fertilizer
- Only apply when needed based on soil testing
- Avoid applying fertilizers on streets, sidewalks, driveways, windy and rainy days and clean up any fertilizer that falls on these surfaces
- Properly store and dispose of fertilizers and pesticides, NEVER dump down a storm drain
- Seed bare soil to prevent erosion
- Adjust sprinkler heads and down spouts to onto lawn rather than driveway or sidewalks.



Wisconsin LawnWise

City of Fort Atkinson, WI  
October 4, 2022

Help reduce pollution to our River by being #WisconsinStormDrainWise.

## HOW TO REDUCE POLLUTION:

- Wash your car at a car wash or on the lawn
- Direct downspouts into rain barrels or onto the lawn
- Minimize fertilizer use or use natural fertilizers and keep off hard surfaces like sidewalks or driveways
- Talk to your neighbors about protecting th
- Keep leaves, grass, litter, and other debris out of the storm drain
- Don't pour any household chemicals, motor oil, paint, or other materials down the storm drain
- Compost lawn clippings and keep them off the street
- Pick up pet waste
- Check your vehicle for fluid leaks e storm drain



Wisconsin StormDrainWise

City of Fort Atkinson, WI  
September 8, 2022

Does your street flood during heavy rains? Remember to check your storm drains are clear of leaves and other debris. #ProtectWIWaterways

## Wisconsin StormDrainWise




**Initiative #3: Outreach & Engagement via Community Events**

**Storm Drain Protector Program:**

The Storm Drain Protector Program was initially launched in 2019 and included door-to-door visits to engage homeowners with storm drains adjacent to their property. The program’s goal is to raise awareness among municipal residents of the nature of stormwater and what things 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 2022 efforts included both online sign-ups at our tabling events and door-to-door interactions. Although weather cancellations impacted some of the planned door-to-door visits, we are developing a new plan to re-establish door-to-door visits as that aspect tends to have the highest, targeted success rate.

**2022 Storm Drain Protector Sign-ups (digital + in-person): 218**

**Annual Waterway Clean-Up:** RRSg municipalities hosted nine waterway clean-up events in parks across the area on Saturday, September 17th, 2022. Details of the different clean-up events are included in the event write-up reports. The Facebook events generated over 220+ advanced registrations, and ultimately resulted in 201 volunteers participating in the clean-up events. Media coverage included articles in the Jefferson Daily Union, Whitewater Banner, an on-air radio interview on WCLO 1230 and online article, among other press coverage. Additionally, a small group of stream monitoring volunteers from the Rock River Coalition organized their own clean up event in Johnson Creek and reported their impact to our group. Although we don't list this as a separate event, it shows the additional impact on public involvement of the RRSg, including beyond our member communities.

Waupun	8-10 am	Shaler Park
Beaver Dam	8am-10am	Rotary RiverWalk Park
Watertown	10am-12pm	Riverside Park
Fort Atkinson	9am-12am	Barrie Park
Whitewater	8am-10am	Cravath Lakefront Park
Milton	8am-10am	Schilberg Park
Janesville	10am-12pm	Monterey Park
Town of Beloit	10am-12pm	Preservation Park, Armstrong-Eddy Park
City of Beloit	8am-10am	Riverside Park

**Community Engagement Event Reports**

*The following section provides individual community engagement event details and metrics.*

**Date:** February 28th, 2022

**Location:** University of Wisconsin-Whitewater, Hyland Hall 1301 (Whitewater WI)

**Event Name:** Water Resource Associates, LLC Presentation and Training

**Amount of People Engaged:** 51

**Length:** 5:30 pm - 6:30 pm

**Style:** Presentation and Training

Tim Whittaker from Water Resource Associates, LLC provided background information and training to UW-Whitewater college students on MS4 related topics from a municipality perspective. Key issues and the science behind the issues were covered. Students also had the opportunity to ask questions to help prepare for upcoming in-person events and outreach on behalf of Protect Wisconsin Waterways.

**Date:** March 26, 2022

**Location:** Janesville (Hedberg Public Library)

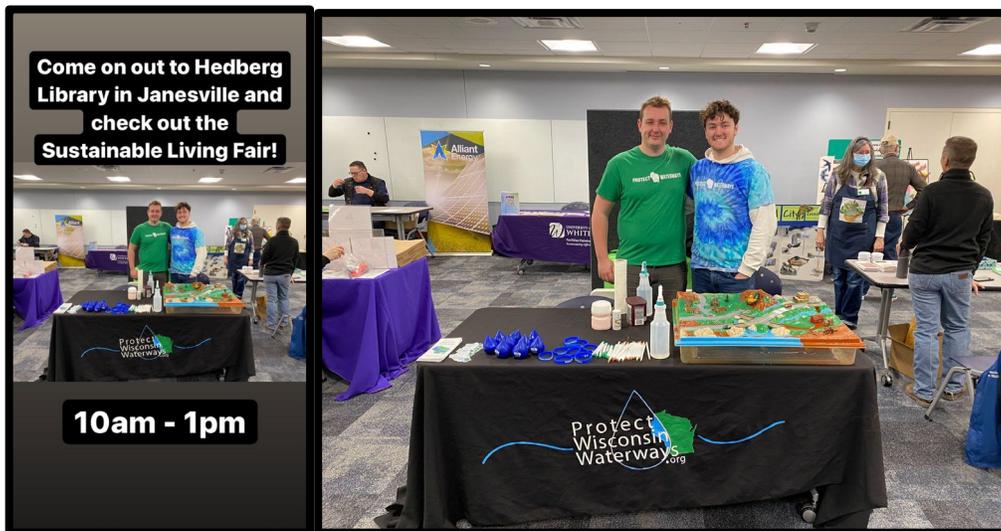
**Event Name:** Sustainable Living Fair

**Amount of People Engaged:** 95+

**Length:** 10am-1pm

**Style:** Tabling Event and Enviroscope

On Saturday, March 26th 2022, two members of the Protect Wisconsin Waterways team attended the Janesville Sustainable Living Fair at the Hedberg Public Library in Janesville to promote our *Adopt a Storm Drain Protector Program*. We also were able to talk to other groups that attended about possible collaborations as well as promote the mini-grant program. We also presented the enviroscope to attendees.



**Date:** April 9th, 2022

**Location:** Watertown

**Event Name:** Door to Door Watertown

**Amount of People Engaged:** (Visited 108 homes) 40 out of 45 signed up / 63 not home

**Length:** 10am-2pm

**Style:** Door to Door Outreach for Storm Drain Protector Program

On Saturday, April 9th 2022, six members of the Protect Wisconsin Waterways team went door to door in efforts to promote our *Adopt a Storm Drain Protector Program*. During this event, we spoke to 43 individuals who adopted a storm drain. Our storm drain protector program emphasizes the importance of protecting and keeping our local waterways clean by doing simplistic tasks like keeping our storm drains clear of debris. Other door-to-door visit dates originally scheduled in April were canceled due to weather conditions.



**Date:** April 23rd , 2022

**Location:** Janesville Botanical Gardens

**Event Name:** Earth Day Celebration

**Amount of People Engaged:** 210 (107 Adults, 103 Kids, 26 Sign-Ups)

**Length:** 10:00am-2:00pm

**Style:** Tabling Event and Enviroscape

On Saturday, April 23rd 2022, two members of our Protect Wisconsin Waterways tem attended the Earth Day Celebration Event in Janesville. At this event, we promoted our *Adopt a Storm Drain Program*, and demonstrated our Enviroscape model that helps teach young individuals about protecting and keeping our local waterways clean.



**Date:** April 23rd , 2022

**Location:** Watertown (Senior & Community Center)

**Event Name:** Rain Barrel Workshop

**Amount of People Engaged:** 30

**Length:** 9:30am-11:30am

**Style:** Workshop

On Saturday, April 23rd 2022, the City of Watertown and Rock River Coalition hosted a build your own rain barrel workshop for 30 community members. The event was also sponsored by WisPak and the River Network to provide participants with rain barrel materials. Participants also received a one-time credit on their stormwater utility after connecting their rain barrel to a downspout on their property. The event was sold out and more workshops are planned across RRSB member municipalities for 2023.



**RAIN BARREL  
WORKSHOP**



**Saturday, April 23**  
9:30-11:30 am  
**\$15 reimbursable fee**  
Watertown Senior & Community Center  
Register by April 20 at <https://rockrivercoalition.org>

**Date:** May 7th, 2022

**Location:** Whitewater, Wisconsin

**Event Name:** Whitewater Farmers Market

**Amount of People Engaged:** 24 (4 Sign-Ups)

**Length:** 8:00 am- 12:00 pm

**Style:** Tabling Event and Enviroscape

On Saturday, May 7th 2022, six members of our Protect Wisconsin Waterways team attended the Whitewater Farmers Market. At this event we promoted our *Adopt A Storm Drain Protector Program*, and demonstrated our Enviroscape model in hopes of helping individuals understand how to help protect our local waterways.



**Date:** May 21st, 2022

**Location:** Downtown Beloit

**Event Name:** City of Beloit Farmers Market

**Amount of People Engaged:** 113 (17 Sign-Ups)

**Length:** 9:00am-12:00pm

**Style:** Tabling Event and Enviroscape

On Saturday, May 21st 2022, six members of the Protect Wisconsin Waterways team attended the Downtown Beloit Farmers Market. Like at most farmers markets, we promoted our *Adopt a Storm Drain Protector Program*, and demonstrated our Enviroscape model to promote protecting our local waterways.



**Date:** May 28th, 2022

**Location:** Fort Atkinson

**Event Name:** Fort Atkinson Farmers Market

**Amount of People Engaged:** 54 (5 Sign-Ups)

**Length:** 8:00 am- 12:00 pm

**Style:** Tabling Event and Enviroscape

On Saturday, May 28th 2022, three members of our Protect Wisconsin Waterways team attended the Fort Atkinson Farmers Market. At this event we promoted our *Adopt a Storm Drain Protector Program*, and demonstrated our Enviroscape model.



**Date:** June 11th, 2022

**Location:** Janesville

**Event Name:** Janesville Farmers Market

**Amount of People Engaged:** 300+ (29 Sign-Ups)

**Length:** 8:00am-1:00pm

**Style:** Tabling Event and Enviroscape

On Saturday, June 11th 2022, our Protect Wisconsin Waterways team attended the Janesville Farmers Market, and again promoted our *Adopt a Storm Drain Protector Program*. Along with that, we also demonstrated our Enviroscape model.



**Date:** July 7th, 2022

**Location:** Watertown

**Event Name:** Lights n Sirens

**Amount of People Engaged:** 150+ (5 Sign-Ups)

**Length:** 6:00pm-8:00pm

**Style:** Tabling Event and Enviroscape

On Thursday, July 7th 2022, two members of the Protect Wisconsin Waterways team attended the Lights n Sirens Event in Watertown. We promoted our *Adopt a Storm Drain Protector Program*, and demonstrated our Enviroscape model.



**Date:** July 16th, 2022

**Location:** Whitewater

**Event Name:** Whitewater Farmers Market

**Amount of People Engaged:** 20+

**Length:** 8:00am - 12:00pm

**Style:** Tabling Event and Enviroscape

On Saturday, July 16th 2022, our Protect Wisconsin Waterways team attended the Whitewater farmers market. At this market, we promoted our *Adopt a Storm Drain Protector Program*, and demonstrated our enviroscape model and new Lego “Around the Home” model (pictured below).



**Date:** July 30th, 2022

**Location:** Fort Atkinson

**Event Name:** Fort Atkinson Farmers Market

**Amount of People Engaged:** 30+

**Length:** 8:00 am- 12:00 pm

**Style:** Tabling Event and Enviroscape

On Saturday, July 30th 2022, four members of the Protect Wisconsin Waterways team attended the Fort Atkinson farmers market, where again we promoted our *Adopt a Storm Drain Protector Program*, and demonstrated our enviroscape model.

**Date:** August 13th, 2022

**Location:** Watertown

**Event Name:** Watertown RiverFest

**Amount of People Engaged:** 100+ (8 signed up for clean up)

**Length:** 8:00am-12:00pm

**Style:** Splash and PWW representatives walked around the Riverfest event

On Saturday, August 13th 2022, two of our Protect Wisconsin Waterways representatives attended the Watertown Riverfest event, and started promoting our clean up event that was taking place in September.



**Date:** August 20th, 2022

**Location:** Janesville

**Event Name:** Riverside Park Music Festival /Friends of Riverside Park 100th Celebration

**Amount of People Engaged:** 30+

**Length:** 11:00am - 4:00pm

**Style:** Promoted River Clean Up

On Saturday, August 20th 2022, three of our Protect Wisconsin Waterways representatives attended the Riverside Park Music Festival event, and we again promoted our local clean up event that was taking place in September.



**Date:** September 6th, 2022

**Location:** Whitewater

**Event Name:** Whitewater City Market

**Amount of People Engaged:** 20+

**Length:** 4:00pm - 7:00pm

**Style:** Tabling Event and Enviroscene

On Tuesday, September 6th 2022, our Protect Wisconsin Waterways team attended the Whitewater City Market, and promoted our annual clean up event that took place on September 17th, 2022.

**Date:** September 10th, 2022

**Location:** Whitewater

**Event Name:** Whitewater Farmers Market

**Amount of People Engaged:** 20+

**Length:** 8:00am - 12:00pm

**Style:** Tabling Event and Enviroscene

On Saturday, September 10th 2022, five members of our Protect Wisconsin Waterways team attended the Whitewater Farmers Market, and promoted our annual clean up that took place the following weekend (September 17th, 2022).

**Date:** September 17th, 2022

**Location:** Shaler Park 400 N Madison St (Waupun)

**Event Name:** Protect Wisconsin Waterways Clean Up

**Volunteers Engaged:** 20+

**Length:** 8:00am - 10:00am

**Style:** Clean Up

**Bags of Trash:** 10+

On Saturday, September 17th 2022, we hosted our annual waterway clean up in Waupun. A team of volunteers and Protect Wisconsin Waterways representatives helped collect trash along the waterway.



**Date:** September 17th, 2022

**Location:** Rotary RiverWalk Park 110 W Mill St (Beaver Dam)

**Event Name:** Protect Wisconsin Waterways Clean Up

**Volunteers Engaged:** 13+

**Length:** 8:00am - 10:00am

**Style:** Clean Up

**Bags of Trash:** 6+

On Saturday, September 17th 2022, we hosted our annual waterway clean up in Beaver Dam. A team of volunteers and Protect Wisconsin Waterways representatives helped collect trash along the waterway.



**Date:** September 17th, 2022

**Location:** Riverside Park 850 Labaree St. (Watertown)

**Event Name:** Protect Wisconsin Waterways Clean Up

**Volunteers Engaged:** 20

**Length:** 10:00am - 12:00pm

**Style:** Clean Up

**Bags of Trash:** 5+

On Saturday, September 17th 2022, we hosted a waterway clean up in Watertown. A team of volunteers and Protect Wisconsin Waterways representatives helped collect trash along the waterway.



**Date:** September 17th, 2022

**Location:** Barrie Park 210 Robert St (Fort Atkinson)

**Event Name:** Protect Wisconsin Waterways Clean Up

**Volunteers Engaged:** 19+

**Length:** 9:00am - 12:00pm

**Style:** Clean Up

**Bags of Trash:** 6+

On Saturday, September 17th 2022, we hosted our annual waterway clean up in Fort Atkinson along with the Rock River Coalition. A team of volunteers and Protect Wisconsin Waterways representatives helped collect trash along the waterway. Of note, additional volunteers from the Rock River Coalition membership organized their own clean up in Johnson Creek.



**Date:** September 17th, 2022

**Location:** Cravath Lakefront Park 407 S Wisconsin St (Whitewater)

**Event Name:** Protect Wisconsin Waterways Clean Up

**Volunteers Engaged:** 53+

**Length:** 8:00am - 10:00am

**Style:** Clean Up

**Bags of Trash:** 27+

On Saturday, September 17th 2022, we hosted our annual waterway clean up in Whitewater. A team of volunteers and Protect Wisconsin Waterways representatives helped collect trash along the waterway. Of note, several members of the UW-Whitewater fraternities and sororities volunteered at this clean up location.



**Date:** September 17th, 2022

**Location:** Schilberg Park 301 W High Street (Milton)

**Event Name:** Protect Wisconsin Waterways Clean Up

**Volunteers Engaged:** 7+

**Length:** 8:00am - 10:00am

**Style:** Clean Up

**Bags of Trash:** 3+

On Saturday, September 17th 2022, we hosted our annual waterway clean up in Milton. A team of volunteers and Protect Wisconsin Waterways representatives helped collect trash in Schilberg Park. Of note, youth athletic activities also took place that morning and thus increased exposure beyond the volunteers that actively participated in the clean up.

**Date:** September 17th, 2022

**Location:** Monterey Park 501 Rockport Rd (Janesville)

**Event Name:** Protect Wisconsin Waterways Clean Up

**Volunteers Engaged:** 22+

**Length:** 10:00am - 12:00pm

**Style:** Clean Up

**Bags of Trash:** 10+

On Saturday, September 17th 2022, we hosted our annual waterway clean up in Janesville. A team of volunteers and Protect Wisconsin Waterways representatives helped collect trash along the Rock River.



**Date:** September 17th, 2022

**Location:** Preservation Park 3444 Riverside Dr (Town of Beloit)

**Event Name:** Protect Wisconsin Waterways Clean Up

**Volunteers Engaged:** 4+

**Length:** 10:00am - 12:00pm

**Style:** Clean Up

**Bags of Trash:** 1+\*

On Saturday, September 17th 2022, we hosted our annual waterway clean up in the Town of Beloit at Preservation Park. A team of volunteers and Protect Wisconsin Waterways representatives helped collect trash along the Rock River. \*Of note, a car show was also held at this location this weekend and the show sponsors helped clean up trash/litter from the park as part of the show set-up the day prior to our official clean up event.

**Date:** September 17th, 2022

**Location:** Rotary River Center Riverside Park 1160 S Riverside Dr (City of Beloit)

**Event Name:** Protect Wisconsin Waterways Clean Up

**Volunteers Engaged:** 47+

**Length:** 8:00am - 10:00am

**Style:** Clean Up

**Bags of Trash:** 12+

On Saturday, September 17th 2022, we hosted our annual waterway clean up in Beloit. A team of volunteers and Protect Wisconsin Waterways representatives helped collect trash near the Rock River. The location included volunteers from the Rotary Club of Beloit and Beloit College.



**Date:** September 20th, 2022

**Location:** Watertown

**Event Name:** Watertown Farmers Market

**Amount of People Engaged:** 10

**Length:** 7:00am - 12:00pm

**Style:** Tabling Event and Enviroscope

On Tuesday, September 20th 2022, five members of the Protect Wisconsin Waterways team attended the Watertown farmers market, and here we promoted our *Adopt a Storm Drain Protector Program*, and demonstrated our enviroscope model.

**Date:** September 24th, 2022

**Location:** Janesville

**Event Name:** Janesville Farmers Market

**Amount of People Engaged:** 30+

**Length:** 8:00am - 1:00pm

**Style:** Tabling Event and Enviroscope

On Saturday, September 24th 2022, four members of the Protect Wisconsin Waterways team attended the Janesville Farmers Market, and promoted our *Adopt a Storm Drain Protector Program*, along with demonstrating our enviroscape demonstration.

**Date:** October 15th, 2022

**Location:** Beloit

**Event Name:** Beloit Farmers Market

**Amount of People Engaged:** 50+

**Length:** 9:00am - 12:00pm

**Style:** Tabling Event and Enviroscene

On Saturday, October 15th 2022, five Protect Wisconsin Waterways representatives attended the Beloit Farmers Market, and started promoting our 2023 annual clean up, along with advertising our *Adopt a Storm Drain Protector Program*.



**Date:** October 15th, 2022

**Location:** Watertown (Watertown Senior Center)

**Event Name:** Confluence Event

**Amount of People Engaged:** 20+

**Length:** 8:00am - 2:00pm

**Style:** Interactive Presentation

On Saturday, October 15th 2022, four Protect Wisconsin Waterway representatives attended the Rock River Coalition’s Confluence event in Watertown. RRSW member Wesley Enterline and Protect Wisconsin Waterways representative Ashlee Platta presented about the Rock River Stormwater Group and Protect Wisconsin Waterways’ public education efforts. A tabling event also encouraged Confluence attendees to sign up to be a storm drain protector.



**Date:** October 22nd, 2022

**Location:** Whitewater

**Event Name:** UW-Whitewater Homecoming Parade & Game

**Amount of People Engaged:** 13,000+ Impressions

**Style:** Sponsorship & Splash in Parade

Protect Wisconsin Waterways was the official homecoming parade sponsor for the UW-Whitewater parade. Our mascot Splash also made an appearance in the parade (estimated attendance 1,000+). The group's logo also appeared on the scoreboard at the homecoming game (attendance 13,000+ at the game). Footage of the homecoming parade was also captured by UWWTV and available online.



**Date:** November 1st , 2022

**Location:** Whitewater

**Event Name:** Whitewater Salt Wise Equipment Open House Event

**Amount of People Engaged:** 50+

**Length:** 8:30am - 10:30am

**Style:** Interactive Presentation

On Tuesday, November 1st 2022, Wisconsin SaltWise, the City of Whitewater, UW-Whitewater, and Protect Wisconsin Waterways hosted the Whitewater Salt Wise Winter Equipment Open House Event. Attendees from area municipalities and private plowing contractors learned about ways to reduce salt when clearing parking lots/sidewalks. Attendees were also able to view different salting equipment from the UW-Whitewater campus. Custodians from the UWW campus represented a new target audience to further engage. This event also received media attention in the Daily Union (Jefferson County).



**Date:** November 7th, 2022

**Location:** University of Wisconsin-Whitewater

**Event Name:** Water Resource Associates Presentation and Training / Tim W.

**Amount of People Engaged:** 40+

**Length:** 4:30 pm - 6:30 pm

**Style:** Presentation and Training

Tim Whittaker from Water Resource Associates, LLC provided background information and training to UW-Whitewater college students on MS4 related topics from a municipality perspective. Key issues and the science behind the issues were covered. Students also had the opportunity to ask questions to help prepare for upcoming in-person events and outreach on behalf of Protect Wisconsin Waterways.

**Initiative #4: Launch the RRSB Mini-Grant Program**

**Mini-Grant 2022:**

In 2021, Protect Wisconsin Waterways began planning for a potential mini-grant program that we officially launched in 2022 to engage community organizations and help spread awareness of protecting and keeping our local waterways clean. The mini-grant program encouraged community organizations and other eligible groups to apply for project funding up to \$5,000 that relate 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. Certain in-person events such as the Janesville Sustainable Living Fair also allowed for direct promotion to relevant groups. The first year resulted in a total of three applications, including the Wisconsin EcoLatinos, Rock River Trail, and UW-Whitewater Rock County Campus. RRSB funded two of the three programs. The funded applications are included as an appendix at the end of this document, along with the final report from the Wisconsin EcoLatinos group. The Wisconsin EcoLatinos hosted two separate rain barrel workshop events in Janesville (August 4 and August 12). The Rock River Trail project includes creating a “GrateWorks” campaign and signage along the Rock River Trail. This project was continued into 2023 and more details will be provided in the 2023 report.



**TIMELINE**

<b>April 1st</b> Due Date	<b>Mid May</b> Winners Notified Start Project	<b>July/August</b> Milestone Reports Due 2nd Payment	<b>November 15th</b> Final Report Deadline
------------------------------	---	--	--

**Stormwater Project Funded by**  
**PROTECT WISCONSIN WATERWAYS**.ORG

Learn how YOU can help PROTECT WISCONSIN'S WATERWAYS  SCAN ME



**Wisconsin EcoLatinos**

July 22, 2022 · 🌐

...

Te invitamos, Janesville Friends. Wonderful opportunity to learn about the Rock River and take action to protect it.

#protectwisconsinwaterways #rainbarrels #raingarden

#hpljanesville

#rockriver

## APRENDAMOS COMO CUIDAR EL ROCK RIVER



**Agosto 4, 2022 6:00 pm ó  
Agosto 12, 2022 10:30 am**

**HEDBERG PUBLIC LIBRARY -  
JANESVILLE**

COMMUNITY ROOM

**En esta clase aprende como prevenir polución e inundaciones con el uso de tanques y jardines de lluvia**



**TANQUES DE LLUVIA**



**JARDINES DE LLUVIA**



**COMPOSTAJE**

**Rifaremos 2 tanques de lluvia, 2 contenedores de compostaje y plantas nativas entre los participantes**

REGISTRATION:

**wicolatinos@gmail.com**



**FUNDED BY PROTECT WISCONSIN WATERWAYS**

**Proyecto De Aguas Pluviales Financiado Por**



SCAN ME

 **Rock River Trail** is 🥰 feeling grateful.  
September 27, 2022 · 🌐

**GrateWORKERS!**  
A BIG "GRATEFUL" thanks to Bruce & Doris Mulder of Beloit, WI for adopting and cleaning out 7 grates near Turtle Creek on Shopiere Road in Beloit. Turtle Creek is a major contributory of the Rock River.

Bruce and Doris signed up for the [Rock River Trail GrateWorks](#) program where you can adopt a stormwater grate in your community to prevent garbage and debris from washing into Rock River and the tributary streams that feed into it. Stormwater picks up debris, c... See more



**Initiative #5: Municipal Worker & Other Trainings**

The RRSg 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 offers additional training opportunities and workshops specific to salt use, equipment calibration, and related topics. We also promoted Salt Wise workshops to the business community through our chamber of commerce connections. Municipal members also send employees to other training. For example, City of Waupun and City of Whitewater staff attended the February 10, 2022 Smart Salting, WI Roads Workshop. Several RRSg members also attended the November 1, 2022 Salting Equipment Open House co-hosted with WI SaltWise, the City of Whitewater, and UW-Whitewater that attracted over 50 attendees.

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

## **2022 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 August 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 Violations” tab was added to the website that allows website users to report illicit discharge violations in 2017. No violations were reported via the website in 2022.

### **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 and e-newsletter monthly themes in May, June, and September align 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 developed new “Be Wise” brochures and launched a broader “Be Wise” messaging campaign in 2022.
3. Informational pages on the website were updated to include more tips and tricks for community members to follow, including “Splash Tips.”
4. Clean-up events were held on September 17th, 2022.

### **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 April and June were fertilizer/pesticide application and pet/yard waste such as: lawn clippings, waste disposal, and leaves, respectively.
2. A “Lawn Wise” and “Yard Wise” brochure and related digital content were created to share key tips and best practices that help homeowners “Be Wise” and Protect Wisconsin Waterways.

**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 July was stream and shoreline management where we discussed the best practices to benefit and help stream and shorelines.
2. A “Shore Wise” brochure and related digital content were created to share key tips and best practices that help homeowners “Be Wise” and Protect Wisconsin Waterways.

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

1. The monthly theme in November promoted better systems to allow more infiltration of residential stormwater.
2. The “Yard Wise” brochure includes information about residential infiltration.

**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. By working with municipal representatives, we were able to gather information about different erosion control practices.
2. Our monthly theme for February was Construction Sites and Post Construction Storm Water Management.

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

**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 October’s monthly theme.
2. By promoting things like rain gardens and educating people on erosion control, we promoted environmentally sensitive land development.

## 2022 Water Quality Education and Involvement Mini-Grant Application

### Applicant Information

Name: Cristina Carvajal

Title: Executive Director

Email: Wiecolatinos@gmail.com

Phone Number: 608-449-2110

Organization Name: Wisconsin EcoLatinos

Organization Address: 1006 River Birch Rd, Middleton WI

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

**Organization Description:** Wisconsin EcoLatinos is a non-profit organization under fiscal sponsorship from the Center for Community Stewardship. We Promote sustainable practices on energy efficiency, waste reduction, and the protection of natural resources. By eliminating language and social barriers, our goal is to pursue an equitable and sustainable environment.

### Project Information

**Project Title:** Cuidemos el Rio con "Tanques y Jardines de Lluvia "  
Let's take care of the river with Rain Barrels and Rain Gardens

**Amount Requested:**

\$1425.0

**Municipality:** Janesville City, Town of Janesville, City of Whitewater

**Project Description:** A workshop in **Spanish** to teach Latino residents in the city of Janesville and Whitewater about

- Why is important to use a rain barrel and a rain garden
- How to install a rain barrel and how to build a rain garden in their homes.
- How to compost yard waste
- Three workshops; at each workshop, we will raffle one rain barrel and one compost bin. The winner agrees to invite other participants to observe the installed device and send a picture.
- Follow up with "winners" participants to confirm the installation of the rain barrel or compost bin.

**Budget:**

3 rain Barrels	\$600
3 yard waste Compost bins	\$300
3 -1hr Workshops and material	\$800
Operational	\$200
<b>Total</b>	<b>\$1,900.0</b>

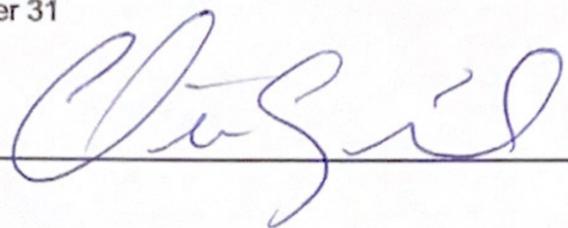
**Project Timeline:**

One Workshop monthly June, July, August. 2022

Project mileston : August 5, 2022

Follow up with residents: September-1st to October 30th, 2022

Project completion : October 31

Applicant Signature:  Date: 7/1/2022



## **Mini-Grant Report**

**September 12, 2022**

### **Rock River Watershed Outreach Program, Summer- Fall 2022 Wisconsin EcoLatinos and Protect Wisconsin Waterways**

#### **Cuidemos el Rock River con “Tanques y Jardines de Lluvia “ Let’s take care of the Rock River with Rain Barrels and Rain Gardens.**

In this outreach program, we hosted two in-person events at Janesville’s Hedberg Public Library on August 4th and August 12th, 2022, and One virtual workshop on August 29th. In addition, we are scheduled to participate in the Hispanic Heritage Fiesta hosted by Premier Bank on September 25th in Janesville. In this event, we plan to continue this campaign and have a display of educational material in Spanish and English promoting actions to prevent stormwater contamination and the conservation of the Rock River Watershed. We have also been invited to the International Children’s day in whitewater in the spring of 2023, and we plan to continue this same educational campaign. We found out the best way to engage our community is to meet them where they are; this is why we plan to participate in these community events.

At this point, we have handed out (1) rain Barrel, (1 ) compost bin, and a certificate to buy native plants from AgreCol. Attached is the list of participants who received these items.

We consider this an important campaign, and we’d like to continue to partner with Protect Wisconsin Waterways.

Thank you for your support.

Cristina Carvajal

Wisconsin EcoLatinos

## **Applicant Information**

**Name:** Therese Oldenburg

**Title:** Rock River Trail Board Member and Coordinator

**Email:** info@rockrivertrail.com

**Phone Number:** 608-931-6895

**Organization Name:** Friends of Rock River DBA Rock River Trail

**Organization Address:** 2410 Clifcorn Drive, Beloit, WI 53511

**Organization Website (If Applicable):** rockrivertrail.com

**Organization Description:** Friends of the Rock River (Rock River Trail) promotes the natural and recreational opportunities provided by our Rock River Watershed. Running through 11 counties and two states, the Rock River Trail spans the 320-mile length of the Rock River from the Horicon National Wildlife Refuge in south central Wisconsin to the Mississippi River in Illinois.

## **Project Information**

**Project Title:** Do GrateWorks For Your River – Storm Grate Adoption Initiative

**Amount Requested:** \$3713

**Municipality:** Communities along the Rock River in Wisconsin including: Beloit, Janesville, Town of Beloit, Town of Turtle, Milton, Fort Atkinson, Watertown, Waupun, Theresa, Jefferson

### **Project Description:**

Over the last 12 years the Friends of Rock River worked in 11 counties in WI and IL to establish, grow and maintain the Rock River Trail. In 2013 we worked to establish the Rock River as the 10th National Water Trail by the National Park Service. We are committed to improving water quality and an enhanced river ecosystem. The Rock River Trail has distributed over 117,000 oak saplings for 12 years along the whole Rock River corridor and participated in the Rock River Sweep with our partners.

To continue our work to improve the Rock River watershed, we're seeking funding to establish the "Do GrateWorks For Your River" initiative to engage citizens in adopting and clearing storm sewer grates in communities along the Rock River. The aim is to encourage citizens to help keep storm drains free from anything that can end up polluting the Rock River.

**The Need** - This initiative is spurred by personal experience of Rock River Trail coordinator Therese Oldenburg. In the last few years, Therese has witnessed more trash than ever before lodged in storm grates in her community of Beloit. At The Rock River Trail Visitor Center located at Nature At The Confluence, there is a Rock River tributary spring called Kelly Creek that is comingled with storm water. In 2021 staff removed over 300 lbs. of stormwater induced garbage before it reached the Rock River. On 2021 paddle trips along the Rock River, Therese witnessed more garbage than ever before. There is an evident need to reach this garbage before it enters the water ways.

**The goal** of "GrateWorks For Your River" program is to engage citizens to help reduce pollutants from entering streams, creeks, rivers that feed into the Rock River Watershed. This program would also serve to educate citizens, as many people don't realize that everything in the street ends up in storm drains, and usually goes untreated into a river or lake.

On The Rock River Trail website a “GrateWorks” page would be established where we would provide tips to keep citizens safe while performing the cleaning. The page would also provide a place for them to sign up to adopt a storm grate and to provide feedback on their volunteer work. We would create and distribute signage to be installed in partner communities near the Rock River or major tributaries. Rack cards would be distributed, and a social media campaign would support the initiative.

To extend the reach of this program, we’ll engage partners such as Rock River Coalition, Nature At The Confluence, Friends of Turtle Creek, government entities and other Friends groups.

### **Project Budget**

- \$1000 - 10 qty. 18’ x 24’ Full Color Permanent Outdoor Signs – designed, produced and offered to community partners to be posted near the Rock River.
- \$250 – design and print 50 qty posters
- \$400 - Design and Print 2500 qty Rack Cards for community partners
- \$400 - Purchase domain and develop website page to be hosted on Rock River Trail website with contact form to collect emails from people that want to participate
- \$900 - Staff time to contact city, county staff, community partners, friends and user groups and attend meetings, give presentations.
- \$300 - Social Media planning and implementation
- \$300 - Social Media graphics designed for groups to use
- \$200 - Facebook ad budget
- \$300 - Design and implement email blasts, and create media releases
- \$700 - Staff time for general program administration
- \$200 - Mailing/Shipping & Gas Expenses
  - **Project Total \$ 4950**
  - **Grant Request - \$3713**

### **Measurable results would include the number of:**

- Citizens signed up as GrateWorks volunteers
- Visits to the GrateWorks page
- Places where we visited with community partners and the public, and the number of people talked to at these visits.
- Feedback from volunteers on # of times they check and clean their grates and estimate how many pounds they removed.

### **Project Timeline:**

May-June: Distribution of Signage, Rack Cards to Partners, Webpage launched

June – September – Marketing Campaigns, Community presentations

August – Progress report

September – Emails to volunteers, collection of volunteer reports

October – final reports

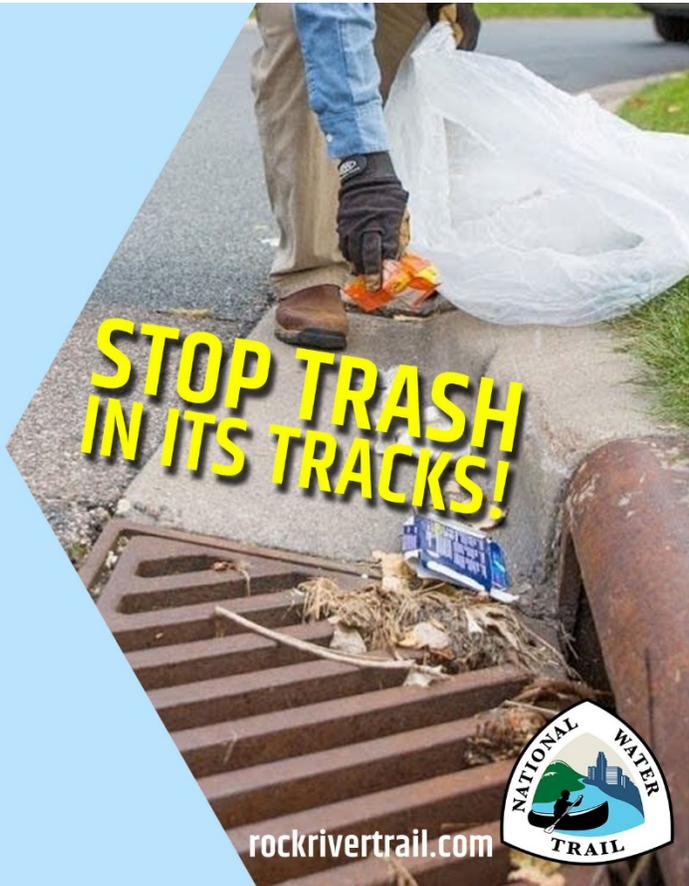
See graphics on next page.

Go Out And Do

**GRATE  
WORKS**  
For Your River



#GRATEWORKS #ROCKRIVERTRAIL



1. January Theme

<b>Event Start Date</b>				January 1, 2022	
<b>Project Event Name</b>				Pollution Prevention	
<b>Delivery Mechanism</b>				Social Media, Website, Passive Print	
<b>Topics Covered</b>		<b>Target Audience</b>		<b>Estimated People Reached</b>	<b>Regional Effort (Yes/No)</b>
	Illicit Discharge detection and elimination	X	General Public	1,000+	Yes
	Household hazardous waste disposal/pet waste management/ vehicle washing	X	Public Employees		
	Yard waste management/pesticide and fertilizer application	X	Residents		
	Stream and shoreline management	X	Businesses		
	Residential infiltration		Contractors		
	Construction Sites and Post Construction Storm Water Management		Developers		
X	Pollution Prevention		Industries		
	Green Infrastructure/low impact development		Other		
	Other				
	Explain:				

2. February Theme

<b>Event Start Date</b>				February 1, 2022	
<b>Project Event Name</b>				Construction Sites and Post Construction Storm Water Management	
<b>Delivery Mechanism</b>				Social Media, Website, Passive Print	
<b>Topics Covered</b>		<b>Target Audience</b>		<b>Estimated People Reached</b>	<b>Regional Effort (Yes/No)</b>
	Illicit Discharge detection and elimination	X	General Public	1,000+	Yes
	Household hazardous waste disposal/pet waste management/ vehicle washing	X	Public Employees		
	Yard waste management/pesticide and fertilizer application	X	Residents		
	Stream and shoreline management	X	Businesses		
	Residential infiltration	X	Contractors		
X	Construction Sites and Post Construction Storm Water Management		Developers		
X	Pollution Prevention		Industries		
	Green Infrastructure/low impact development		Other		
	Other				

3. March Theme

<b>Event Start Date</b>				March 1, 2022	
<b>Project Event Name</b>				Snowmelt Runoff	
<b>Delivery Mechanism</b>				Social Media, Website, Passive Print	
<b>Topics Covered</b>		<b>Target Audience</b>		<b>Estimated People Reached</b>	<b>Regional Effort (Yes/No)</b>
	Illicit Discharge detection and elimination	X	General Public	1,000+	Yes
	Household hazardous waste disposal/pet waste management/ vehicle washing		Public Employees		
	Yard waste management/pesticide and fertilizer application	X	Residents		
	Stream and shoreline management		Businesses		
	Residential infiltration		Contractors		
	Construction Sites and Post Construction Storm Water Management		Developers		
X	Pollution Prevention		Industries		
	Green Infrastructure/low impact development		Other		
X	Other: Snowmelt Runoff				
	Explain:				

4. April Theme

<b>Theme and Month</b>				April 1, 2022	
<b>Project Event Name</b>				Fertilizer and Pesticide Application	
<b>Delivery Mechanism</b>				Social Media, Website, Passive Print	
<b>Topics Covered</b>		<b>Target Audience</b>		<b>Estimated People Reached</b>	<b>Regional Effort (Yes/No)</b>
	Illicit Discharge detection and elimination	X	General Public	1,000+	Yes
	Household hazardous waste disposal/pet waste management/ vehicle washing	X	Public Employees		
X	Yard waste management/pesticide and fertilizer application	X	Residents		
	Stream and shoreline management	X	Businesses		
	Residential infiltration	X	Contractors		
	Construction Sites and Post Construction Storm Water Management		Developers		
X	Pollution Prevention		Industries		
	Green Infrastructure/low impact development		Other		
	Other				
	Explain:				

5. May Theme

<b>Event Start Date</b>				May 1, 2022	
<b>Project Event Name</b>				Household Hazardous Waste Disposal	
<b>Delivery Mechanism</b>				Social Media, Website, Passive Print	
<b>Topics Covered</b>		<b>Target Audience</b>		<b>Estimated People Reached</b>	<b>Regional Effort (Yes/No)</b>
	Illicit Discharge detection and elimination	X	General Public	1,000+	Yes
X	Household hazardous waste disposal/pet waste management/ vehicle washing		Public Employees		
	Yard waste management/pesticide and fertilizer application	X	Residents		
	Stream and shoreline management		Businesses		
	Residential infiltration		Contractors		
	Construction Sites and Post Construction Storm Water Management		Developers		
X	Pollution Prevention		Industries		
	Green Infrastructure/low impact development		Other		
	Other				
	Explain:				

6. June Theme

<b>Event Start Date</b>				June 1, 2022	
<b>Project Event Name</b>				Yard and Pet Waste Management	
<b>Delivery Mechanism</b>				Social Media, Website, Passive Print	
<b>Topics Covered</b>		<b>Target Audience</b>		<b>Estimated People Reached</b>	<b>Regional Effort (Yes/No)</b>
	Illicit Discharge detection and elimination	X	General Public	1,000+	Yes
X	Household hazardous waste disposal/pet waste management/ vehicle washing	X	Public Employees		
X	Yard waste management/pesticide and fertilizer application	X	Residents		
	Stream and shoreline management		Businesses		
	Residential infiltration	X	Contractors		
	Construction Sites and Post Construction Storm Water Management		Developers		
X	Pollution Prevention		Industries		
	Green Infrastructure/low impact development		Other		
	Other				
	Explain:				

7. July Theme

<b>Event Start Date</b>				July 1, 2022	
<b>Project Event Name</b>				Stream and shoreline management	
<b>Delivery Mechanism</b>				Social Media, Website, Passive Print	
<b>Topics Covered</b>		<b>Target Audience</b>		<b>Estimated People Reached</b>	<b>Regional Effort (Yes/No)</b>
	Illicit Discharge detection and elimination	X	General Public	1000+	Yes
	Household hazardous waste disposal/pet waste management/ vehicle washing		Public Employees		
	Yard waste management/pesticide and fertilizer application	X	Residents		
X	Stream and shoreline management		Businesses		
	Residential infiltration		Contractors		
	Construction Sites and Post Construction Storm Water Management		Developers		
X	Pollution Prevention		Industries		
	Green Infrastructure/low impact development		Other		
	Other				
	Explain:				

8. August Theme

<b>Event Start Date</b>				August 1, 2022	
<b>Project Event Name</b>				Illicit Discharge Detection and Elimination	
<b>Delivery Mechanism</b>				Social Media, Website, Passive Print	
<b>Topics Covered</b>		<b>Target Audience</b>		<b>Estimated People Reached</b>	<b>Regional Effort (Yes/No)</b>
X	Illicit Discharge detection and elimination	X	General Public	1000+	Yes
	Household hazardous waste disposal/pet waste management/ vehicle washing	X	Public Employees		
	Yard waste management/pesticide and fertilizer application	X	Residents		
	Stream and shoreline management		Businesses		
	Residential infiltration		Contractors		
	Construction Sites and Post Construction Storm Water Management		Developers		
X	Pollution Prevention		Industries		
	Green Infrastructure/low impact development		Other		
	Other				
	Explain:				

9. September Theme

<b>Event Start Date</b>				September 1, 2022	
<b>Project Event Name</b>				Vehicle Washing	
<b>Delivery Mechanism</b>				Social Media, Website, Passive Print	
<b>Topics Covered</b>		<b>Target Audience</b>		<b>Estimated People Reached</b>	<b>Regional Effort (Yes/No)</b>
	Illicit Discharge detection and elimination	X	General Public	1000+	Yes
X	Household hazardous waste disposal/pet waste management/ vehicle washing		Public Employees		
	Yard waste management/pesticide and fertilizer application	X	Residents		
	Stream and shoreline management		Businesses		
	Residential infiltration		Contractors		
	Construction Sites and Post Construction Storm Water Management		Developers		
X	Pollution Prevention		Industries		
	Green Infrastructure/low impact development		Other		
	Other				
	Explain:				

10. Theme

<b>Event Start Date</b>				October 1, 2022	
<b>Project Event Name</b>				Green Infrastructure/low impact development	
<b>Delivery Mechanism</b>				Social Media, Website, Passive Print	
<b>Topics Covered</b>		<b>Target Audience</b>		<b>Estimated People Reached</b>	<b>Regional Effort (Yes/No)</b>
	Illicit Discharge detection and elimination	X	General Public	1000+	Yes
	Household hazardous waste disposal/pet waste management/ vehicle washing	X	Public Employees		
	Yard waste management/pesticide and fertilizer application	X	Residents		
	Stream and shoreline management		Businesses		
	Residential infiltration		Contractors		
	Construction Sites and Post Construction Storm Water Management		Developers		
X	Pollution Prevention		Industries		
X	Green Infrastructure/low impact development		Other		
	Other				
	Explain:				

11. November Theme

<b>Event Start Date</b>				November 1, 2022	
<b>Project Event Name</b>				Residential Infiltration	
<b>Delivery Mechanism</b>				Social Media, Website, Passive Print	
<b>Topics Covered</b>		<b>Target Audience</b>		<b>Estimated People Reached</b>	<b>Regional Effort (Yes/No)</b>
	Illicit Discharge detection and elimination	X	General Public	1,000+	Yes
	Household hazardous waste disposal/pet waste management/ vehicle washing	X	Public Employees		
	Yard waste management/pesticide and fertilizer application	X	Residents		
	Stream and shoreline management		Businesses		
X	Residential infiltration		Contractors		
	Construction Sites and Post Construction Storm Water Management		Developers		
X	Pollution Prevention		Industries		
	Green Infrastructure/low impact development		Other		
	Other				
	Explain:				

12. December Theme

<b>Event Start Date</b>				December 1, 2022	
<b>Project Event Name</b>				Salt Use	
<b>Delivery Mechanism</b>				Social Media, Website, Passive Print	
<b>Topics Covered</b>		<b>Target Audience</b>		<b>Estimated People Reached</b>	<b>Regional Effort (Yes/No)</b>
	Illicit Discharge detection and elimination	X	General Public	1,000+	Yes
	Household hazardous waste disposal/pet waste management/ vehicle washing	X	Public Employees		
	Yard waste management/pesticide and fertilizer application	X	Residents		
	Stream and shoreline management	X	Businesses		
	Residential infiltration	X	Contractors		
	Construction Sites and Post Construction Storm Water Management		Developers		
X	Pollution Prevention		Industries		
	Green Infrastructure/low impact development		Other		
X	Other: Salt Use				
	Explain:				

<b>Event Start Date</b>	2-8-2022		
<b>Project/ Event Name</b>	Water Resource Associates Presentation and Training / Tim W.		
<b>Delivery Mechanism</b>	Targeted Group Training		
Topics Covered	Target Audience	Estimated People Reached (Optional)	Regional Effort (Optional)
<input checked="" type="checkbox"/> Illicit discharge detection and elimination	<input checked="" type="checkbox"/> General Public	<input type="checkbox"/> 1 - 10	<input checked="" type="checkbox"/> Yes
<input checked="" type="checkbox"/> household hazardous waste disposal/pet waste management/ vehicle washing	<input type="checkbox"/> Public Employees	<input type="checkbox"/> 11-50	<input type="checkbox"/> No
<input checked="" type="checkbox"/> yard waste management/ pesticide and fertilizer application	<input checked="" type="checkbox"/> Residents	<input checked="" type="checkbox"/> 51-100	
<input checked="" type="checkbox"/> stream and shoreline management	<input type="checkbox"/> Businesses	<input type="checkbox"/> 101 +	
<input checked="" type="checkbox"/> residential infiltration	<input type="checkbox"/> Contractors		
<input checked="" type="checkbox"/> construction sites and post construction storm water management	<input type="checkbox"/> Developers		
<input checked="" type="checkbox"/> Pollution prevention	<input type="checkbox"/> Industries		
<input checked="" type="checkbox"/> green infrastructure/ low impact development	<input checked="" type="checkbox"/> Other		
<input checked="" type="checkbox"/> Other: Adopt-a-storm drain			

<b>Event Start Date</b>	3-26-2022		
<b>Project/ Event Name</b>	Janesville Sustainable Living Fair (Hedberg Library, Janesville)		
<b>Delivery Mechanism</b>	Informational booth at event		
Topics Covered	Target Audience	Estimated People Reached (Optional)	Regional Effort (Optional)
<input checked="" type="checkbox"/> Illicit discharge detection and elimination	<input checked="" type="checkbox"/> General Public	<input type="checkbox"/> 1 - 10	<input checked="" type="checkbox"/> Yes
<input checked="" type="checkbox"/> household hazardous waste disposal/pet waste management/ vehicle washing	<input type="checkbox"/> Public Employees	<input type="checkbox"/> 11-50	<input type="checkbox"/> No
<input checked="" type="checkbox"/> yard waste management/ pesticide and fertilizer application	<input checked="" type="checkbox"/> Residents	<input checked="" type="checkbox"/> 51-100	
<input checked="" type="checkbox"/> stream and shoreline management	<input checked="" type="checkbox"/> Businesses	<input type="checkbox"/> 101 +	
<input checked="" type="checkbox"/> residential infiltration	<input type="checkbox"/> Contractors		
<input type="checkbox"/> construction sites and post construction storm water management	<input type="checkbox"/> Developers		
<input checked="" type="checkbox"/> Pollution prevention	<input type="checkbox"/> Industries		
<input checked="" type="checkbox"/> green infrastructure/ low impact development	<input checked="" type="checkbox"/> Other		
<input checked="" type="checkbox"/> Other: Adopt-a-storm drain			

<b>Event Start Date</b>	4-9-2022		
<b>Project/ Event Name</b>	Door to Door Storm Drain Protector Program Watertown		
<b>Delivery Mechanism</b>	Other (active)		
Topics Covered	Target Audience	Estimated People Reached (Optional)	Regional Effort (Optional)
<input checked="" type="checkbox"/> Illicit discharge detection and elimination	<input checked="" type="checkbox"/> General Public	<input type="checkbox"/> 1 - 10	<input checked="" type="checkbox"/> Yes
<input checked="" type="checkbox"/> household hazardous waste disposal/pet waste management/ vehicle washing	<input type="checkbox"/> Public Employees	<input checked="" type="checkbox"/> 11-50	<input type="checkbox"/> No
<input checked="" type="checkbox"/> yard waste management/ pesticide and fertilizer application	<input checked="" type="checkbox"/> Residents	<input type="checkbox"/> 51-100	
<input checked="" type="checkbox"/> stream and shoreline management	<input type="checkbox"/> Businesses	<input type="checkbox"/> 101 +	
<input checked="" type="checkbox"/> residential infiltration	<input type="checkbox"/> Contractors		
<input type="checkbox"/> construction sites and post construction storm water management	<input type="checkbox"/> Developers		
<input checked="" type="checkbox"/> Pollution prevention	<input type="checkbox"/> Industries		
<input type="checkbox"/> green infrastructure/ low impact development	<input type="checkbox"/> Other		
<input checked="" type="checkbox"/> Other: Adopt-a-storm drain			

<b>Event Start Date</b>	4-23-2022		
-------------------------	-----------	--	--

<b>Project/ Event Name</b>	Janesville Rotary Gardens Earth Day Event		
<b>Delivery Mechanism</b>	Informational booth at event		
<b>Topics Covered</b>	<b>Target Audience</b>	<b>Estimated People Reached (Optional)</b>	<b>Regoinal Effort (Optional)</b>
<input checked="" type="checkbox"/> Illicit discharge detection and elimination	<input checked="" type="checkbox"/> General Public	<input type="checkbox"/> 1 - 10	<input checked="" type="checkbox"/> Yes
<input checked="" type="checkbox"/> household hazardous waste disposal/pet waste management/ vehicle washing	<input type="checkbox"/> Public Employees	<input type="checkbox"/> 11-50	<input type="checkbox"/> No
<input checked="" type="checkbox"/> yard waste management/ pesticide and fertilizer application	<input checked="" type="checkbox"/> Residents	<input type="checkbox"/> 51-100	
<input checked="" type="checkbox"/> stream and shoreline management	<input type="checkbox"/> Businesses	<input checked="" type="checkbox"/> 101 +	
<input checked="" type="checkbox"/> residential infiltration	<input type="checkbox"/> Contractors		
<input type="checkbox"/> construction sites and post construction storm water management	<input type="checkbox"/> Developers		
<input checked="" type="checkbox"/> Pollution prevention	<input type="checkbox"/> Industries		
<input checked="" type="checkbox"/> green infrastructure/ low impact development	<input type="checkbox"/> Other		
<input checked="" type="checkbox"/> Other: Adopt-a-storm drain			

<b>Event Start Date</b>	4-23-2022		
<b>Project/ Event Name</b>	Watertown/Rock River Coalition Rain Barrel Workshop		
<b>Delivery Mechanism</b>	Workshop		
<b>Topics Covered</b>	<b>Target Audience</b>	<b>Estimated People Reached (Optional)</b>	<b>Regoinal Effort (Optional)</b>
<input checked="" type="checkbox"/> Illicit discharge detection and elimination	<input checked="" type="checkbox"/> General Public	<input type="checkbox"/> 1 - 10	<input checked="" type="checkbox"/> Yes
<input checked="" type="checkbox"/> household hazardous waste disposal/pet waste management/ vehicle washing	<input type="checkbox"/> Public Employees	<input checked="" type="checkbox"/> 11-50	<input type="checkbox"/> No
<input checked="" type="checkbox"/> yard waste management/ pesticide and fertilizer application	<input checked="" type="checkbox"/> Residents	<input type="checkbox"/> 51-100	
<input type="checkbox"/> stream and shoreline management	<input type="checkbox"/> Businesses	<input type="checkbox"/> 101 +	
<input checked="" type="checkbox"/> residential infiltration	<input type="checkbox"/> Contractors		
<input type="checkbox"/> construction sites and post construction storm water management	<input type="checkbox"/> Developers		
<input checked="" type="checkbox"/> Pollution prevention	<input type="checkbox"/> Industries		
<input checked="" type="checkbox"/> green infrastructure/ low impact development	<input type="checkbox"/> Other		
<input checked="" type="checkbox"/> Other: Adopt-a-storm drain			

<b>Event Start Date</b>	5-7-2022		
<b>Project/ Event Name</b>	Whitewater Farmers Market		
<b>Delivery Mechanism</b>	Informational booth at event		
<b>Topics Covered</b>	<b>Target Audience</b>	<b>Estimated People Reached (Optional)</b>	<b>Regoinal Effort (Optional)</b>
<input checked="" type="checkbox"/> Illicit discharge detection and elimination	<input checked="" type="checkbox"/> General Public	<input type="checkbox"/> 1 - 10	<input checked="" type="checkbox"/> Yes
<input checked="" type="checkbox"/> household hazardous waste disposal/pet waste management/ vehicle washing	<input type="checkbox"/> Public Employees	<input checked="" type="checkbox"/> 11-50	<input type="checkbox"/> No
<input checked="" type="checkbox"/> yard waste management/ pesticide and fertilizer application	<input checked="" type="checkbox"/> Residents	<input type="checkbox"/> 51-100	
<input checked="" type="checkbox"/> stream and shoreline management	<input checked="" type="checkbox"/> Businesses	<input type="checkbox"/> 101 +	
<input checked="" type="checkbox"/> residential infiltration	<input type="checkbox"/> Contractors		
<input type="checkbox"/> construction sites and post construction storm water management	<input type="checkbox"/> Developers		
<input checked="" type="checkbox"/> Pollution prevention	<input type="checkbox"/> Industries		
<input checked="" type="checkbox"/> green infrastructure/ low impact development	<input type="checkbox"/> Other		
<input checked="" type="checkbox"/> Other: Adopt-a-storm drain			

<b>Event Start Date</b>	5-21-2022		
-------------------------	-----------	--	--

<b>Project/ Event Name</b>	Beloit Farmers Market		
<b>Delivery Mechanism</b>	Informational booth at event		
<b>Topics Covered</b>	<b>Target Audience</b>	<b>Estimated People Reached (Optional)</b>	<b>Regional Effort (Optional)</b>
<input checked="" type="checkbox"/> Illicit discharge detection and elimination	<input checked="" type="checkbox"/> General Public	<input type="checkbox"/> 1 - 10	<input checked="" type="checkbox"/> Yes
<input checked="" type="checkbox"/> household hazardous waste disposal/pet waste management/ vehicle washing	<input type="checkbox"/> Public Employees	<input checked="" type="checkbox"/> 11-50	<input type="checkbox"/> No
<input checked="" type="checkbox"/> yard waste management/ pesticide and fertilizer application	<input checked="" type="checkbox"/> Residents	<input type="checkbox"/> 51-100	
<input checked="" type="checkbox"/> stream and shoreline management	<input checked="" type="checkbox"/> Businesses	<input checked="" type="checkbox"/> 101 +	
<input checked="" type="checkbox"/> residential infiltration	<input type="checkbox"/> Contractors		
<input type="checkbox"/> construction sites and post construction storm water management	<input type="checkbox"/> Developers		
<input checked="" type="checkbox"/> Pollution prevention	<input type="checkbox"/> Industries		
<input checked="" type="checkbox"/> green infrastructure/ low impact development	<input type="checkbox"/> Other		
<input checked="" type="checkbox"/> Other: Adopt-a-storm drain			

<b>Event Start Date</b>	5-28-2022		
<b>Project/ Event Name</b>	Fort Atkinson Farmers Market		
<b>Delivery Mechanism</b>	Informational booth at event		
<b>Topics Covered</b>	<b>Target Audience</b>	<b>Estimated People Reached (Optional)</b>	<b>Regional Effort (Optional)</b>
<input checked="" type="checkbox"/> Illicit discharge detection and elimination	<input checked="" type="checkbox"/> General Public	<input type="checkbox"/> 1 - 10	<input checked="" type="checkbox"/> Yes
<input checked="" type="checkbox"/> household hazardous waste disposal/pet waste management/ vehicle washing	<input type="checkbox"/> Public Employees	<input type="checkbox"/> 11-50	<input type="checkbox"/> No
<input checked="" type="checkbox"/> yard waste management/ pesticide and fertilizer application	<input checked="" type="checkbox"/> Residents	<input checked="" type="checkbox"/> 51-100	
<input checked="" type="checkbox"/> stream and shoreline management	<input checked="" type="checkbox"/> Businesses	<input type="checkbox"/> 101 +	
<input checked="" type="checkbox"/> residential infiltration	<input type="checkbox"/> Contractors		
<input type="checkbox"/> construction sites and post construction storm water management	<input type="checkbox"/> Developers		
<input checked="" type="checkbox"/> Pollution prevention	<input type="checkbox"/> Industries		
<input checked="" type="checkbox"/> green infrastructure/ low impact development	<input type="checkbox"/> Other		
<input checked="" type="checkbox"/> Other: Adopt-a-storm drain			

<b>Event Start Date</b>	6-11-2022		
<b>Project/ Event Name</b>	Janesville Farmers Market		
<b>Delivery Mechanism</b>	Informational booth at event		
<b>Topics Covered</b>	<b>Target Audience</b>	<b>Estimated People Reached (Optional)</b>	<b>Regional Effort (Optional)</b>
<input checked="" type="checkbox"/> Illicit discharge detection and elimination	<input checked="" type="checkbox"/> General Public	<input type="checkbox"/> 1 - 10	<input checked="" type="checkbox"/> Yes
<input checked="" type="checkbox"/> household hazardous waste disposal/pet waste management/ vehicle washing	<input type="checkbox"/> Public Employees	<input checked="" type="checkbox"/> 11-50	<input type="checkbox"/> No
<input checked="" type="checkbox"/> yard waste management/ pesticide and fertilizer application	<input checked="" type="checkbox"/> Residents	<input type="checkbox"/> 51-100	
<input checked="" type="checkbox"/> stream and shoreline management	<input checked="" type="checkbox"/> Businesses	<input type="checkbox"/> 101 +	
<input checked="" type="checkbox"/> residential infiltration	<input type="checkbox"/> Contractors		
<input type="checkbox"/> construction sites and post construction storm water management	<input type="checkbox"/> Developers		
<input checked="" type="checkbox"/> Pollution prevention	<input type="checkbox"/> Industries		
<input checked="" type="checkbox"/> green infrastructure/ low impact development	<input type="checkbox"/> Other		
<input checked="" type="checkbox"/> Other: Adopt-a-storm drain			

<b>Event Start Date</b>	7-7-2022		
<b>Project/ Event Name</b>	Lights n Sirens (Watertown)		

Delivery Mechanism		Informational booth at event		
Topics Covered	Target Audience	Estimated People Reached (Optional)	Regoinal Effort (Optional)	
<input checked="" type="checkbox"/> Illicit discharge detection and elimination	<input checked="" type="checkbox"/> General Public	<input type="checkbox"/> 1 - 10	<input checked="" type="checkbox"/> Yes	
<input checked="" type="checkbox"/> household hazardous waste disposal/pet waste management/ vehicle washing	<input checked="" type="checkbox"/> Public Employees	<input type="checkbox"/> 11-50	<input type="checkbox"/> No	
<input checked="" type="checkbox"/> yard waste management/ pesticide and fertilizer application	<input checked="" type="checkbox"/> Residents	<input type="checkbox"/> 51-100		
<input checked="" type="checkbox"/> stream and shoreline management	<input type="checkbox"/> Businesses	<input checked="" type="checkbox"/> 101 +		
<input checked="" type="checkbox"/> residential infiltration	<input type="checkbox"/> Contractors			
<input type="checkbox"/> construction sites and post construction storm water management	<input type="checkbox"/> Developers			
<input checked="" type="checkbox"/> Pollution prevention	<input type="checkbox"/> Industries			
<input checked="" type="checkbox"/> green infrastructure/ low impact development	<input type="checkbox"/> Other			
<input checked="" type="checkbox"/> Other: Adopt-a-storm drain				

Event Start Date		7-16-2022		
Project/ Event Name		Whitewater Farmers Market		
Delivery Mechanism		Informational booth at event		
Topics Covered	Target Audience	Estimated People Reached (Optional)	Regoinal Effort (Optional)	
<input checked="" type="checkbox"/> Illicit discharge detection and elimination	<input checked="" type="checkbox"/> General Public	<input type="checkbox"/> 1 - 10	<input checked="" type="checkbox"/> Yes	
<input checked="" type="checkbox"/> household hazardous waste disposal/pet waste management/ vehicle washing	<input type="checkbox"/> Public Employees	<input checked="" type="checkbox"/> 11-50	<input type="checkbox"/> No	
<input checked="" type="checkbox"/> yard waste management/ pesticide and fertilizer application	<input checked="" type="checkbox"/> Residents	<input type="checkbox"/> 51-100		
<input checked="" type="checkbox"/> stream and shoreline management	<input checked="" type="checkbox"/> Businesses	<input type="checkbox"/> 101 +		
<input checked="" type="checkbox"/> residential infiltration	<input type="checkbox"/> Contractors			
<input type="checkbox"/> construction sites and post construction storm water management	<input type="checkbox"/> Developers			
<input checked="" type="checkbox"/> Pollution prevention	<input type="checkbox"/> Industries			
<input checked="" type="checkbox"/> green infrastructure/ low impact development	<input type="checkbox"/> Other			
<input checked="" type="checkbox"/> Other: Adopt-a-storm drain				

Event Start Date		7-30-2022		
Project/ Event Name		Fort Atkinson Farmers Market		
Delivery Mechanism		Informational booth at event		
Topics Covered	Target Audience	Estimated People Reached (Optional)	Regoinal Effort (Optional)	
<input checked="" type="checkbox"/> Illicit discharge detection and elimination	<input checked="" type="checkbox"/> General Public	<input type="checkbox"/> 1 - 10	<input checked="" type="checkbox"/> Yes	
<input checked="" type="checkbox"/> household hazardous waste disposal/pet waste management/ vehicle washing	<input type="checkbox"/> Public Employees	<input type="checkbox"/> 11-50	<input type="checkbox"/> No	
<input checked="" type="checkbox"/> yard waste management/ pesticide and fertilizer application	<input checked="" type="checkbox"/> Residents	<input checked="" type="checkbox"/> 51-100		
<input checked="" type="checkbox"/> stream and shoreline management	<input checked="" type="checkbox"/> Businesses	<input type="checkbox"/> 101 +		
<input checked="" type="checkbox"/> residential infiltration	<input type="checkbox"/> Contractors			
<input type="checkbox"/> construction sites and post construction storm water management	<input type="checkbox"/> Developers			
<input checked="" type="checkbox"/> Pollution prevention	<input type="checkbox"/> Industries			
<input checked="" type="checkbox"/> green infrastructure/ low impact development	<input type="checkbox"/> Other			
<input checked="" type="checkbox"/> Other: Adopt-a-storm drain				

Event Start Date		8-13-2022		
Project/ Event Name		Watertown RiverFest		
Delivery Mechanism		Informational booth at event		

Topics Covered	Target Audience	Estimated People Reached (Optional)	Regoinal Effort (Optional)
<input checked="" type="checkbox"/> Illicit discharge detection and elimination	<input checked="" type="checkbox"/> General Public	<input type="checkbox"/> 1 - 10	<input checked="" type="checkbox"/> Yes
<input checked="" type="checkbox"/> household hazardous waste disposal/pet waste management/ vehicle washing	<input type="checkbox"/> Public Employees	<input type="checkbox"/> 11-50	<input type="checkbox"/> No
<input checked="" type="checkbox"/> yard waste management/ pesticide and fertilizer application	<input checked="" type="checkbox"/> Residents	<input type="checkbox"/> 51-100	
<input checked="" type="checkbox"/> stream and shoreline management	<input checked="" type="checkbox"/> Businesses	<input checked="" type="checkbox"/> 101 +	
<input checked="" type="checkbox"/> residential infiltration	<input type="checkbox"/> Contractors		
<input type="checkbox"/> construction sites and post construction storm water management	<input type="checkbox"/> Developers		
<input checked="" type="checkbox"/> Pollution prevention	<input type="checkbox"/> Industries		
<input checked="" type="checkbox"/> green infrastructure/ low impact development	<input type="checkbox"/> Other		
<input checked="" type="checkbox"/> Other: Adopt-a-storm drain			

<b>Event Start Date</b>	8-20-2022		
<b>Project/ Event Name</b>	Riverside Park Music Festival		
<b>Delivery Mechanism</b>	Informational booth at event		
Topics Covered	Target Audience	Estimated People Reached (Optional)	Regoinal Effort (Optional)
<input checked="" type="checkbox"/> Illicit discharge detection and elimination	<input checked="" type="checkbox"/> General Public	<input type="checkbox"/> 1 - 10	<input checked="" type="checkbox"/> Yes
<input checked="" type="checkbox"/> household hazardous waste disposal/pet waste management/ vehicle washing	<input type="checkbox"/> Public Employees	<input checked="" type="checkbox"/> 11-50	<input type="checkbox"/> No
<input checked="" type="checkbox"/> yard waste management/ pesticide and fertilizer application	<input checked="" type="checkbox"/> Residents	<input type="checkbox"/> 51-100	
<input checked="" type="checkbox"/> stream and shoreline management	<input type="checkbox"/> Businesses	<input type="checkbox"/> 101 +	
<input checked="" type="checkbox"/> residential infiltration	<input type="checkbox"/> Contractors		
<input type="checkbox"/> construction sites and post construction storm water management	<input type="checkbox"/> Developers		
<input checked="" type="checkbox"/> Pollution prevention	<input type="checkbox"/> Industries		
<input checked="" type="checkbox"/> green infrastructure/ low impact development	<input type="checkbox"/> Other		
<input checked="" type="checkbox"/> Other: Adopt-a-storm drain			

<b>Event Start Date</b>	9-6-2022		
<b>Project/ Event Name</b>	Whitewater City Market		
<b>Delivery Mechanism</b>	Informational booth at event		
Topics Covered	Target Audience	Estimated People Reached (Optional)	Regoinal Effort (Optional)
<input checked="" type="checkbox"/> Illicit discharge detection and elimination	<input checked="" type="checkbox"/> General Public	<input type="checkbox"/> 1 - 10	<input checked="" type="checkbox"/> Yes
<input checked="" type="checkbox"/> household hazardous waste disposal/pet waste management/ vehicle washing	<input type="checkbox"/> Public Employees	<input checked="" type="checkbox"/> 11-50	<input type="checkbox"/> No
<input checked="" type="checkbox"/> yard waste management/ pesticide and fertilizer application	<input checked="" type="checkbox"/> Residents	<input type="checkbox"/> 51-100	
<input checked="" type="checkbox"/> stream and shoreline management	<input checked="" type="checkbox"/> Businesses	<input type="checkbox"/> 101 +	
<input checked="" type="checkbox"/> residential infiltration	<input type="checkbox"/> Contractors		
<input type="checkbox"/> construction sites and post construction storm water management	<input type="checkbox"/> Developers		
<input checked="" type="checkbox"/> Pollution prevention	<input type="checkbox"/> Industries		
<input checked="" type="checkbox"/> green infrastructure/ low impact development	<input type="checkbox"/> Other		
<input checked="" type="checkbox"/> Other: Adopt-a-storm drain			

<b>Event Start Date</b>	9-10-2022		
<b>Project/ Event Name</b>	Whitewater Farmers Market		
<b>Delivery Mechanism</b>	Informational booth at event		
Topics Covered	Target Audience	Estimated People Reached (Optional)	Regoinal Effort (Optional)

<input checked="" type="checkbox"/> Illicit discharge detection and elimination	<input checked="" type="checkbox"/> General Public	<input type="checkbox"/> 1 - 10	<input checked="" type="checkbox"/> Yes
<input checked="" type="checkbox"/> household hazardous waste disposal/pet waste management/ vehicle washing	<input type="checkbox"/> Public Employees	<input checked="" type="checkbox"/> 11-50	<input type="checkbox"/> No
<input checked="" type="checkbox"/> yard waste management/ pesticide and fertilizer application	<input checked="" type="checkbox"/> Residents	<input type="checkbox"/> 51-100	
<input checked="" type="checkbox"/> stream and shoreline management	<input checked="" type="checkbox"/> Businesses	<input type="checkbox"/> 101 +	
<input checked="" type="checkbox"/> residential infiltration	<input type="checkbox"/> Contractors		
<input type="checkbox"/> construction sites and post construction storm water management	<input type="checkbox"/> Developers		
<input checked="" type="checkbox"/> Pollution prevention	<input type="checkbox"/> Industries		
<input checked="" type="checkbox"/> green infrastructure/ low impact development	<input type="checkbox"/> Other		
<input checked="" type="checkbox"/> Other: Adopt-a-storm drain			

<b>Event Start Date</b>	9-17-2022		
<b>Project/ Event Name</b>	Beaver Dam Clean up		
<b>Delivery Mechanism</b>	Informational booth at event		
<b>Topics Covered</b>	<b>Target Audience</b>	<b>Estimated People Reached (Optional)</b>	<b>Regional Effort (Optional)</b>
<input checked="" type="checkbox"/> Illicit discharge detection and elimination	<input checked="" type="checkbox"/> General Public	<input type="checkbox"/> 1 - 10	<input checked="" type="checkbox"/> Yes
<input checked="" type="checkbox"/> household hazardous waste disposal/pet waste management/ vehicle washing	<input checked="" type="checkbox"/> Public Employees	<input checked="" type="checkbox"/> 11-50	<input type="checkbox"/> No
<input checked="" type="checkbox"/> yard waste management/ pesticide and fertilizer application	<input checked="" type="checkbox"/> Residents	<input type="checkbox"/> 51-100	
<input checked="" type="checkbox"/> stream and shoreline management	<input type="checkbox"/> Businesses	<input type="checkbox"/> 101 +	
<input checked="" type="checkbox"/> residential infiltration	<input type="checkbox"/> Contractors		
<input type="checkbox"/> construction sites and post construction storm water management	<input type="checkbox"/> Developers		
<input checked="" type="checkbox"/> Pollution prevention	<input type="checkbox"/> Industries		
<input checked="" type="checkbox"/> green infrastructure/ low impact development	<input type="checkbox"/> Other		
<input checked="" type="checkbox"/> Other: Adopt-a-storm drain			

<b>Event Start Date</b>	9-17-2022		
<b>Project/ Event Name</b>	Waupun Clean Up		
<b>Delivery Mechanism</b>	Informational booth at event		
<b>Topics Covered</b>	<b>Target Audience</b>	<b>Estimated People Reached (Optional)</b>	<b>Regional Effort (Optional)</b>
<input checked="" type="checkbox"/> Illicit discharge detection and elimination	<input checked="" type="checkbox"/> General Public	<input type="checkbox"/> 1 - 10	<input checked="" type="checkbox"/> Yes
<input checked="" type="checkbox"/> household hazardous waste disposal/pet waste management/ vehicle washing	<input checked="" type="checkbox"/> Public Employees	<input checked="" type="checkbox"/> 11-50	<input type="checkbox"/> No
<input checked="" type="checkbox"/> yard waste management/ pesticide and fertilizer application	<input checked="" type="checkbox"/> Residents	<input type="checkbox"/> 51-100	
<input checked="" type="checkbox"/> stream and shoreline management	<input type="checkbox"/> Businesses	<input type="checkbox"/> 101 +	
<input checked="" type="checkbox"/> residential infiltration	<input type="checkbox"/> Contractors		
<input type="checkbox"/> construction sites and post construction storm water management	<input type="checkbox"/> Developers		
<input checked="" type="checkbox"/> Pollution prevention	<input type="checkbox"/> Industries		
<input checked="" type="checkbox"/> green infrastructure/ low impact development	<input type="checkbox"/> Other		
<input checked="" type="checkbox"/> Other: Adopt-a-storm drain			

<b>Event Start Date</b>	9-17-2022		
<b>Project/ Event Name</b>	Watertown Clean Up		
<b>Delivery Mechanism</b>	Informational booth at event		
<b>Topics Covered</b>	<b>Target Audience</b>	<b>Estimated People Reached (Optional)</b>	<b>Regional Effort (Optional)</b>
<input checked="" type="checkbox"/> Illicit discharge detection and elimination	<input checked="" type="checkbox"/> General Public	<input type="checkbox"/> 1 - 10	<input checked="" type="checkbox"/> Yes

<input checked="" type="checkbox"/> household hazardous waste disposal/pet waste management/ vehicle washing	<input checked="" type="checkbox"/> Public Employees	<input checked="" type="checkbox"/> 11-50	<input type="checkbox"/> No
<input checked="" type="checkbox"/> yard waste management/ pesticide and fertilizer application	<input checked="" type="checkbox"/> Residents	<input type="checkbox"/> 51-100	
<input checked="" type="checkbox"/> stream and shoreline management	<input type="checkbox"/> Businesses	<input type="checkbox"/> 101 +	
<input checked="" type="checkbox"/> residential infiltration	<input type="checkbox"/> Contractors		
<input type="checkbox"/> construction sites and post construction storm water management	<input type="checkbox"/> Developers		
<input checked="" type="checkbox"/> Pollution prevention	<input type="checkbox"/> Industries		
<input checked="" type="checkbox"/> green infrastructure/ low impact development	<input type="checkbox"/> Other		
<input checked="" type="checkbox"/> Other: Adopt-a-storm drain			

<b>Event Start Date</b>	9-17-2022		
<b>Project/ Event Name</b>	Fort Atkinson Clean Up		
<b>Delivery Mechanism</b>	Informational booth at event		
<b>Topics Covered</b>	<b>Target Audience</b>	<b>Estimated People Reached (Optional)</b>	<b>Regional Effort (Optional)</b>
<input checked="" type="checkbox"/> Illicit discharge detection and elimination	<input checked="" type="checkbox"/> General Public	<input type="checkbox"/> 1 - 10	<input checked="" type="checkbox"/> Yes
<input checked="" type="checkbox"/> household hazardous waste disposal/pet waste management/ vehicle washing	<input checked="" type="checkbox"/> Public Employees	<input checked="" type="checkbox"/> 11-50	<input type="checkbox"/> No
<input checked="" type="checkbox"/> yard waste management/ pesticide and fertilizer application	<input checked="" type="checkbox"/> Residents	<input type="checkbox"/> 51-100	
<input checked="" type="checkbox"/> stream and shoreline management	<input type="checkbox"/> Businesses	<input type="checkbox"/> 101 +	
<input checked="" type="checkbox"/> residential infiltration	<input type="checkbox"/> Contractors		
<input type="checkbox"/> construction sites and post construction storm water management	<input type="checkbox"/> Developers		
<input checked="" type="checkbox"/> Pollution prevention	<input type="checkbox"/> Industries		
<input checked="" type="checkbox"/> green infrastructure/ low impact development	<input type="checkbox"/> Other		
<input checked="" type="checkbox"/> Other: Adopt-a-storm drain			

<b>Event Start Date</b>	9-17-2022		
<b>Project/ Event Name</b>	Whitewater Clean Up		
<b>Delivery Mechanism</b>	Informational booth at event		
<b>Topics Covered</b>	<b>Target Audience</b>	<b>Estimated People Reached (Optional)</b>	<b>Regional Effort (Optional)</b>
<input checked="" type="checkbox"/> Illicit discharge detection and elimination	<input checked="" type="checkbox"/> General Public	<input type="checkbox"/> 1 - 10	<input checked="" type="checkbox"/> Yes
<input checked="" type="checkbox"/> household hazardous waste disposal/pet waste management/ vehicle washing	<input checked="" type="checkbox"/> Public Employees	<input type="checkbox"/> 11-50	<input type="checkbox"/> No
<input checked="" type="checkbox"/> yard waste management/ pesticide and fertilizer application	<input checked="" type="checkbox"/> Residents	<input checked="" type="checkbox"/> 51-100	
<input checked="" type="checkbox"/> stream and shoreline management	<input type="checkbox"/> Businesses	<input type="checkbox"/> 101 +	
<input checked="" type="checkbox"/> residential infiltration	<input type="checkbox"/> Contractors		
<input type="checkbox"/> construction sites and post construction storm water management	<input type="checkbox"/> Developers		
<input checked="" type="checkbox"/> Pollution prevention	<input type="checkbox"/> Industries		
<input checked="" type="checkbox"/> green infrastructure/ low impact development	<input type="checkbox"/> Other		
<input checked="" type="checkbox"/> Other: Adopt-a-storm drain			

<b>Event Start Date</b>	9-17-2022		
<b>Project/ Event Name</b>	Milton Clean Up		
<b>Delivery Mechanism</b>	Informational booth at event		
<b>Topics Covered</b>	<b>Target Audience</b>	<b>Estimated People Reached (Optional)</b>	<b>Regional Effort (Optional)</b>
<input checked="" type="checkbox"/> Illicit discharge detection and elimination	<input checked="" type="checkbox"/> General Public	<input checked="" type="checkbox"/> 1 - 10	<input checked="" type="checkbox"/> Yes
<input checked="" type="checkbox"/> household hazardous waste disposal/pet waste management/ vehicle washing	<input checked="" type="checkbox"/> Public Employees	<input type="checkbox"/> 11-50	<input type="checkbox"/> No

<input checked="" type="checkbox"/> yard waste management/ pesticide and fertilizer application	<input checked="" type="checkbox"/> Residents	<input type="checkbox"/> 51-100		
<input checked="" type="checkbox"/> stream and shoreline management	<input type="checkbox"/> Businesses	<input type="checkbox"/> 101 +		
<input checked="" type="checkbox"/> residential infiltration	<input type="checkbox"/> Contractors			
<input type="checkbox"/> construction sites and post construction storm water management	<input type="checkbox"/> Developers			
<input checked="" type="checkbox"/> Pollution prevention	<input type="checkbox"/> Industries			
<input checked="" type="checkbox"/> green infrastructure/ low impact development	<input type="checkbox"/> Other			
<input checked="" type="checkbox"/> Other: Adopt-a-storm drain				

<b>Event Start Date</b>	9-17-2022		
<b>Project/ Event Name</b>	Janesville Clean Up		
<b>Delivery Mechanism</b>	Informational booth at event		
<b>Topics Covered</b>	<b>Target Audience</b>	<b>Estimated People Reached (Optional)</b>	<b>Regoinal Effort (Optional)</b>
<input checked="" type="checkbox"/> Illicit discharge detection and elimination	<input checked="" type="checkbox"/> General Public	<input type="checkbox"/> 1 - 10	<input checked="" type="checkbox"/> Yes
<input checked="" type="checkbox"/> household hazardous waste disposal/pet waste management/ vehicle washing	<input checked="" type="checkbox"/> Public Employees	<input checked="" type="checkbox"/> 11-50	<input type="checkbox"/> No
<input checked="" type="checkbox"/> yard waste management/ pesticide and fertilizer application	<input checked="" type="checkbox"/> Residents	<input type="checkbox"/> 51-100	
<input checked="" type="checkbox"/> stream and shoreline management	<input type="checkbox"/> Businesses	<input type="checkbox"/> 101 +	
<input checked="" type="checkbox"/> residential infiltration	<input type="checkbox"/> Contractors		
<input type="checkbox"/> construction sites and post construction storm water management	<input type="checkbox"/> Developers		
<input checked="" type="checkbox"/> Pollution prevention	<input type="checkbox"/> Industries		
<input checked="" type="checkbox"/> green infrastructure/ low impact development	<input type="checkbox"/> Other		
<input checked="" type="checkbox"/> Other: Adopt-a-storm drain			

<b>Event Start Date</b>	9-17-2022		
<b>Project/ Event Name</b>	Town of Beloit Clean Up		
<b>Delivery Mechanism</b>	Informational booth at event		
<b>Topics Covered</b>	<b>Target Audience</b>	<b>Estimated People Reached (Optional)</b>	<b>Regoinal Effort (Optional)</b>
<input checked="" type="checkbox"/> Illicit discharge detection and elimination	<input checked="" type="checkbox"/> General Public	<input checked="" type="checkbox"/> 1 - 10	<input checked="" type="checkbox"/> Yes
<input checked="" type="checkbox"/> household hazardous waste disposal/pet waste management/ vehicle washing	<input checked="" type="checkbox"/> Public Employees	<input type="checkbox"/> 11-50	<input type="checkbox"/> No
<input checked="" type="checkbox"/> yard waste management/ pesticide and fertilizer application	<input checked="" type="checkbox"/> Residents	<input type="checkbox"/> 51-100	
<input checked="" type="checkbox"/> stream and shoreline management	<input type="checkbox"/> Businesses	<input type="checkbox"/> 101 +	
<input checked="" type="checkbox"/> residential infiltration	<input type="checkbox"/> Contractors		
<input type="checkbox"/> construction sites and post construction storm water management	<input type="checkbox"/> Developers		
<input checked="" type="checkbox"/> Pollution prevention	<input type="checkbox"/> Industries		
<input checked="" type="checkbox"/> green infrastructure/ low impact development	<input type="checkbox"/> Other		
<input checked="" type="checkbox"/> Other: Adopt-a-storm drain			

<b>Event Start Date</b>	9-17-2022		
<b>Project/ Event Name</b>	City of Beloit Waterway Clean up		
<b>Delivery Mechanism</b>	Informational booth at event		
<b>Topics Covered</b>	<b>Target Audience</b>	<b>Estimated People Reached (Optional)</b>	<b>Regoinal Effort (Optional)</b>
<input checked="" type="checkbox"/> Illicit discharge detection and elimination	<input checked="" type="checkbox"/> General Public	<input type="checkbox"/> 1 - 10	<input checked="" type="checkbox"/> Yes
<input checked="" type="checkbox"/> household hazardous waste disposal/pet waste management/ vehicle washing	<input checked="" type="checkbox"/> Public Employees	<input checked="" type="checkbox"/> 11-50	<input type="checkbox"/> No
<input checked="" type="checkbox"/> yard waste management/ pesticide and fertilizer application	<input checked="" type="checkbox"/> Residents	<input type="checkbox"/> 51-100	

<input checked="" type="checkbox"/> stream and shoreline management	<input type="checkbox"/> Businesses	<input type="checkbox"/> 101 +		
<input checked="" type="checkbox"/> residential infiltration	<input type="checkbox"/> Contractors			
<input type="checkbox"/> construction sites and post construction storm water management	<input type="checkbox"/> Developers			
<input checked="" type="checkbox"/> Pollution prevention	<input type="checkbox"/> Industries			
<input checked="" type="checkbox"/> green infrastructure/ low impact development	<input type="checkbox"/> Other			
<input checked="" type="checkbox"/> Other: Adopt-a-storm drain				

<b>Event Start Date</b>	9-20-2022			
<b>Project/ Event Name</b>	Watertown Farmers Market			
<b>Delivery Mechanism</b>	Informational booth at event			
Topics Covered	Target Audience	Estimated People Reached (Optional)	Regoinal Effort (Optional)	
<input checked="" type="checkbox"/> Illicit discharge detection and elimination	<input checked="" type="checkbox"/> General Public	<input checked="" type="checkbox"/> 1 - 10	<input checked="" type="checkbox"/> Yes	
<input checked="" type="checkbox"/> household hazardous waste disposal/pet waste management/ vehicle washing	<input type="checkbox"/> Public Employees	<input type="checkbox"/> 11-50	<input type="checkbox"/> No	
<input checked="" type="checkbox"/> yard waste management/ pesticide and fertilizer application	<input checked="" type="checkbox"/> Residents	<input type="checkbox"/> 51-100		
<input checked="" type="checkbox"/> stream and shoreline management	<input checked="" type="checkbox"/> Businesses	<input type="checkbox"/> 101 +		
<input checked="" type="checkbox"/> residential infiltration	<input type="checkbox"/> Contractors			
<input type="checkbox"/> construction sites and post construction storm water management	<input type="checkbox"/> Developers			
<input checked="" type="checkbox"/> Pollution prevention	<input type="checkbox"/> Industries			
<input checked="" type="checkbox"/> green infrastructure/ low impact development	<input type="checkbox"/> Other			
<input checked="" type="checkbox"/> Other: Adopt-a-storm drain				

<b>Event Start Date</b>	9-24-2022			
<b>Project/ Event Name</b>	Janesville Farmers Market			
<b>Delivery Mechanism</b>	Informational booth at event			
Topics Covered	Target Audience	Estimated People Reached (Optional)	Regoinal Effort (Optional)	
<input checked="" type="checkbox"/> Illicit discharge detection and elimination	<input checked="" type="checkbox"/> General Public	<input type="checkbox"/> 1 - 10	<input checked="" type="checkbox"/> Yes	
<input checked="" type="checkbox"/> household hazardous waste disposal/pet waste management/ vehicle washing	<input type="checkbox"/> Public Employees	<input checked="" type="checkbox"/> 11-50	<input type="checkbox"/> No	
<input checked="" type="checkbox"/> yard waste management/ pesticide and fertilizer application	<input checked="" type="checkbox"/> Residents	<input type="checkbox"/> 51-100		
<input checked="" type="checkbox"/> stream and shoreline management	<input checked="" type="checkbox"/> Businesses	<input type="checkbox"/> 101 +		
<input checked="" type="checkbox"/> residential infiltration	<input type="checkbox"/> Contractors			
<input type="checkbox"/> construction sites and post construction storm water management	<input type="checkbox"/> Developers			
<input checked="" type="checkbox"/> Pollution prevention	<input type="checkbox"/> Industries			
<input checked="" type="checkbox"/> green infrastructure/ low impact development	<input type="checkbox"/> Other			
<input checked="" type="checkbox"/> Other: Adopt-a-storm drain				

<b>Event Start Date</b>	10-15-2022			
<b>Project/ Event Name</b>	Beloit Farmers Market			
<b>Delivery Mechanism</b>	Informational booth at event			
Topics Covered	Target Audience	Estimated People Reached (Optional)	Regoinal Effort (Optional)	
<input checked="" type="checkbox"/> Illicit discharge detection and elimination	<input checked="" type="checkbox"/> General Public	<input type="checkbox"/> 1 - 10	<input checked="" type="checkbox"/> Yes	
<input checked="" type="checkbox"/> household hazardous waste disposal/pet waste management/ vehicle washing	<input type="checkbox"/> Public Employees	<input type="checkbox"/> 11-50	<input type="checkbox"/> No	
<input checked="" type="checkbox"/> yard waste management/ pesticide and fertilizer application	<input checked="" type="checkbox"/> Residents	<input checked="" type="checkbox"/> 51-100		
<input checked="" type="checkbox"/> stream and shoreline management	<input checked="" type="checkbox"/> Businesses	<input type="checkbox"/> 101 +		

<input checked="" type="checkbox"/> residential infiltration	<input type="checkbox"/> Contractors			
<input type="checkbox"/> construction sites and post construction storm water management	<input type="checkbox"/> Developers			
<input checked="" type="checkbox"/> Pollution prevention	<input type="checkbox"/> Industries			
<input checked="" type="checkbox"/> green infrastructure/ low impact development	<input type="checkbox"/> Other			
<input checked="" type="checkbox"/> Other: Adopt-a-storm drain				

<b>Event Start Date</b>	10-15-2022			
<b>Project/ Event Name</b>	Confluence Event (Watertown)			
<b>Delivery Mechanism</b>	Informational booth at event			
<b>Topics Covered</b>	<b>Target Audience</b>	<b>Estimated People Reached (Optional)</b>	<b>Regional Effort (Optional)</b>	
<input checked="" type="checkbox"/> Illicit discharge detection and elimination	<input checked="" type="checkbox"/> General Public	<input type="checkbox"/> 1 - 10	<input checked="" type="checkbox"/> Yes	
<input checked="" type="checkbox"/> household hazardous waste disposal/pet waste management/ vehicle washing	<input checked="" type="checkbox"/> Public Employees	<input checked="" type="checkbox"/> 11-50	<input type="checkbox"/> No	
<input checked="" type="checkbox"/> yard waste management/ pesticide and fertilizer application	<input checked="" type="checkbox"/> Residents	<input type="checkbox"/> 51-100		
<input checked="" type="checkbox"/> stream and shoreline management	<input checked="" type="checkbox"/> Businesses	<input type="checkbox"/> 101 +		
<input checked="" type="checkbox"/> residential infiltration	<input type="checkbox"/> Contractors			
<input type="checkbox"/> construction sites and post construction storm water management	<input type="checkbox"/> Developers			
<input checked="" type="checkbox"/> Pollution prevention	<input type="checkbox"/> Industries			
<input checked="" type="checkbox"/> green infrastructure/ low impact development	<input checked="" type="checkbox"/> Other			
<input checked="" type="checkbox"/> Other: Adopt-a-storm drain				

<b>Event Start Date</b>	10-22-2022			
<b>Project/ Event Name</b>	UW-Whitewater Homecoming Parade			
<b>Delivery Mechanism</b>	Other			
<b>Topics Covered</b>	<b>Target Audience</b>	<b>Estimated People Reached (Optional)</b>	<b>Regional Effort (Optional)</b>	
<input checked="" type="checkbox"/> Illicit discharge detection and elimination	<input checked="" type="checkbox"/> General Public	<input type="checkbox"/> 1 - 10	<input checked="" type="checkbox"/> Yes	
<input checked="" type="checkbox"/> household hazardous waste disposal/pet waste management/ vehicle washing	<input checked="" type="checkbox"/> Public Employees	<input type="checkbox"/> 11-50	<input type="checkbox"/> No	
<input checked="" type="checkbox"/> yard waste management/ pesticide and fertilizer application	<input checked="" type="checkbox"/> Residents	<input type="checkbox"/> 51-100		
<input checked="" type="checkbox"/> stream and shoreline management	<input checked="" type="checkbox"/> Businesses	<input checked="" type="checkbox"/> 101 +		
<input checked="" type="checkbox"/> residential infiltration	<input type="checkbox"/> Contractors			
<input type="checkbox"/> construction sites and post construction storm water management	<input type="checkbox"/> Developers			
<input checked="" type="checkbox"/> Pollution prevention	<input type="checkbox"/> Industries			
<input checked="" type="checkbox"/> green infrastructure/ low impact development	<input checked="" type="checkbox"/> Other			
<input checked="" type="checkbox"/> Other: Adopt-a-storm drain				

<b>Event Start Date</b>	11-1-2022			
<b>Project/ Event Name</b>	Whitewater Salt Wise Equipment Open House Event			
<b>Delivery Mechanism</b>	Targeted Group Training			
<b>Topics Covered</b>	<b>Target Audience</b>	<b>Estimated People Reached (Optional)</b>	<b>Regional Effort (Optional)</b>	
<input checked="" type="checkbox"/> Illicit discharge detection and elimination	<input checked="" type="checkbox"/> General Public	<input type="checkbox"/> 1 - 10	<input checked="" type="checkbox"/> Yes	
<input type="checkbox"/> household hazardous waste disposal/pet waste management/ vehicle washing	<input checked="" type="checkbox"/> Public Employees	<input type="checkbox"/> 11-50	<input type="checkbox"/> No	
<input type="checkbox"/> yard waste management/ pesticide and fertilizer application	<input checked="" type="checkbox"/> Residents	<input checked="" type="checkbox"/> 51-100		
<input type="checkbox"/> stream and shoreline management	<input checked="" type="checkbox"/> Businesses	<input type="checkbox"/> 101 +		

<input type="checkbox"/> residential infiltration	<input checked="" type="checkbox"/> Contractors			
<input type="checkbox"/> construction sites and post construction storm water management	<input checked="" type="checkbox"/> Developers			
<input checked="" type="checkbox"/> Pollution prevention	<input checked="" type="checkbox"/> Industries			
<input type="checkbox"/> green infrastructure/ low impact development	<input checked="" type="checkbox"/> Other			
<input type="checkbox"/> Other:				

<b>Event Start Date</b>	11-7-2022		
<b>Project/ Event Name</b>	Water Resource Associates Presentation and Training / Tim W.		
<b>Delivery Mechanism</b>	Targeted Group Training		
Topics Covered	Target Audience	Estimated People Reached (Optional)	Regional Effort (Optional)
<input checked="" type="checkbox"/> Illicit discharge detection and elimination	<input checked="" type="checkbox"/> General Public	<input type="checkbox"/> 1 - 10	<input checked="" type="checkbox"/> Yes
<input checked="" type="checkbox"/> household hazardous waste disposal/pet waste management/ vehicle washing	<input type="checkbox"/> Public Employees	<input checked="" type="checkbox"/> 11-50	<input type="checkbox"/> No
<input checked="" type="checkbox"/> yard waste management/ pesticide and fertilizer application	<input checked="" type="checkbox"/> Residents	<input type="checkbox"/> 51-100	
<input checked="" type="checkbox"/> stream and shoreline management	<input type="checkbox"/> Businesses	<input type="checkbox"/> 101 +	
<input checked="" type="checkbox"/> residential infiltration	<input type="checkbox"/> Contractors		
<input checked="" type="checkbox"/> construction sites and post construction storm water management	<input type="checkbox"/> Developers		
<input checked="" type="checkbox"/> Pollution prevention	<input type="checkbox"/> Industries		
<input checked="" type="checkbox"/> green infrastructure/ low impact development	<input checked="" type="checkbox"/> Other		
<input checked="" type="checkbox"/> Other: Adopt-a-storm drain			

<b>Event Start Date</b>	9-17-2022		
<b>Project/ Event Name</b>	Beaver Dam Clean up		
<b>Delivery Mechanism</b>	Clean up event		
Topics Covered	Target Audience	Estimated People Reached (Optional)	Regoinal Effort (Optional)
<input checked="" type="checkbox"/> Volunteer Opportunity	<input checked="" type="checkbox"/> General Public	<input type="checkbox"/> 1 - 10	<input checked="" type="checkbox"/> Yes
<input type="checkbox"/>	<input checked="" type="checkbox"/> Public Employees	<input checked="" type="checkbox"/> 11-50	<input type="checkbox"/> No
<input type="checkbox"/>	<input checked="" type="checkbox"/> Residents	<input type="checkbox"/> 51-100	
<input type="checkbox"/>	<input type="checkbox"/> Businesses	<input type="checkbox"/> 101 +	
<input type="checkbox"/>	<input type="checkbox"/> Contractors		
<input type="checkbox"/>	<input type="checkbox"/> Developers		
<input type="checkbox"/>	<input type="checkbox"/> Industries		
<input type="checkbox"/>	<input type="checkbox"/> Other		

<b>Event Start Date</b>	9-17-2022		
<b>Project/ Event Name</b>	Waupun Clean Up		
<b>Delivery Mechanism</b>	Clean up event		
Topics Covered	Target Audience	Estimated People Reached (Optional)	Regoinal Effort (Optional)
<input checked="" type="checkbox"/> Volunteer Opportunity	<input checked="" type="checkbox"/> General Public	<input type="checkbox"/> 1 - 10	<input checked="" type="checkbox"/> Yes
<input type="checkbox"/>	<input checked="" type="checkbox"/> Public Employees	<input checked="" type="checkbox"/> 11-50	<input type="checkbox"/> No
<input type="checkbox"/>	<input checked="" type="checkbox"/> Residents	<input type="checkbox"/> 51-100	
<input type="checkbox"/>	<input type="checkbox"/> Businesses	<input type="checkbox"/> 101 +	
<input type="checkbox"/>	<input type="checkbox"/> Contractors		
<input type="checkbox"/>	<input type="checkbox"/> Developers		
<input type="checkbox"/>	<input type="checkbox"/> Industries		
<input type="checkbox"/>	<input type="checkbox"/> Other		

<b>Event Start Date</b>	9-17-2022		
<b>Project/ Event Name</b>	Watertown Clean Up		
<b>Delivery Mechanism</b>	Clean up event		
Topics Covered	Target Audience	Estimated People Reached (Optional)	Regoinal Effort (Optional)
<input checked="" type="checkbox"/> Volunteer Opportunity	<input checked="" type="checkbox"/> General Public	<input type="checkbox"/> 1 - 10	<input checked="" type="checkbox"/> Yes
<input type="checkbox"/>	<input checked="" type="checkbox"/> Public Employees	<input checked="" type="checkbox"/> 11-50	<input type="checkbox"/> No
<input type="checkbox"/>	<input checked="" type="checkbox"/> Residents	<input type="checkbox"/> 51-100	
<input type="checkbox"/>	<input type="checkbox"/> Businesses	<input type="checkbox"/> 101 +	
<input type="checkbox"/>	<input type="checkbox"/> Contractors		
<input type="checkbox"/>	<input type="checkbox"/> Developers		
<input type="checkbox"/>	<input type="checkbox"/> Industries		
<input type="checkbox"/>	<input type="checkbox"/> Other		

<b>Event Start Date</b>	9-17-2022
-------------------------	-----------

<b>Project/ Event Name</b>		Fort Atkinson Clean Up		
<b>Delivery Mechanism</b>		Clean up event		
<b>Topics Covered</b>		<b>Target Audience</b>	<b>Estimated People Reached (Optional)</b>	<b>Regional Effort (Optional)</b>
<input checked="" type="checkbox"/>	Volunteer Opportunity	<input checked="" type="checkbox"/> General Public	<input type="checkbox"/> 1 - 10	<input checked="" type="checkbox"/> Yes
<input type="checkbox"/>		<input checked="" type="checkbox"/> Public Employees	<input checked="" type="checkbox"/> 11-50	<input type="checkbox"/> No
<input type="checkbox"/>		<input checked="" type="checkbox"/> Residents	<input type="checkbox"/> 51-100	
<input type="checkbox"/>		<input type="checkbox"/> Businesses	<input type="checkbox"/> 101 +	
<input type="checkbox"/>		<input type="checkbox"/> Contractors		
<input type="checkbox"/>		<input type="checkbox"/> Developers		
<input type="checkbox"/>		<input type="checkbox"/> Industries		
<input type="checkbox"/>		<input type="checkbox"/> Other		

<b>Event Start Date</b>		9-17-2022		
<b>Project/ Event Name</b>		Whitewater Clean Up		
<b>Delivery Mechanism</b>		Clean up event		
<b>Topics Covered</b>		<b>Target Audience</b>	<b>Estimated People Reached (Optional)</b>	<b>Regional Effort (Optional)</b>
<input checked="" type="checkbox"/>	Volunteer Opportunity	<input checked="" type="checkbox"/> General Public	<input type="checkbox"/> 1 - 10	<input checked="" type="checkbox"/> Yes
<input type="checkbox"/>		<input checked="" type="checkbox"/> Public Employees	<input type="checkbox"/> 11-50	<input type="checkbox"/> No
<input type="checkbox"/>		<input checked="" type="checkbox"/> Residents	<input checked="" type="checkbox"/> 51-100	
<input type="checkbox"/>		<input type="checkbox"/> Businesses	<input type="checkbox"/> 101 +	
<input type="checkbox"/>		<input type="checkbox"/> Contractors		
<input type="checkbox"/>		<input type="checkbox"/> Developers		
<input type="checkbox"/>		<input type="checkbox"/> Industries		
<input type="checkbox"/>		<input type="checkbox"/> Other		

<b>Event Start Date</b>		9-17-2022		
<b>Project/ Event Name</b>		Milton Clean Up		
<b>Delivery Mechanism</b>		Clean up event		
<b>Topics Covered</b>		<b>Target Audience</b>	<b>Estimated People Reached (Optional)</b>	<b>Regional Effort (Optional)</b>
<input checked="" type="checkbox"/>	Volunteer Opportunity	<input checked="" type="checkbox"/> General Public	<input checked="" type="checkbox"/> 1 - 10	<input checked="" type="checkbox"/> Yes
<input type="checkbox"/>		<input checked="" type="checkbox"/> Public Employees	<input type="checkbox"/> 11-50	<input type="checkbox"/> No
<input type="checkbox"/>		<input checked="" type="checkbox"/> Residents	<input type="checkbox"/> 51-100	
<input type="checkbox"/>		<input type="checkbox"/> Businesses	<input type="checkbox"/> 101 +	
<input type="checkbox"/>		<input type="checkbox"/> Contractors		
<input type="checkbox"/>		<input type="checkbox"/> Developers		
<input type="checkbox"/>		<input type="checkbox"/> Industries		
<input type="checkbox"/>		<input type="checkbox"/> Other		

<b>Event Start Date</b>		9-17-2022		
<b>Project/ Event Name</b>		Janesville Clean Up		

<b>Delivery Mechanism</b>		Clean up event		
<b>Topics Covered</b>		<b>Target Audience</b>	<b>Estimated People Reached (Optional)</b>	<b>Regoinal Effort (Optional)</b>
<input checked="" type="checkbox"/>	Volunteer Opportunity	<input checked="" type="checkbox"/> General Public	<input type="checkbox"/> 1 - 10	<input checked="" type="checkbox"/> Yes
<input type="checkbox"/>		<input checked="" type="checkbox"/> Public Employees	<input checked="" type="checkbox"/> 11-50	<input type="checkbox"/> No
<input type="checkbox"/>		<input checked="" type="checkbox"/> Residents	<input type="checkbox"/> 51-100	
<input type="checkbox"/>		<input type="checkbox"/> Businesses	<input type="checkbox"/> 101 +	
<input type="checkbox"/>		<input type="checkbox"/> Contractors		
<input type="checkbox"/>		<input type="checkbox"/> Developers		
<input type="checkbox"/>		<input type="checkbox"/> Industries		
<input type="checkbox"/>		<input type="checkbox"/> Other		

<b>Event Start Date</b>		9-17-2022		
<b>Project/ Event Name</b>		Town of Beloit Clean Up		
<b>Delivery Mechanism</b>		Clean up event		
<b>Topics Covered</b>		<b>Target Audience</b>	<b>Estimated People Reached (Optional)</b>	<b>Regoinal Effort (Optional)</b>
<input checked="" type="checkbox"/>	Volunteer Opportunity	<input checked="" type="checkbox"/> General Public	<input checked="" type="checkbox"/> 1 - 10	<input checked="" type="checkbox"/> Yes
<input type="checkbox"/>		<input checked="" type="checkbox"/> Public Employees	<input type="checkbox"/> 11-50	<input type="checkbox"/> No
<input type="checkbox"/>		<input checked="" type="checkbox"/> Residents	<input type="checkbox"/> 51-100	
<input type="checkbox"/>		<input type="checkbox"/> Businesses	<input type="checkbox"/> 101 +	
<input type="checkbox"/>		<input type="checkbox"/> Contractors		
<input type="checkbox"/>		<input type="checkbox"/> Developers		
<input type="checkbox"/>		<input type="checkbox"/> Industries		
<input type="checkbox"/>		<input type="checkbox"/> Other		

<b>Event Start Date</b>		9-17-2022		
<b>Project/ Event Name</b>		City of Beloit Waterway Clean up		
<b>Delivery Mechanism</b>		Clean up event		
<b>Topics Covered</b>		<b>Target Audience</b>	<b>Estimated People Reached (Optional)</b>	<b>Regoinal Effort (Optional)</b>
<input checked="" type="checkbox"/>	Volunteer Opportunity	<input checked="" type="checkbox"/> General Public	<input type="checkbox"/> 1 - 10	<input checked="" type="checkbox"/> Yes
<input type="checkbox"/>		<input checked="" type="checkbox"/> Public Employees	<input checked="" type="checkbox"/> 11-50	<input type="checkbox"/> No
<input type="checkbox"/>		<input checked="" type="checkbox"/> Residents	<input type="checkbox"/> 51-100	
<input type="checkbox"/>		<input type="checkbox"/> Businesses	<input type="checkbox"/> 101 +	
<input type="checkbox"/>		<input type="checkbox"/> Contractors		
<input type="checkbox"/>		<input type="checkbox"/> Developers		
<input type="checkbox"/>		<input type="checkbox"/> Industries		
<input type="checkbox"/>		<input type="checkbox"/> Other		



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

**Section 2.1 Stormwater Education (Public Education and Outreach) Program  
2022 Summary**

The City of Watertown participates in the Rock River Stormwater Group’s (RRSG) Protect Wisconsin Waterways (PWW) education and outreach campaign (See 2022 PWW Annual Report). The City also conducts a number of stormwater outreach activities in addition to the RRSG program each year. The following is a summary of the City’s stormwater outreach activities for 2022.

**City of Watertown Stormwater Outreach Posts**

Date: 1/23/2022      17 Comments, 0 Shares, 22 Reactions



Date: 1/25/2022

19 Comments, 10 Shares, 22 Reactions



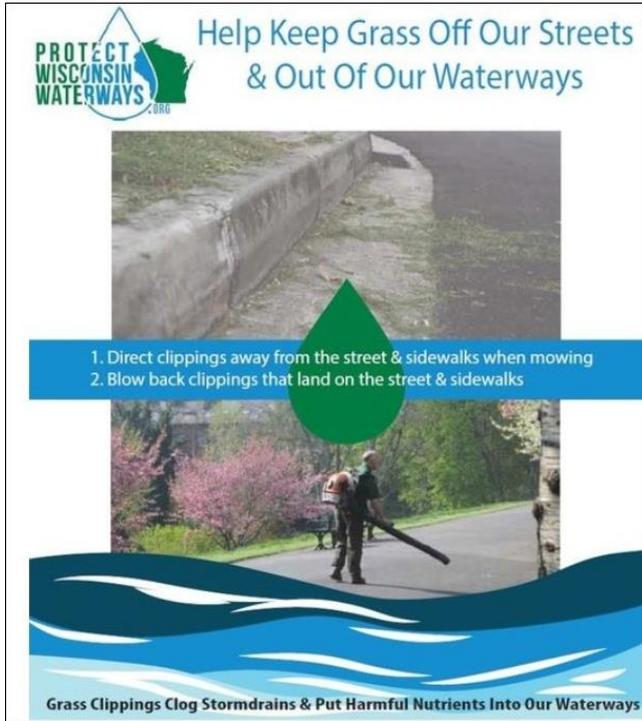
Date: 4/7/2022

22 Comments, 4 Shares, 16 Reactions



Date: 5/28/2022

4 Comments, 8 Shares, 19 Reactions



Date: 9/7/2022

1 Comments, 2 Shares, 9 Reactions



Date: 11/3/2022      27 Comments, 10 Shares, 28 Reactions



Date: September 2022      870 Views, 1 Comment, 11 Likes

YouTube video re: Biofilters & Permeable Pavement installations at new City parking lot, illicit discharge info, and general stormwater system/waterway information.  
<https://www.facebook.com/cityofwatertownwi/videos/2132531523601454>

**Stormwater Outreach Presentations to School Groups**

Date: 1/28/2022      Lincoln STEM School Career Day

McBroom presented stormwater runoff information and used EnviroScape model during 3 separate presentations with approximately 75 K-5<sup>th</sup> grade students (total).

Date: 3/3/2022      Mayor’s Visit to Schurz School

Mayor McFarland presented stormwater information and passed out worksheets to 2 classes of 3<sup>rd</sup> grade students. Worksheets included 2022 stream clean-up notification, Clean-Up Bingo, Only Rain in the Storm Drain coloring sheet and turtle and owl geometric shape drawing worksheets (attached).

Date: 10/26/2022      Lincoln STEM School Erosion Field Trip

McBroom presented streambank erosion information to approximately 60 2<sup>nd</sup>&3<sup>rd</sup> graders while walking along Riverside Park Creek in Riverside Park. Students discussed stream flow direction/current, impacts to outer and inner streambanks, scour, deposition, invasive species, native vegetation, and options to stabilize banks. (See completed problem and solution assignments, attached.)

### **Stormwater Outreach Presentations to Government**

#### Public Works Commission Meetings

McBroom presented the following stormwater information and updates to the Public Works Commission:

- 2/8/2022: 2022 Stormwater Education Program
- 3/8/2022: 2021 MS4 Annual Report
- 3/22/2022: MS4 Permit – TMDL Update
- 7/12/2022: Stormwater Maintenance Agreements - overview
- 9/27/22: Water Quality Trading overview for MS4 Permit – TMDL Compliance
- 12/13/2022: Urban Nonpoint Source & Storm Water Planning Grant Update: Ordinance Revisions & Proposed Street Sweeper Purchase - Leaf Collection Analysis Results

### **Stormwater Outreach to Businesses**

- 10/13/2022: Forwarded email re: WIU Salt Wise Open House information to Watertown Chamber of Commerce for distribution to Chamber members.
- November 2022: Provided NASECA Erosion Control Training Event information at Engineering Division and Building, Safety and Zoning Division front desks for people applying for City permits.
- 12/14/2022: Held in-person Stormwater Coffee Hour to discuss proposed stormwater ordinance and permit program changes with interested engineers, contractors, developers and City staff/officials. (Approximately 22 people.)

### **Stormwater Outreach to General Public**

- June 2022: Engineering Division Interns stenciled 86 storm inlets along the Tour de Goose Bike Ride Route
- Spring 2022: City Connection Newsletter re: Clean Sweep/household hazardous waste disposal, recycling & solid waste, Rock River Coalition volunteer stream monitoring and RRSg adopt-a-storm drain program. <https://www.ci.watertown.wi.us/City%20Connection%20Spring%202022.pdf>
- Fall 2022: City Connection Newsletter re: leaf collection program, winter snow and ice control, salt brine, recycling and household hazardous waste disposal, RRSg adopt-a-storm drain program. <https://www.ci.watertown.wi.us/City%20Connection%20Fall%202022%20-%20FINAL.pdf>



# 2022 Waterways Clean-Up

Saturday  
Sept. 17

Watertown  
Riverside Park  
Pavilion near Parking Lot  
Watertown, WI 53098

10 AM - 12 PM

Keep our local  
waterways clean!  
Register online by  
August 17  
to reserve your t-shirt



Splash Appearance

Scan the code below or go to:  
[protectwiwaterways.org/2022cleanup](https://protectwiwaterways.org/2022cleanup)

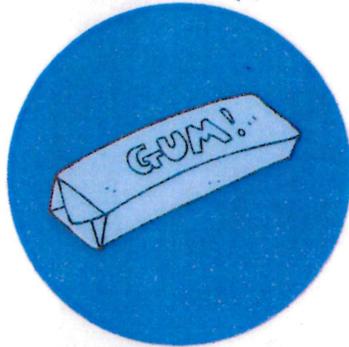


# Clean-Up Bingo

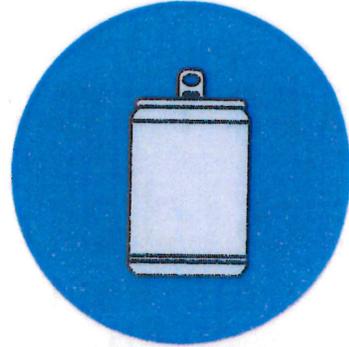
All of these things do not belong in our waterways. Can you find them all and clean them up to make our waterways clean again? Cross out the objects you cleaned up during your cleanup adventure. What other unique items did you find? Take a photo and share it with us on Facebook: [@ProtectWisconsinWaterways](#)



Plastic bottle



Chewing gum



Soda can



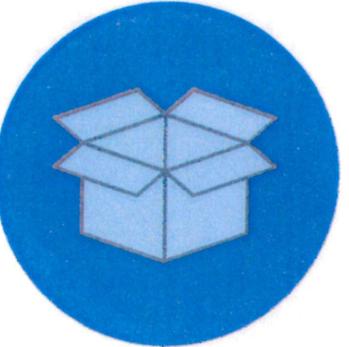
Mask



Juice box



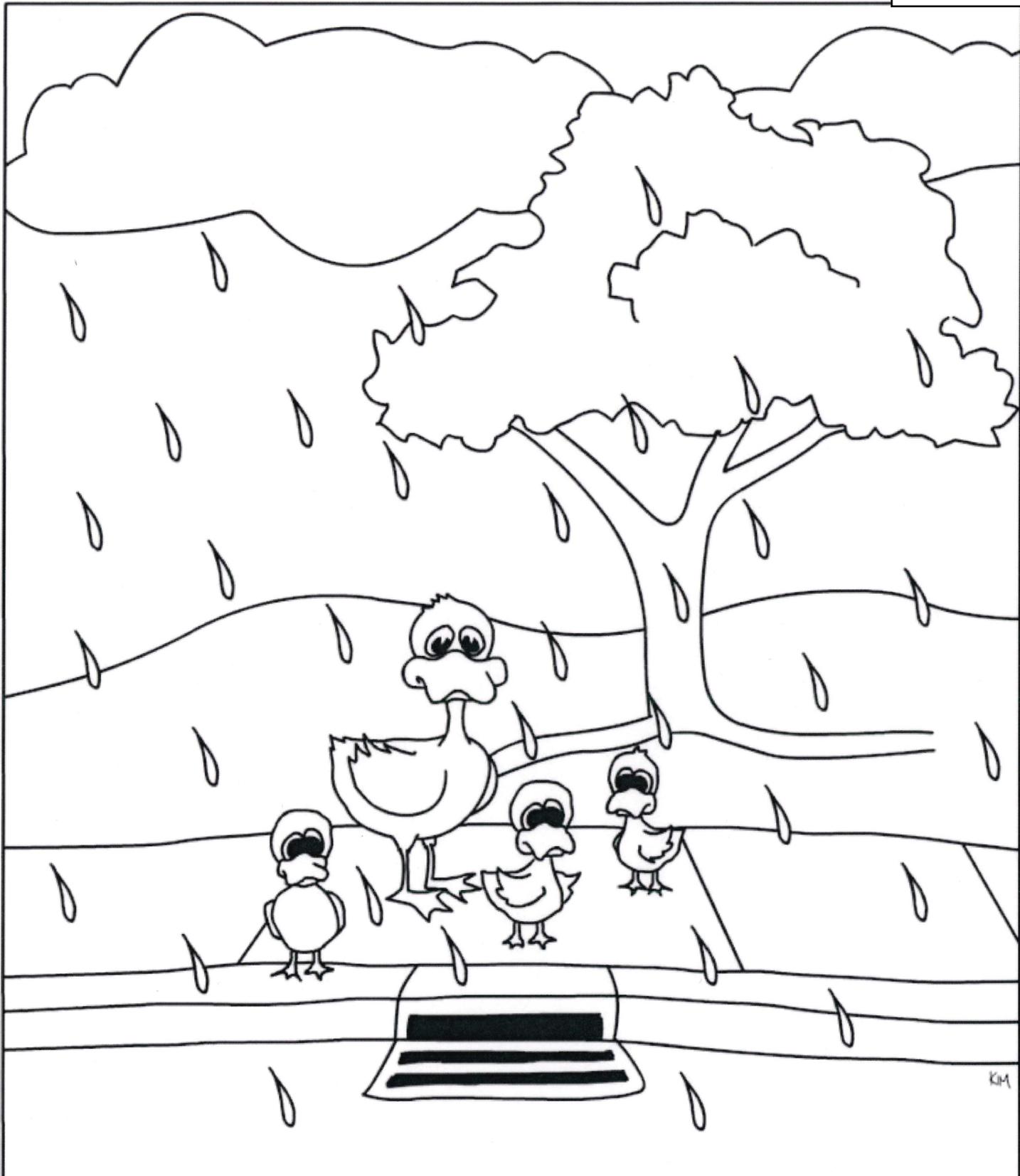
Bottle cap



Cardboard or paper



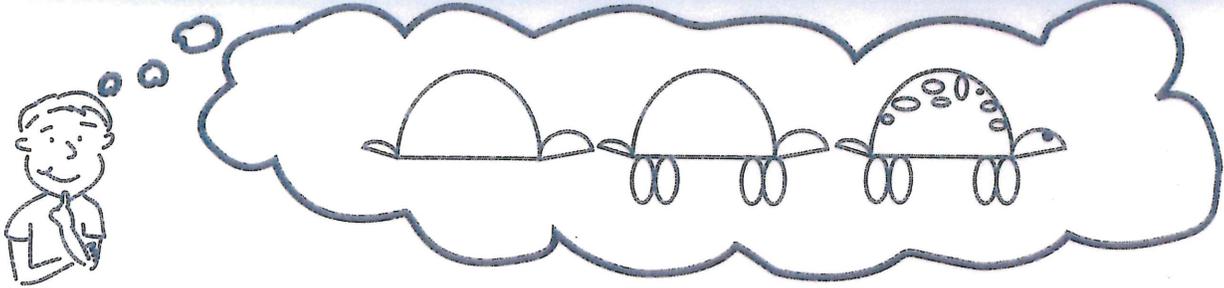
Cigarette butt



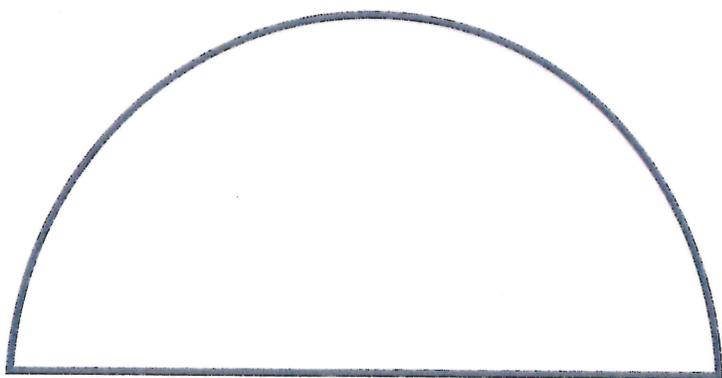
KIM

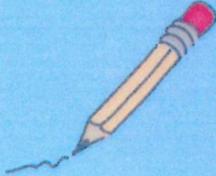
**Only rain in the storm drain!**

# Drawing is Easy!



Use ovals, circles and half-circles to draw a turtle.

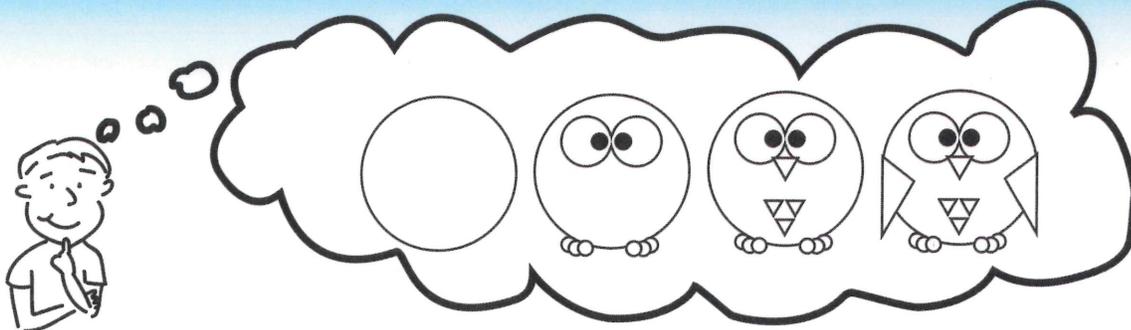


 How many  did you draw? \_\_\_\_\_

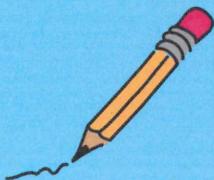
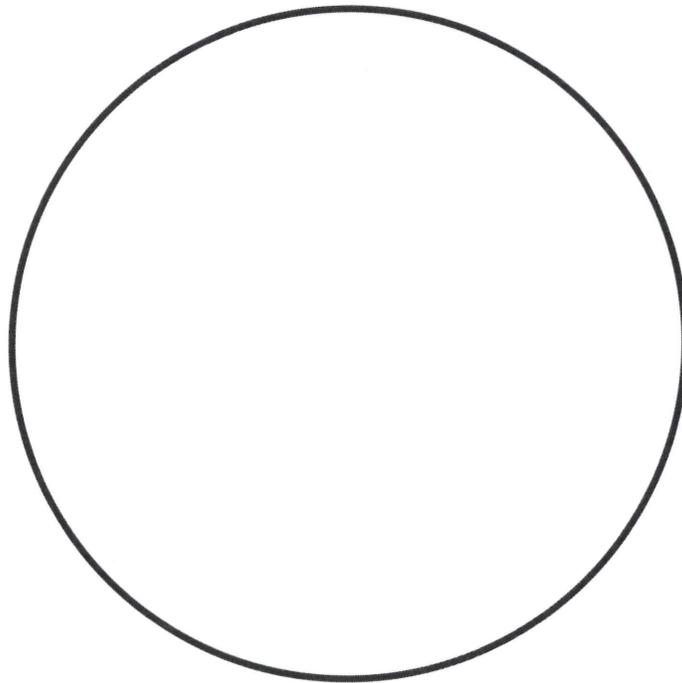
How many  did you draw? \_\_\_\_\_

How many  did you draw? \_\_\_\_\_

# Drawing is Easy!



Use circles and triangles to draw an owl.



How many  did you draw? \_\_\_\_\_

How many  did you draw? \_\_\_\_\_

**Maureen McBroom**

**From:** Maureen McBroom  
**Sent:** Thursday, October 13, 2022 4:49 PM  
**To:** Bonnie  
**Cc:** Wanda Fredrick; Jaynellen Holloway; Andrew Beyer  
**Subject:** For Watertown Chamber Members: WI Salt Wise Open House, 11/1/22

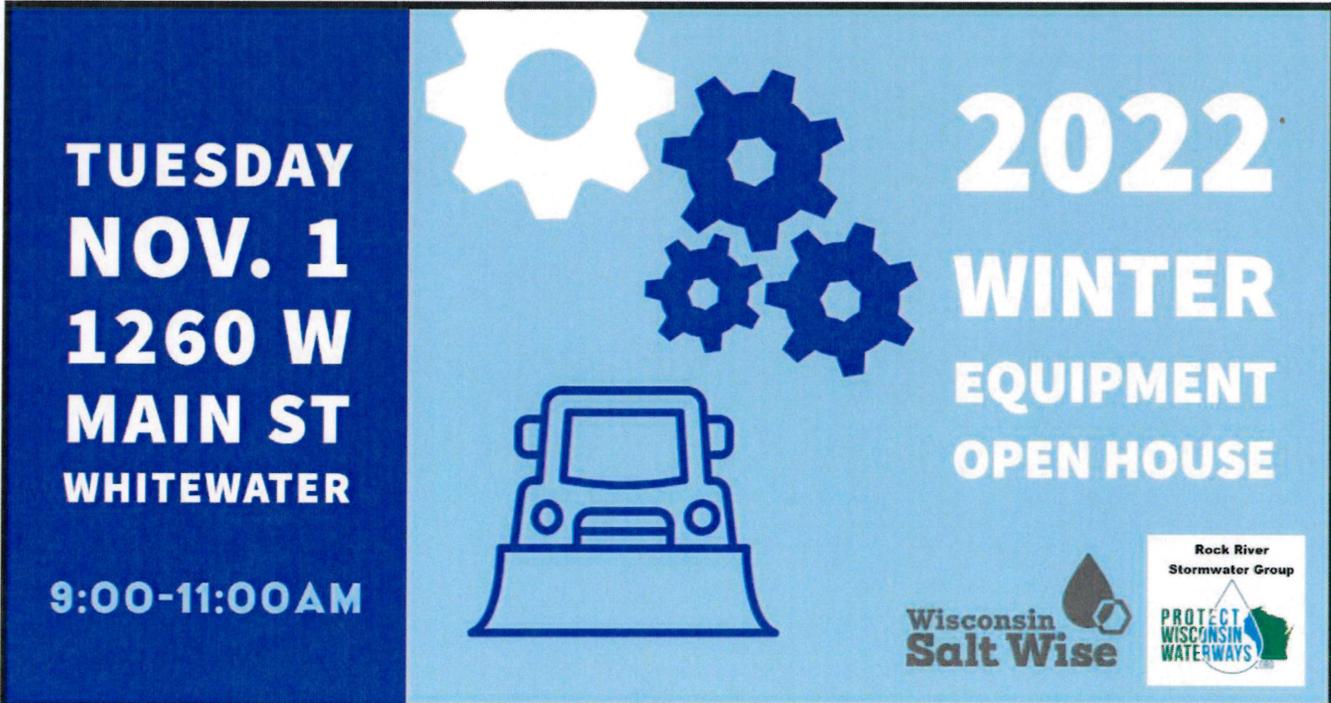
Hi Bonnie-

Thank you for helping to share this winter salting and snow removal information with Watertown Chamber of Commerce members! This information should be particularly useful to contractors, schools, and businesses with sidewalks & larger parking areas.

WI Salt Wise is coordinating a winter equipment open house with UW-Whitewater, the City of Whitewater and the Rock River Stormwater Group on Tuesday, November 1, 2022 from 8:30 a.m.-10:30 a.m. As prices keep rising to manage snow and ice, many are looking for more efficient and cost-effective ways to handle snow removal.

**Whitewater Salt Wise Winter Equipment Open House – Register Here**

A regional equipment open house aimed at accelerating the adoption of smart winter salting best practices through peer-to-peer conversations with contractors, facilities staff from UW-Whitewater, area school districts, clinics, and municipal DPW staff. We will discuss best practices and facilitate conversations around goals and barriers, and brainstorm solutions through a show-and-tell of campus and municipal snow and ice management equipment.



Additional information on costs, alternatives, and impacts of snow and ice removal methods can be found on the WI Salt Wise website: <https://www.wisaltwise.com/>

If you have any questions regarding any of these opportunities, feel free to contact Allison:  
[wisaltwise@gmail.com](mailto:wisaltwise@gmail.com).

Or please contact me to discuss anything stormwater-related. 😊

Thank you!  
-McB

Maureen McBroom, ENV SP  
Stormwater Project Manager  
City of Watertown  
920-206-4264  
Maureenm@cityofwatertown.org





# NASECA-WI CONSTRUCTION SITE EROSION CONTROL AND STORMWATER PERMIT COMPLIANCE TRAINING

Focusing on Engineers, Site Managers, Site Superintendents, Contractor Superintendents and Foremen, BMP Installers and Inspectors, BMP Installers and Inspectors

**November 30-December 1, 2022, 8:00 am-4:30 pm**

**Virtual via Zoom or On-Site at Holiday Inn Pewaukee-Milwaukee West**

N14 W24140 Tower Pl, Pewaukee, WI 53072

### Course description

This two-day course is designed for those who perform site management duties, supervise or direct construction activities, install best management practices, and/or inspect sites for compliance relating to erosion/sediment control and storm water management. This course is offered around Wisconsin semi-annually. We encourage those who have not attended for the past 3 years to do so in order to be informed of the latest regulations and practices.

#### This course will cover:

- Permit requirements
- Roles and responsibilities
- Construction site erosion control plans
- BMPs to reduce or control erosion and offsite sedimentation
- Proper installation of devices
- Establishing protective vegetation
- Grading practices to reduce erosion
- Timing of installations
- Demonstration of turbidity meter
- Completing WPDES site inspections
- Completing required documentation
- EPA permit requirements

### Who should attend

- Professionals representing the owner or a department and acting as project engineers, project managers, project supervisors, and job site inspectors on projects requiring WPDES construction storm water permits.
- Professionals working for contractors and in charge of grading, utility installation, excavating, bridge construction and other activities disturbing soil.
- Turf establishment or erosion control contractors and contractors doing site restoration work.
- Project personnel assigned to conduct weekly site inspections and fill out the WPDES inspection log.
- Professionals assigned to monitor or inspect sites for permit compliance.
- Professionals who perform soil disturbing work in Indian Country.

### Registration

#### Training only Registration- \$329

Includes breakfast, lunch, learning materials, 12 CE/PDH, and optional NASECA-WI training exam. Those who register for the Training only will attend the two-day training and may sit for the optional NASECA-WI training exam. Those who successfully complete this exam with a score of at least 70% will receive a certificate of successful completion and their name posted on the NASECA-WI website.

#### Training Registration with DSPS Exam- \$349

Includes all the benefits of the Training only registration, with the exception of a NON-OPTIONAL NASECA-WI training exam, followed by the **DSPS Soil Erosion Inspector exam**. Those who score at least 70% on both exams may apply for the DSPS Soil Erosion Inspector credential. See more on reverse.

## **Certificate of Completion – Professional Development Hours/Continuing Education Credits and Exam**

---

Attendees who complete the course will receive a certificate of attendance indicating that they have received 12 professional development hours (PDH)/continuing education (CE) credits.

Those who successfully complete the course and exam will be issued a credential certificate and be listed on the NASECA Wisconsin website indicating that they have successfully completed the course and exam. See more information below.

## **Wisconsin Department of Safety & Professional Services (DSPS) Credentials**

---

Wisconsin DSPS has approved this program for 12 hours of continuing education credit for Commercial Building Inspector (CBI), Dwelling Contractor Qualifier (DCQ), Master Plumber-Restricted Service (MPRS), UDC Construction Inspector (UCI), Utility Contractor (UC).

The program is an approved course for the Soil Erosion Inspector qualifier. It involves a qualifier exam that must be passed with a minimum of 70%. Upon completion of the course and passing the qualifier exam you will receive a certificate that can be submitted with the application from DSPS and the appropriate fee to obtain your Soil Erosion Inspector credential.

This training is in partnership with:



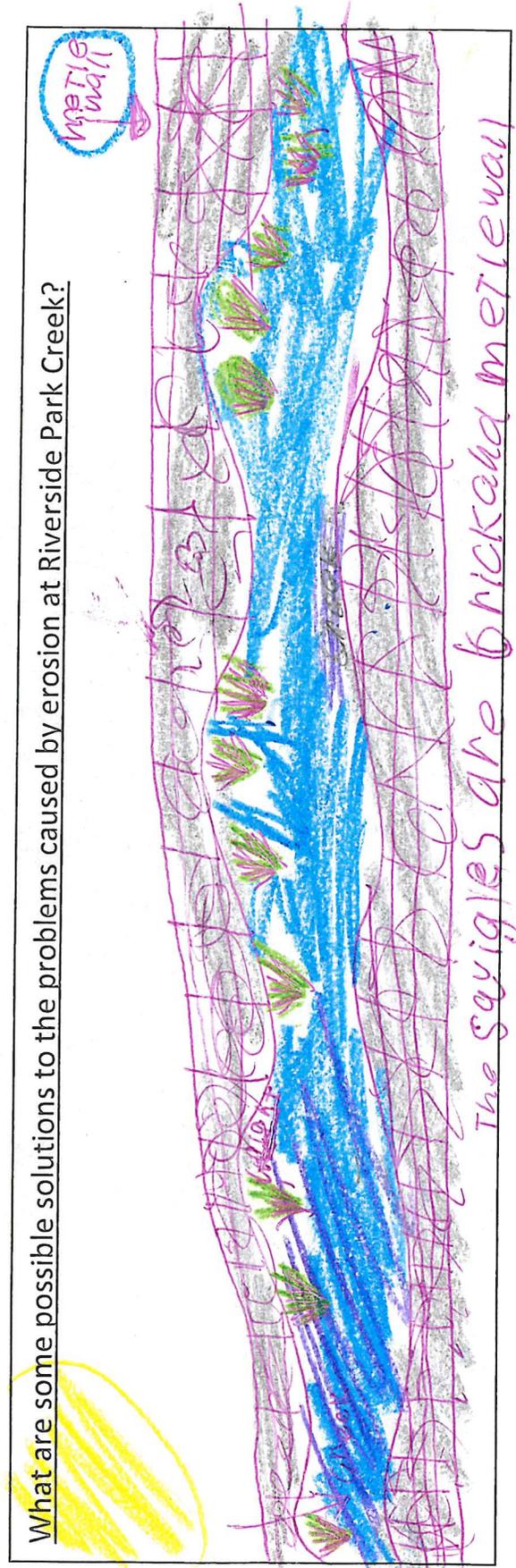
Date	Post text	Comments	Shares	Reactions	Post link
1/23/2022	<p>Once you put salt down, it doesn't go away. Instead, it travels into our lakes, rivers, streams and wetlands, putting aquatic life at risk and endangering our freshwater resources. It only takes one teaspoon of salt to pollute up to 5 gallons of water.</p> <p>Visit <a href="https://www.wisaltwise.com/">https://www.wisaltwise.com/</a> to find out how you can help!</p>	17	0	22	<a href="https://www.facebook.com/photo.php?fbid=240576928257089&amp;set=pb.100069143501820.-2207520000.&amp;type=3">https://www.facebook.com/photo.php?fbid=240576928257089&amp;set=pb.100069143501820.-2207520000.&amp;type=3</a>
1/25/2022	<p>This week is WI Salt Wise Salt Awareness Week! Believe it or not, a 12 oz. cup of salt is enough to treat an entire 20-foot driveway or 10 sidewalk squares. Scatter the salt leaving space between the grains.</p> <p>For more salting tips, visit <a href="https://www.wisaltwise.com/">https://www.wisaltwise.com/</a></p>	19	10	22	<a href="https://www.facebook.com/photo.php?fbid=241974141450701&amp;set=pb.100069143501820.-2207520000.&amp;type=3">https://www.facebook.com/photo.php?fbid=241974141450701&amp;set=pb.100069143501820.-2207520000.&amp;type=3</a>
4/7/2022	<p>Are you Storm Drain Wise? Join the City of Watertown and other municipalities along the Rock River by adopting a storm drain in your neighborhood. Keep an eye out for door-to-door volunteers in Watertown asking homeowners to Be Wise and Protect Wisconsin Waterways. Don't wait and sign up online at <a href="https://protectwiwaterways.org/storm-drain-protector.../">https://protectwiwaterways.org/storm-drain-protector.../</a></p>	22	4	16	<a href="https://www.facebook.com/photo.php?fbid=288287606819354&amp;set=pb.100069143501820.-2207520000.&amp;type=3">https://www.facebook.com/photo.php?fbid=288287606819354&amp;set=pb.100069143501820.-2207520000.&amp;type=3</a>
28-May	<p>Please remember to keep grass out of our waterways this spring and summer! #ProtectWWaterways</p>	4	8	19	<a href="https://www.facebook.com/photo.php?fbid=322040680110713&amp;set=pb.100069143501820.-2207520000.&amp;type=3">https://www.facebook.com/photo.php?fbid=322040680110713&amp;set=pb.100069143501820.-2207520000.&amp;type=3</a>
9/7/2022	<p>It's clean-up time! Help us protect the Rock River and other area waterways by participating in this clean-up event on September 17th! Sign up here: <a href="https://protectwiwaterways.org/2022cleanup">protectwiwaterways.org/2022cleanup</a></p> <p>Image: protect our waterways text with the above information</p> <p>A reminder before the rain comes pouring down tomorrow - please clean out your storm drains. And remember, leaves should not go into the storm drain! This can clog the drains, and overload the river with nutrients that will cause more algae than normal! Thanks for being #stormdrainwise</p>	1	2	9	<a href="https://www.facebook.com/photo.php?fbid=390941699887277&amp;set=pb.100069143501820.-2207520000.&amp;type=3">https://www.facebook.com/photo.php?fbid=390941699887277&amp;set=pb.100069143501820.-2207520000.&amp;type=3</a>
11/3/2022	<p>image: storm drain clogged with leaves</p>	27	10	28	<a href="https://www.facebook.com/photo.php?fbid=433752942272819&amp;set=pb.100069143501820.-2207520000.&amp;type=3">https://www.facebook.com/photo.php?fbid=433752942272819&amp;set=pb.100069143501820.-2207520000.&amp;type=3</a>

Deliah

What are the biggest problems caused by erosion at Riverside Park Creek?

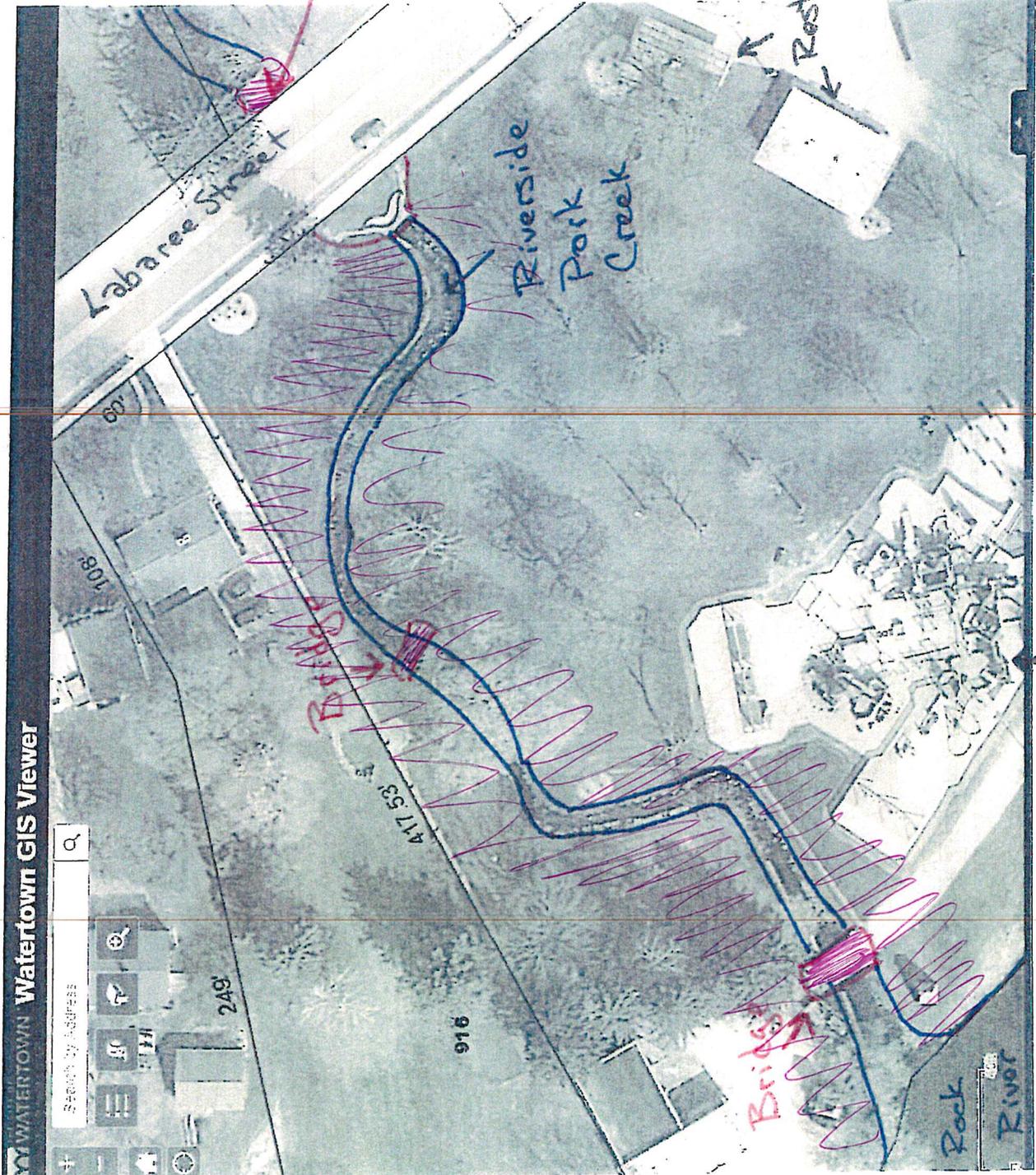
The problems are that the creek isn't doing too good I can tell because it's very old and the wall is broken and there is a rice in the creek. And build a new wall please

What are some possible solutions to the problems caused by erosion at Riverside Park Creek?



The sagittles are brick and merle wall

P.S. Sorry About my hand writing!



11/14/22

Oct. 2022

Brady

Riverside Park Creek Erosion Worksheet

What are the biggest problems caused by erosion at Riverside Park Creek?

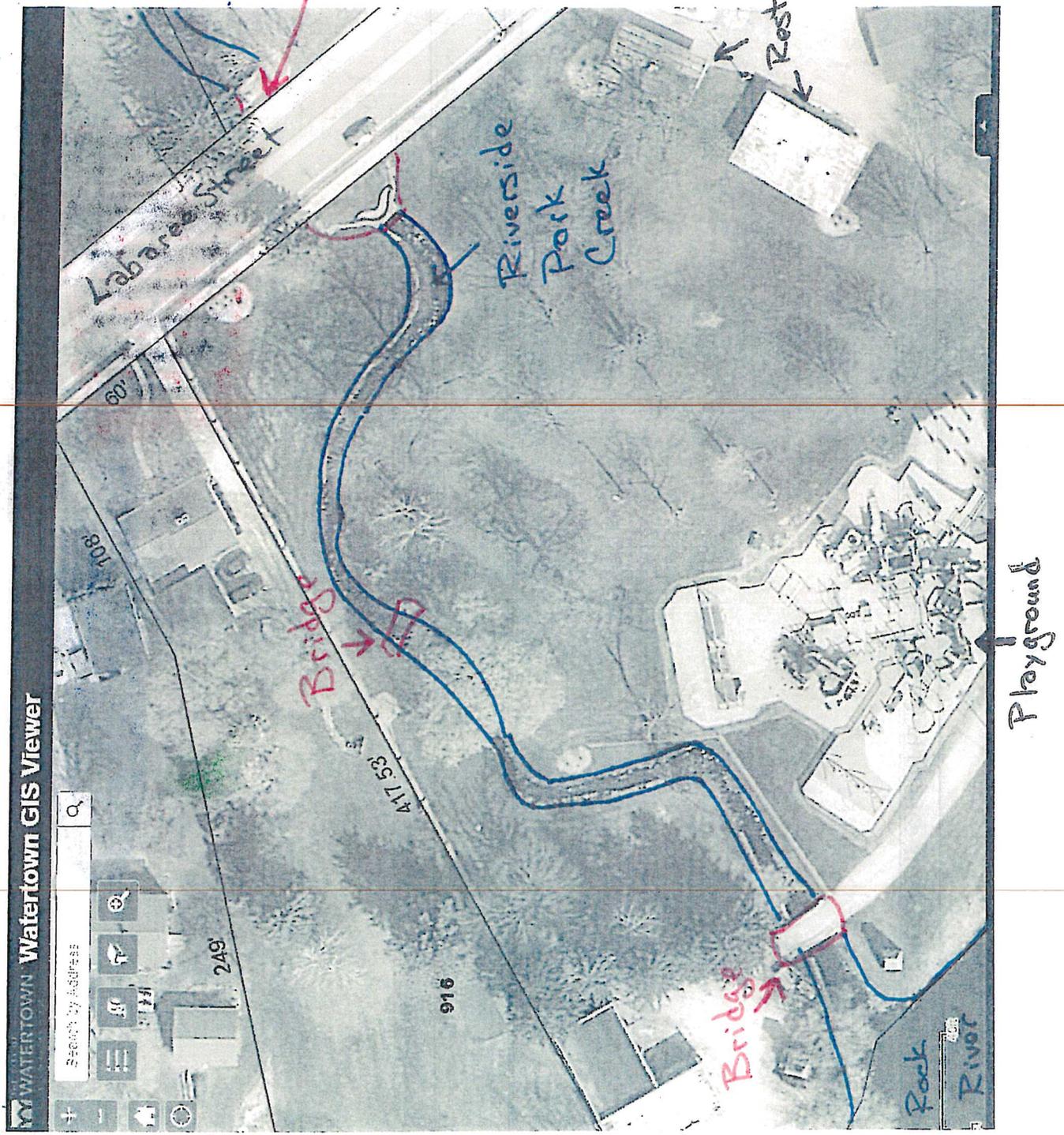
I think the biggest problem is the rock wall because it is cracking so stone masonry is failing in the water.

What are some possible solutions to the problems caused by erosion at Riverside Park Creek?

we should put in steel poles or put in new bricks, plant rock, rock wall cracking

Oct. 2022

Riverside Park Creek Erosion Worksheet



note: my name is

@mabaddla and good luck!

What are the biggest problems caused by erosion at Riverside Park Creek?

trying to  
not put so  
much hills!

The creek is getting  
rewindy: people not being  
caful of were they put here  
sarbedge.

The water  
isntoo fast we  
need to slow  
it down alot by  
drainage

P.S.S. sorry about a good drawing!

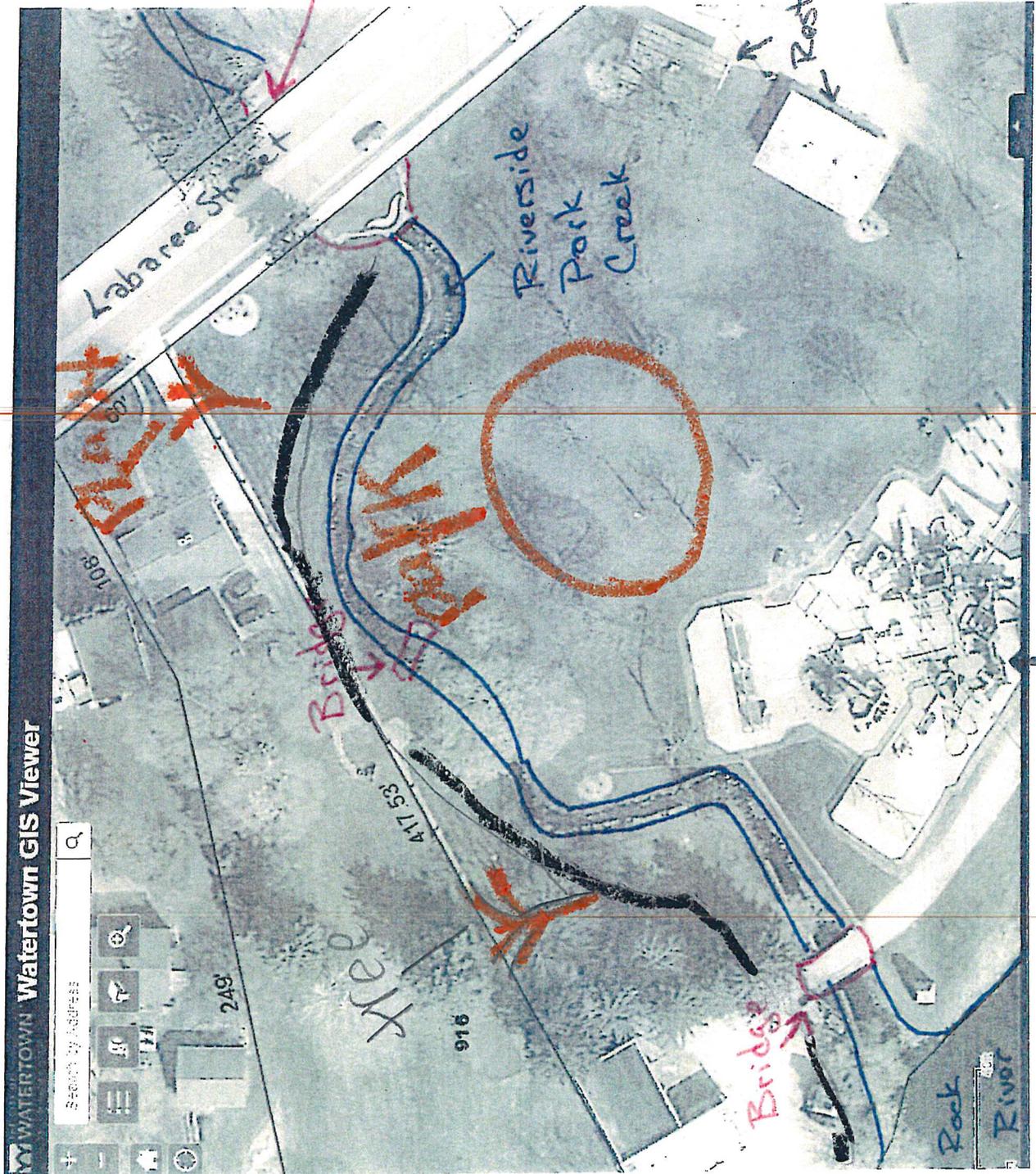
What are some possible solutions to the problems caused by erosion at Riverside Park Creek?

Plant  
Fents  
Plant



the plants is seeds!

P.S. Put the fents a little bit away from the water, plants can  
P.S.S. thank you for trying your best to help!



layla

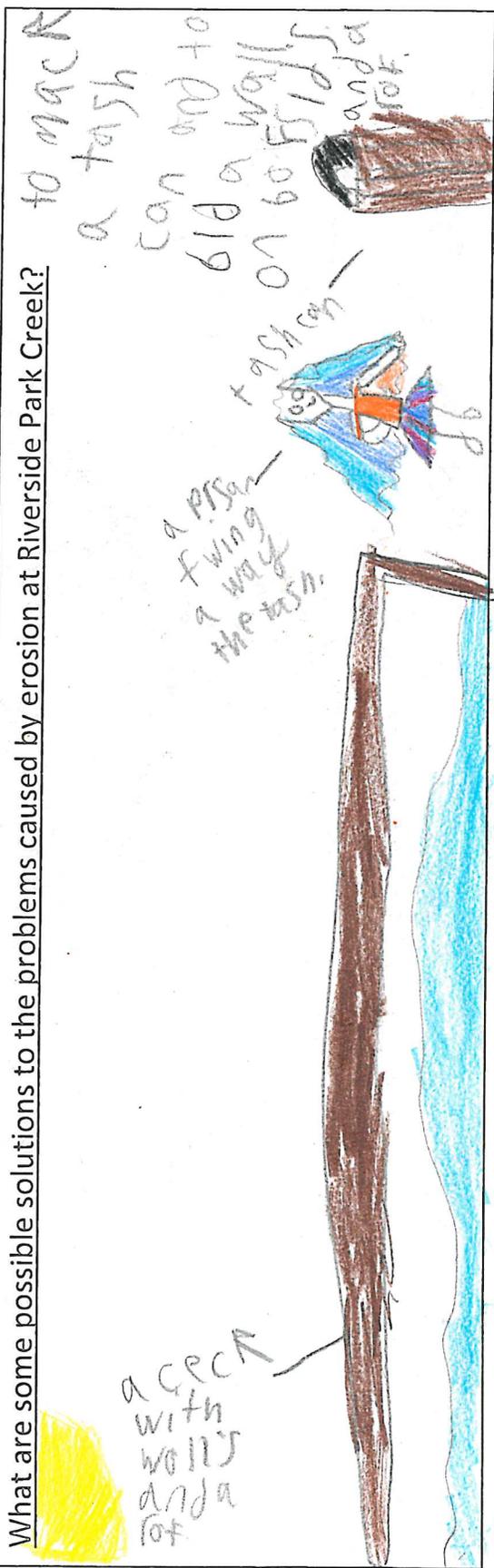
Riverside Park Creek Erosion Worksheet

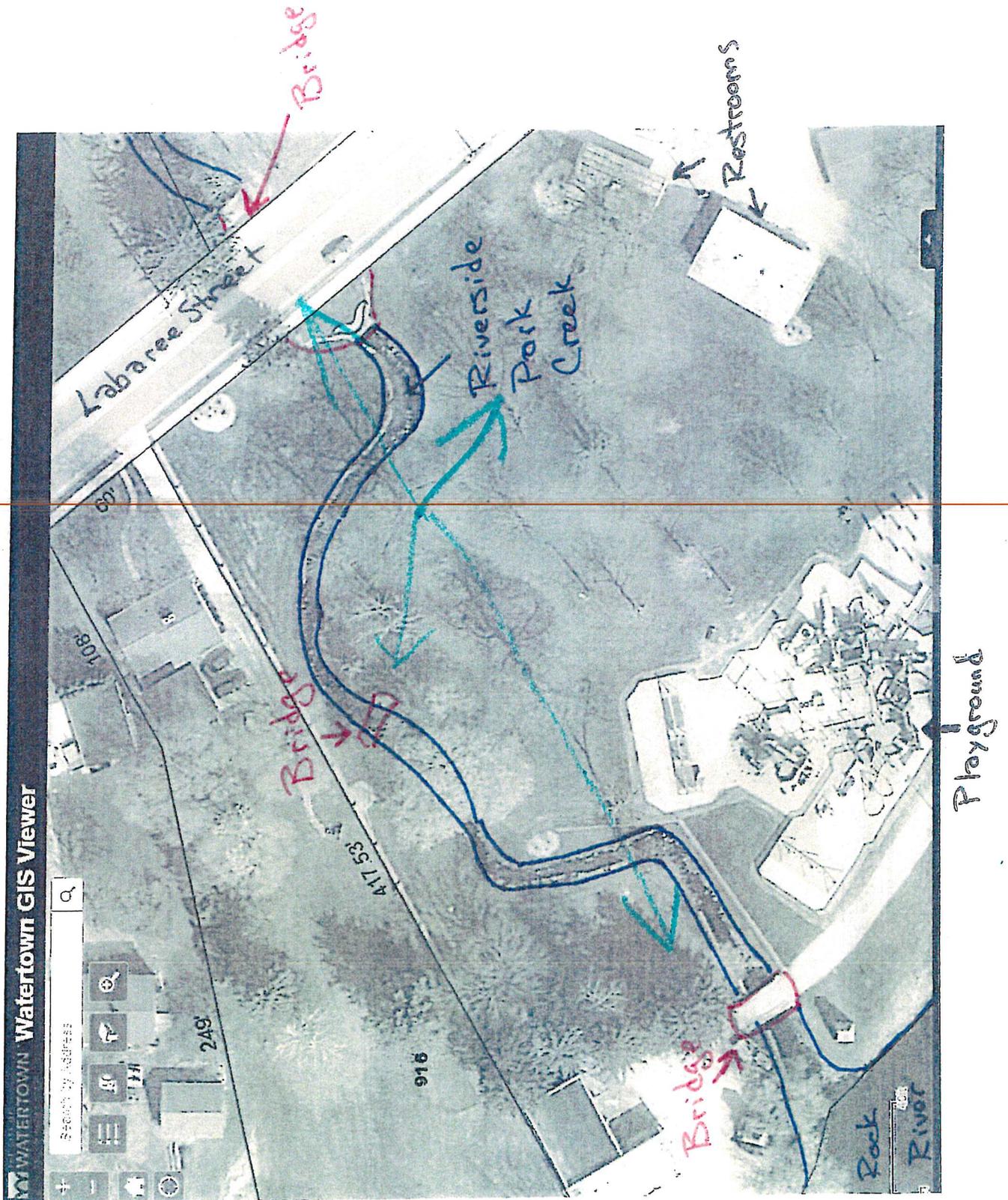
Oct. 2022

What are the biggest problems caused by erosion at Riverside Park Creek?

That the erosion  
is going all over  
Riverside Park  
creek.

What are some possible solutions to the problems caused by erosion at Riverside Park Creek?





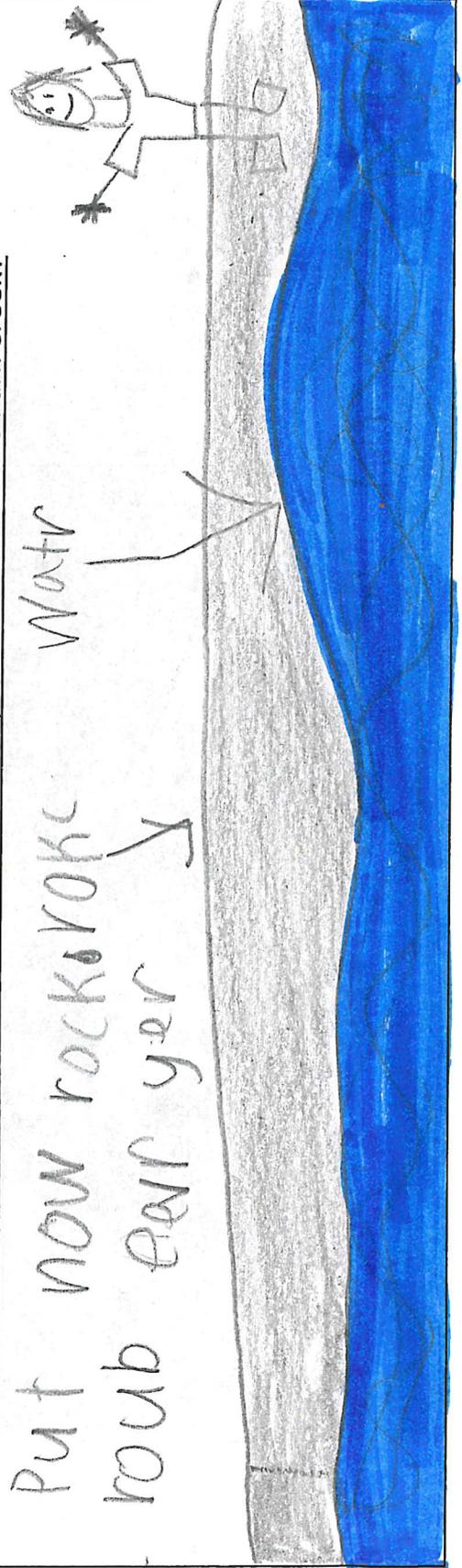
What are the biggest problems caused by erosion at Riverside Park Creek?

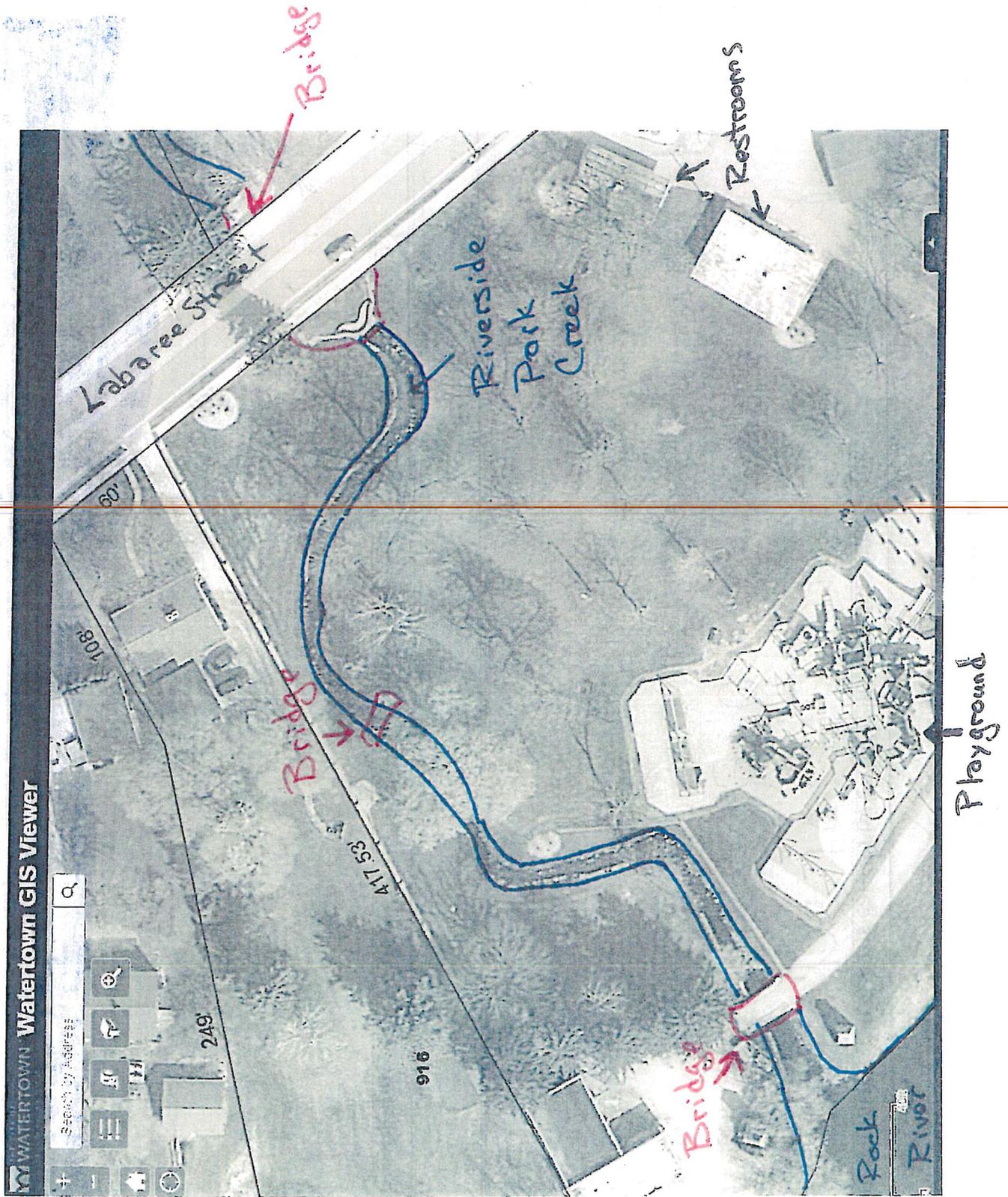
The water goes to the side when a storm comes and erodes the land.

What are some possible solutions to the problems caused by erosion at Riverside Park Creek?

Put now rocks or a rock ear yer

Water





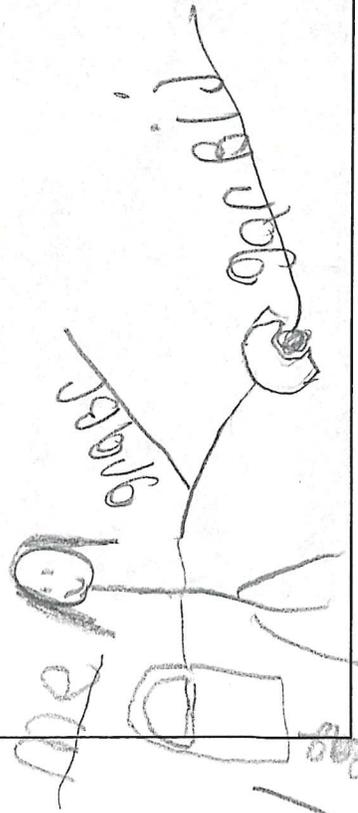
Q4B4

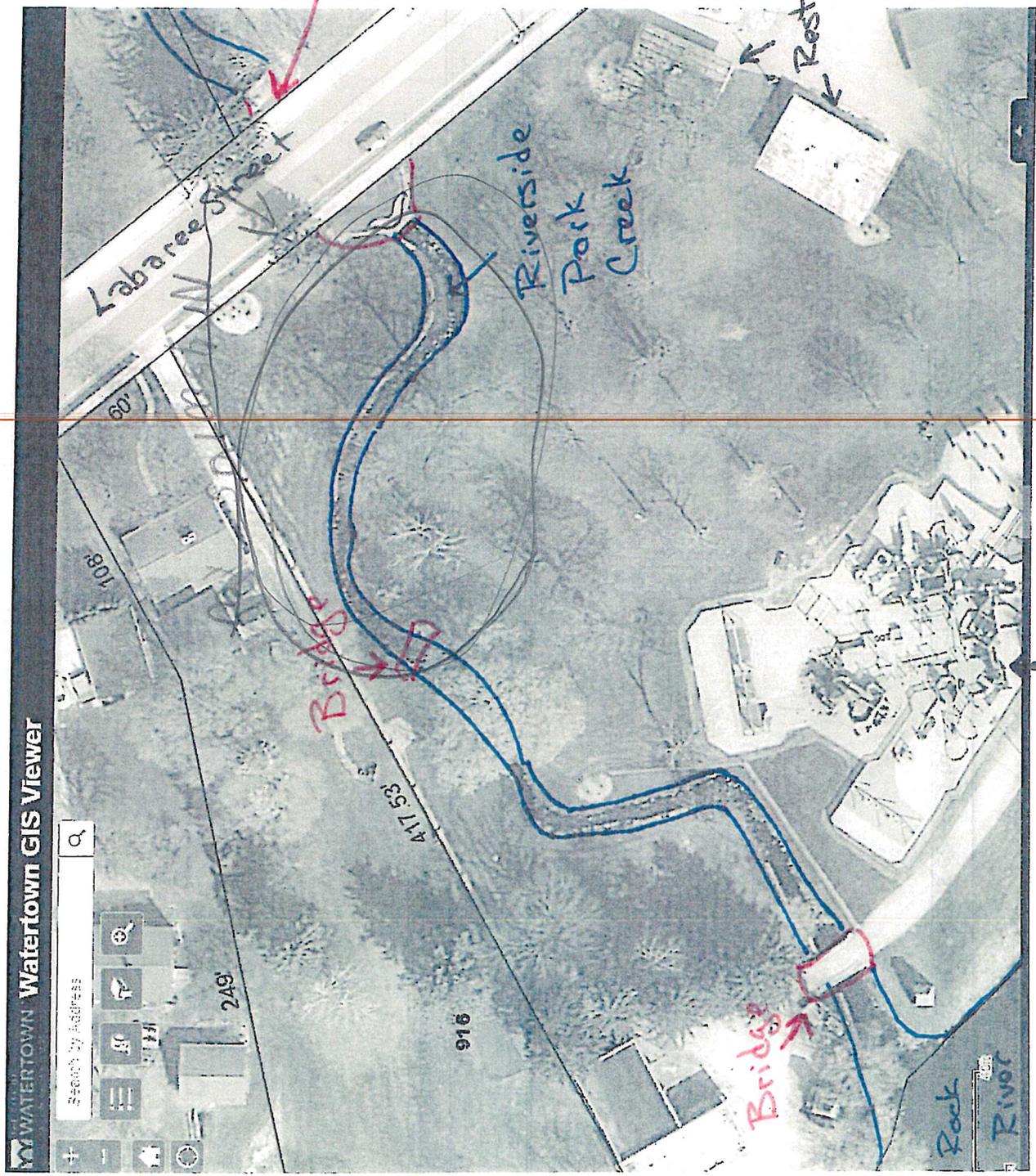
What are the biggest problems caused by erosion at Riverside Park Creek?

The water is ~~are~~ flowing AND  
LEAVS AND GARBAGE is blocking the creek.

What are some possible solutions to the problems caused by erosion at Riverside Park Creek?

getting the LEAVS AND GARBAGE





Genevieve

Riverside Park Creek Erosion Worksheet

Oct. 2022

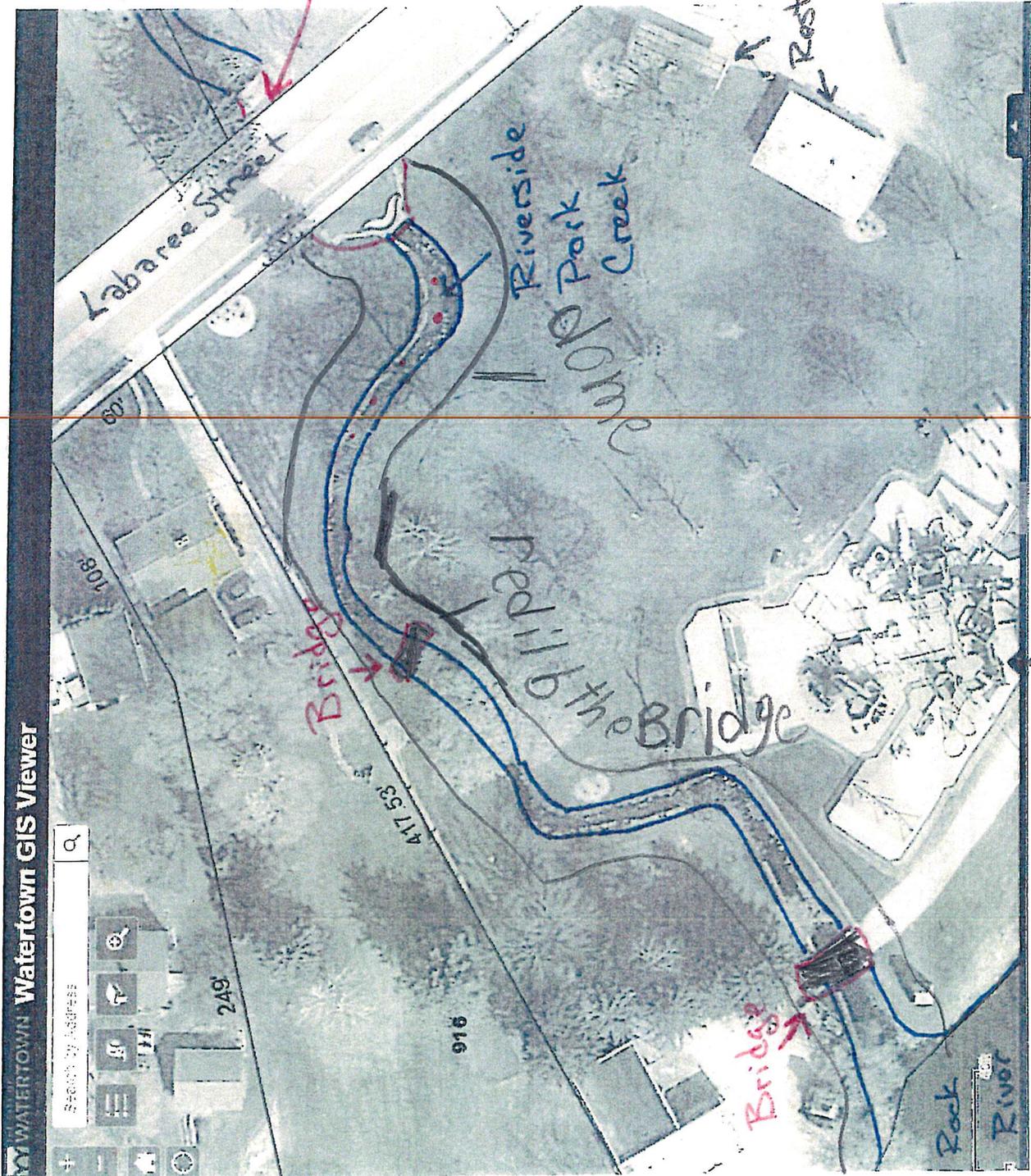
What are the biggest problems caused by erosion at Riverside Park Creek?

The water is eroding away the creek  
and is polluted with leaves and garbage

What are some possible solutions to the problems caused by erosion at Riverside Park Creek?

clean the creek first then build  
a new wall car





by corgon clay

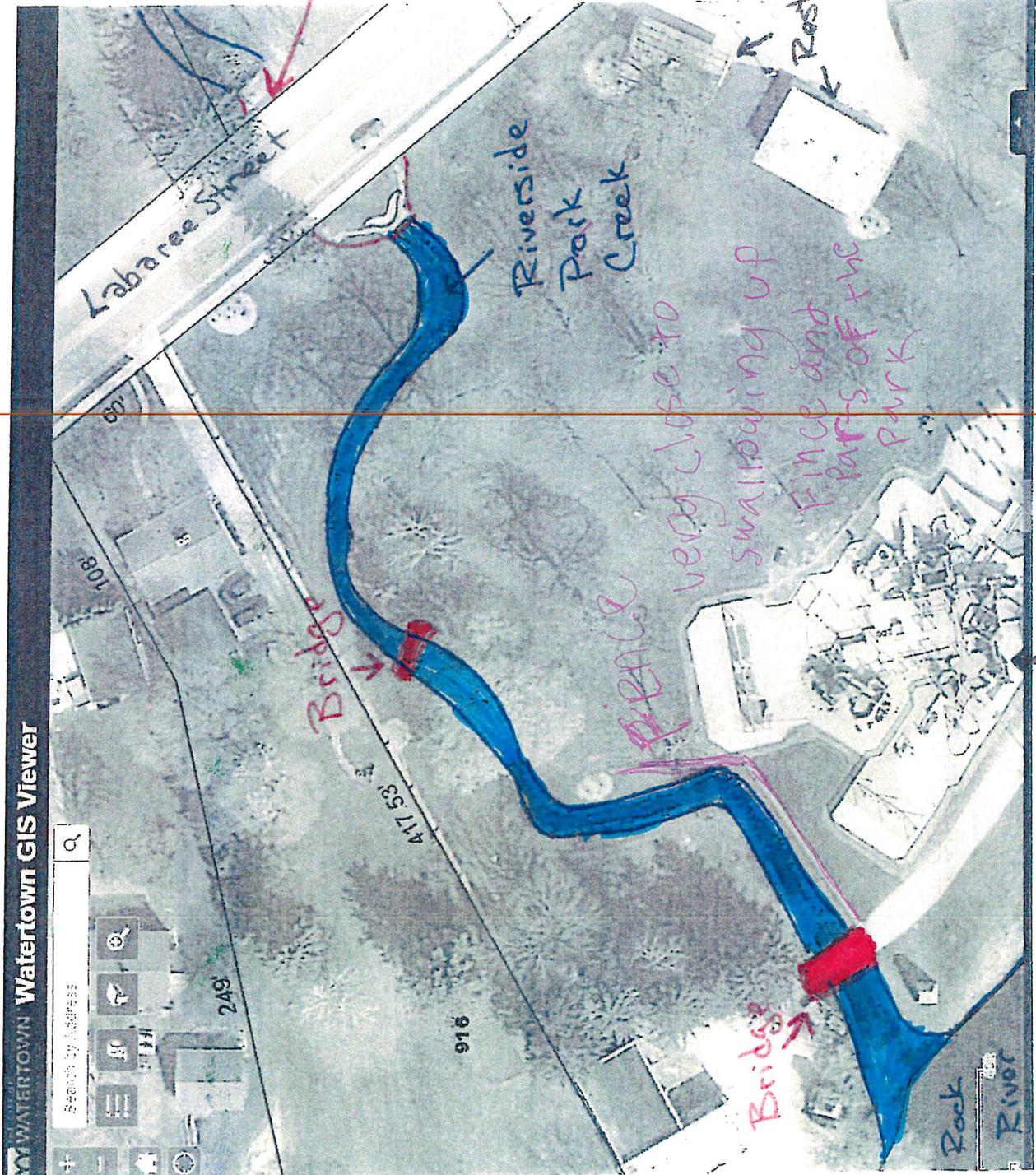
What are the biggest problems caused by erosion at Riverside Park Creek?

especially in fall leaves and the rock wall and plants are falling into the creek. and that causes it to clog up the creek and it gets clogged then it takes land and possibly suck up the playground

What are some possible solutions to the problems caused by erosion at Riverside Park Creek?

problem how it may be fixed

clean it out every once in a while and build a new wall made with bricks



~~11/14/22~~  
~~Nov. 4, 2022 - Oct. 2022~~

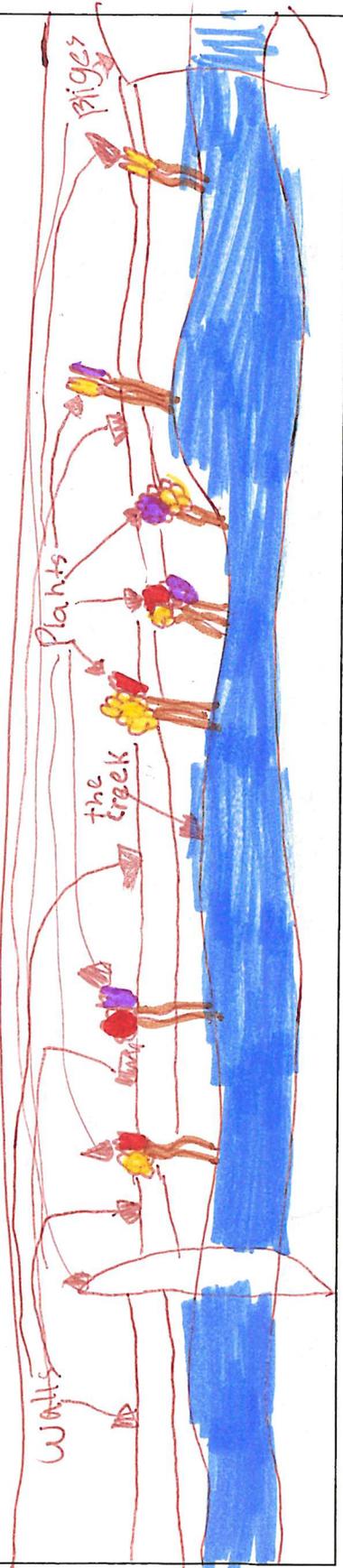
Riverside Park Creek Erosion Worksheet

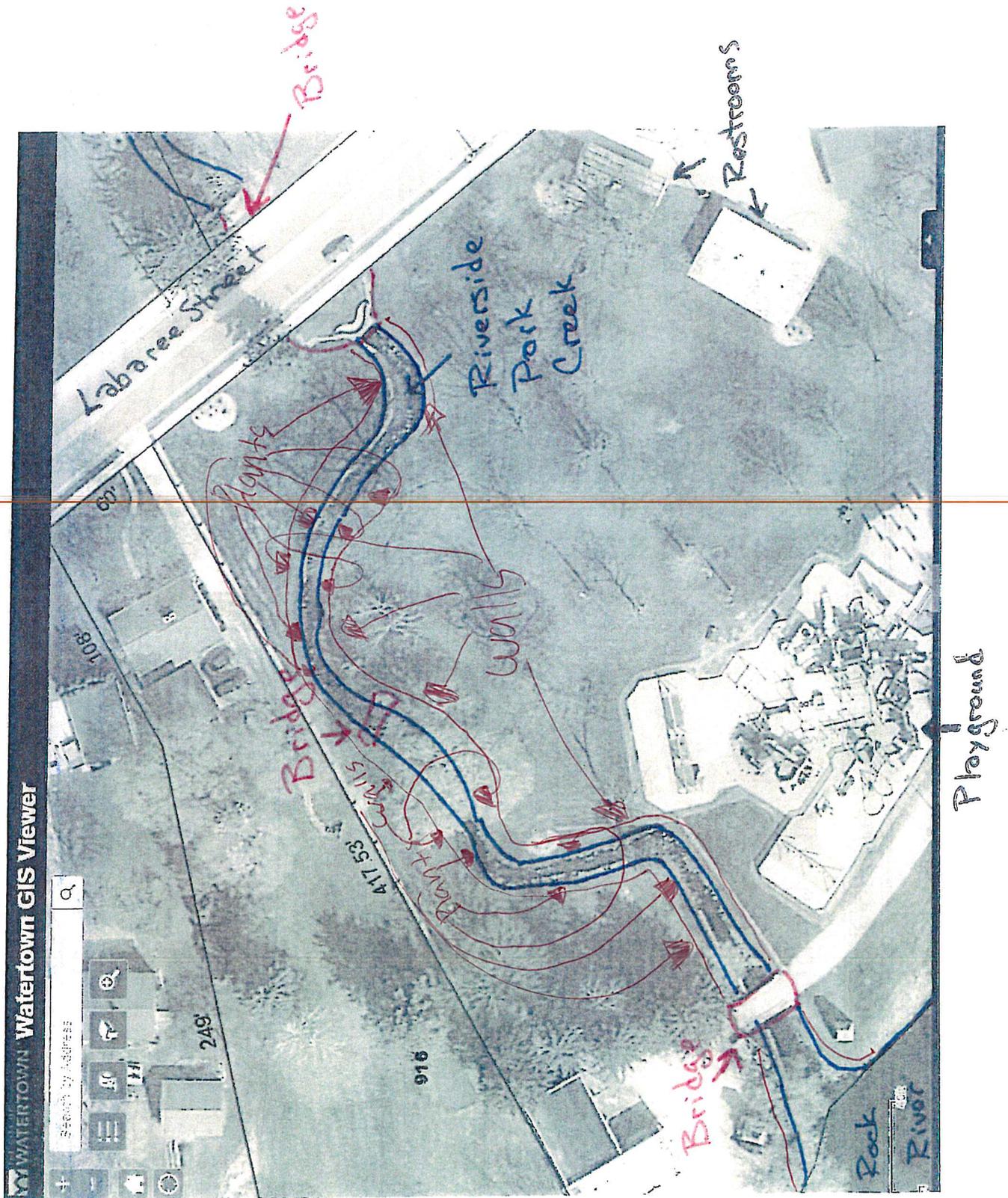
What are the biggest problems caused by erosion at Riverside Park Creek?

The walls are eroding away and some water flows flowing in some places.

What are some possible solutions to the problems caused by erosion at Riverside Park Creek?

Plant some plants with long roots and put some short walls behind them.





What are the biggest problems caused by erosion at Riverside Park Creek?

we had shood ~~map~~ a to k road  
and got 1000's of rocks  
streng cement

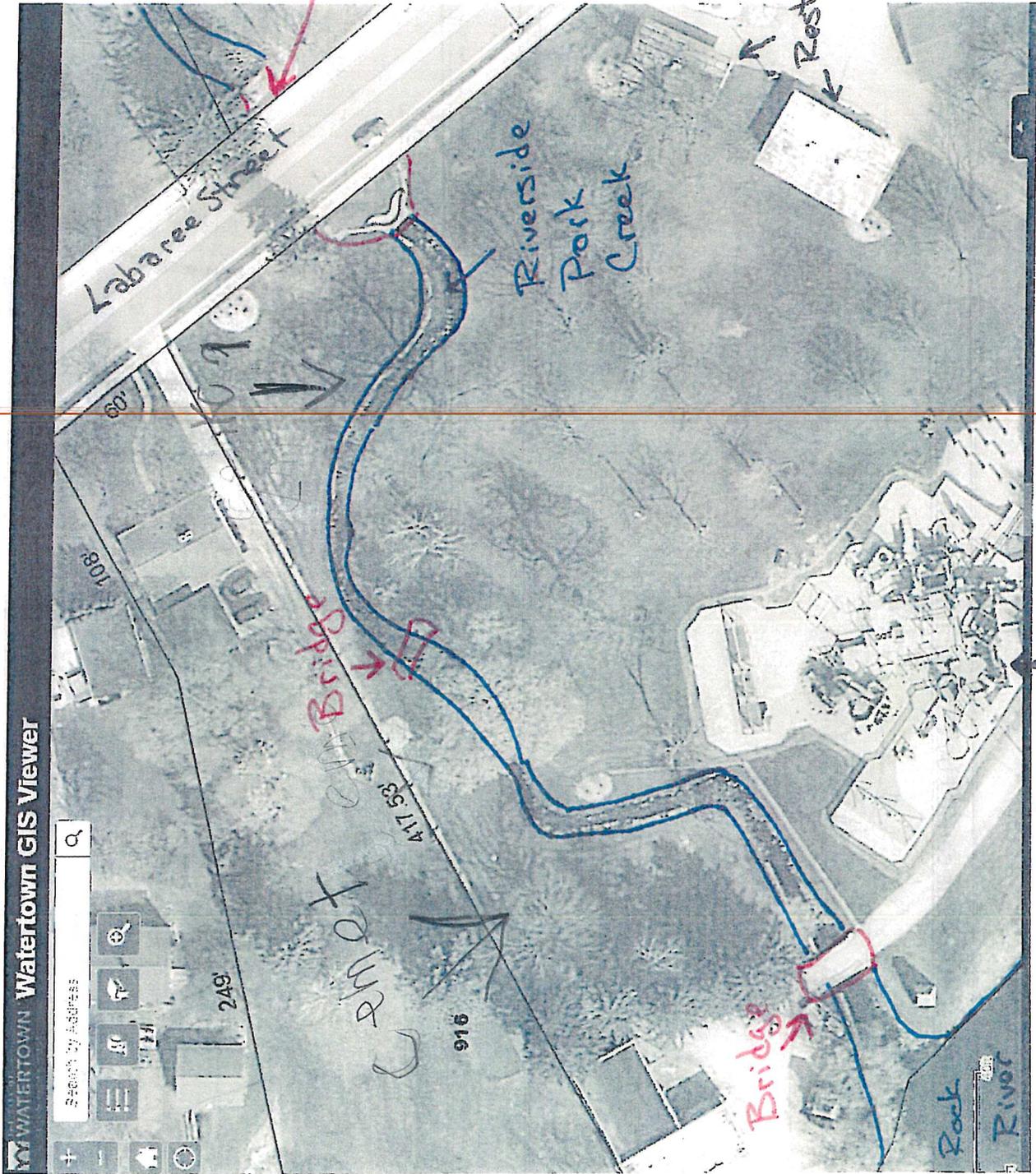
What are some possible solutions to the problems caused by erosion at Riverside Park Creek?

Cement  
rocks



Riverside Park Creek Erosion Worksheet

Oct. 2022



9

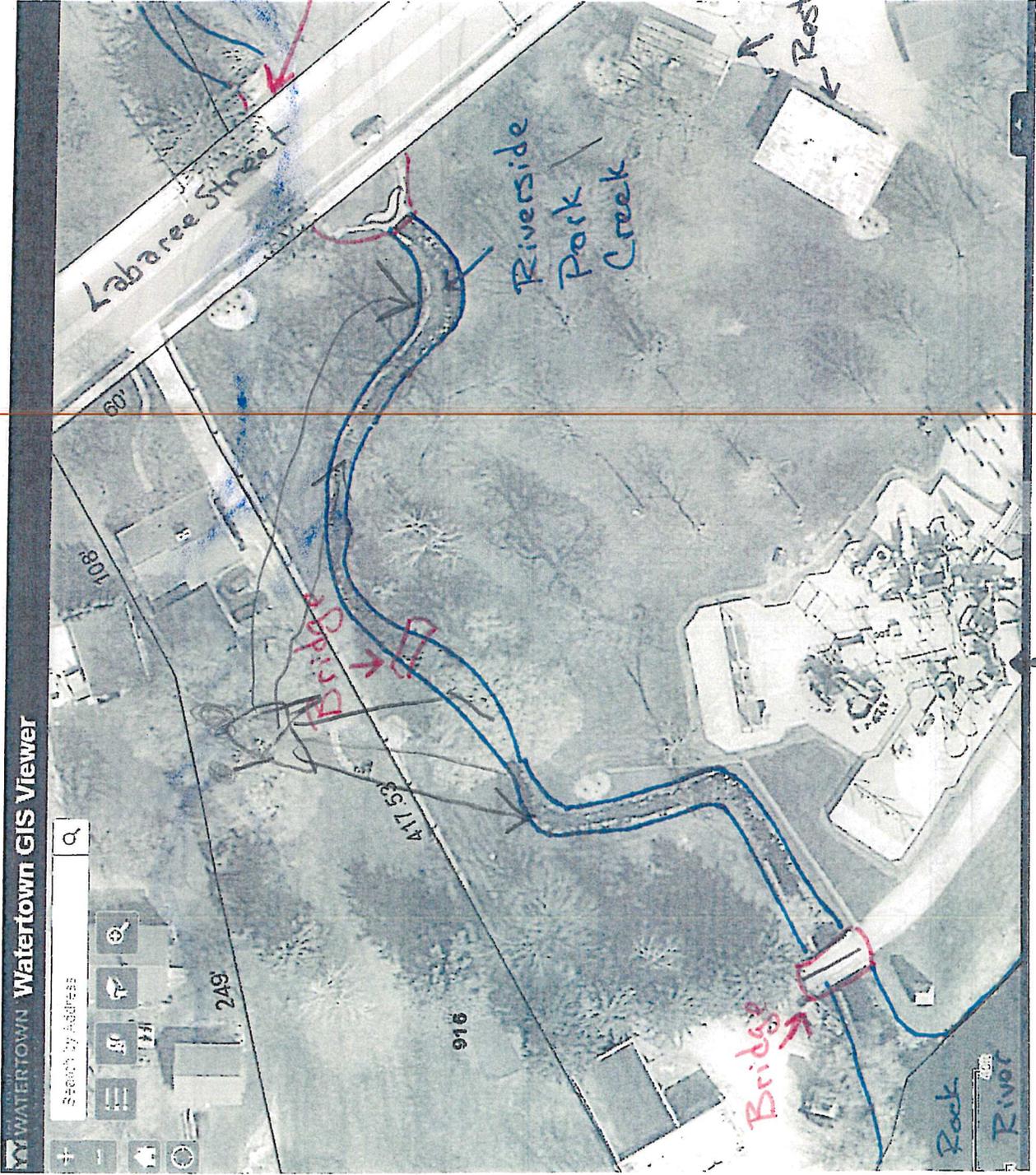
What are the biggest problems caused by erosion at Riverside Park Creek?

The rocks are falling  
in the water

river

What are some possible solutions to the problems caused by erosion at Riverside Park Creek?





Brianna

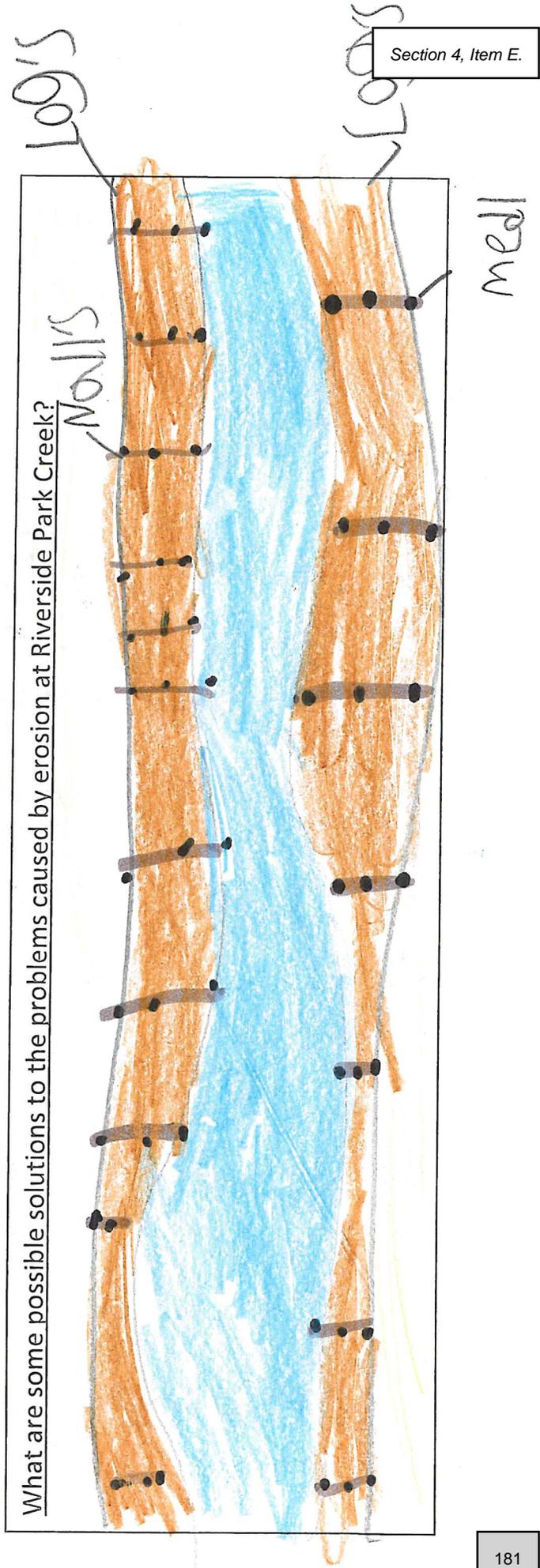
Riverside Park Creek Erosion Worksheet

Oct. 2022

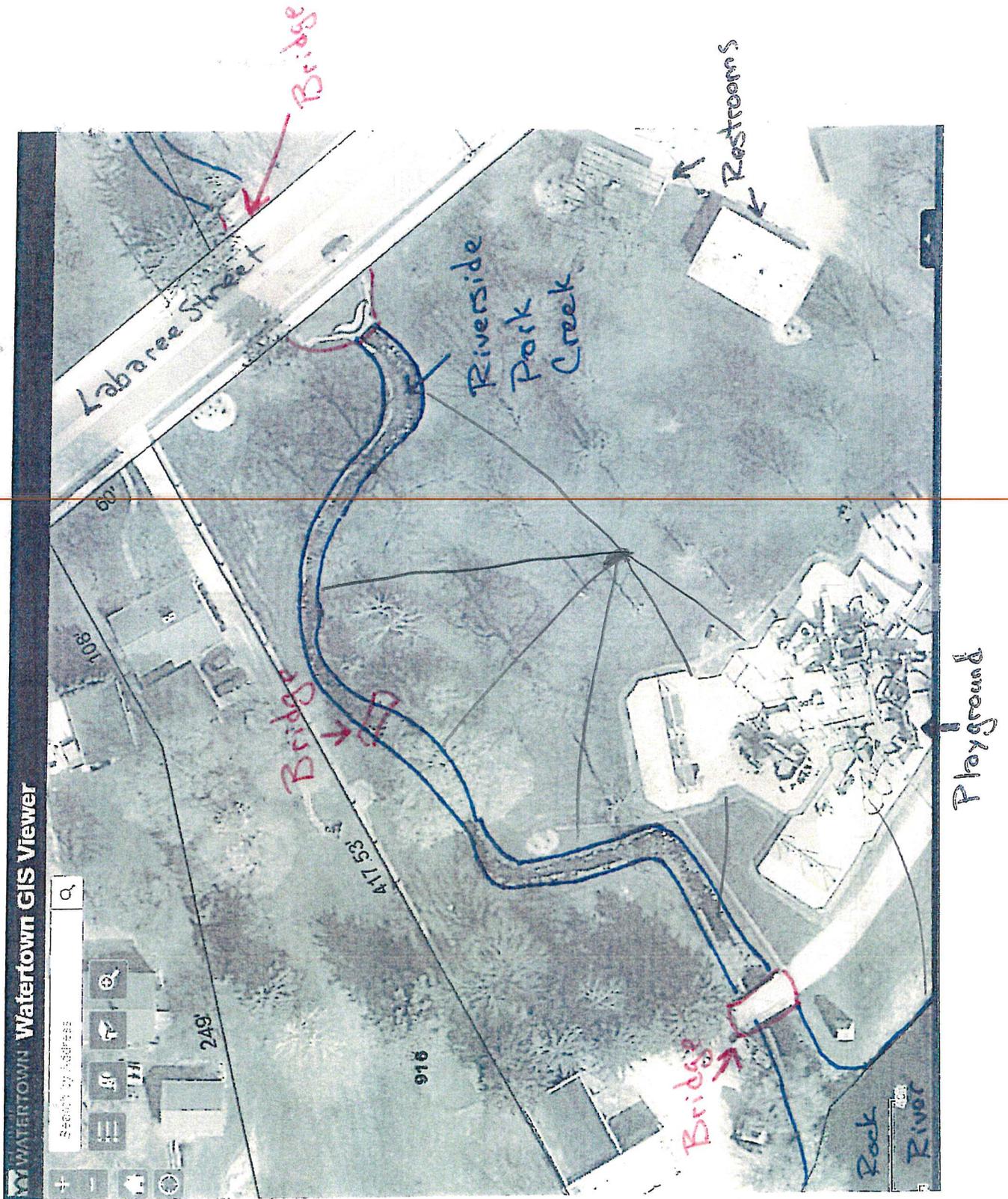
What are the biggest problems caused by erosion at Riverside Park Creek?

the wall is erodeh away th the water  
water can go over and flood  
Riverside park.

What are some possible solutions to the problems caused by erosion at Riverside Park Creek?



Section 4, Item E.



Riverside Park Creek Erosion Worksheet

Oct. 2022

ma hic

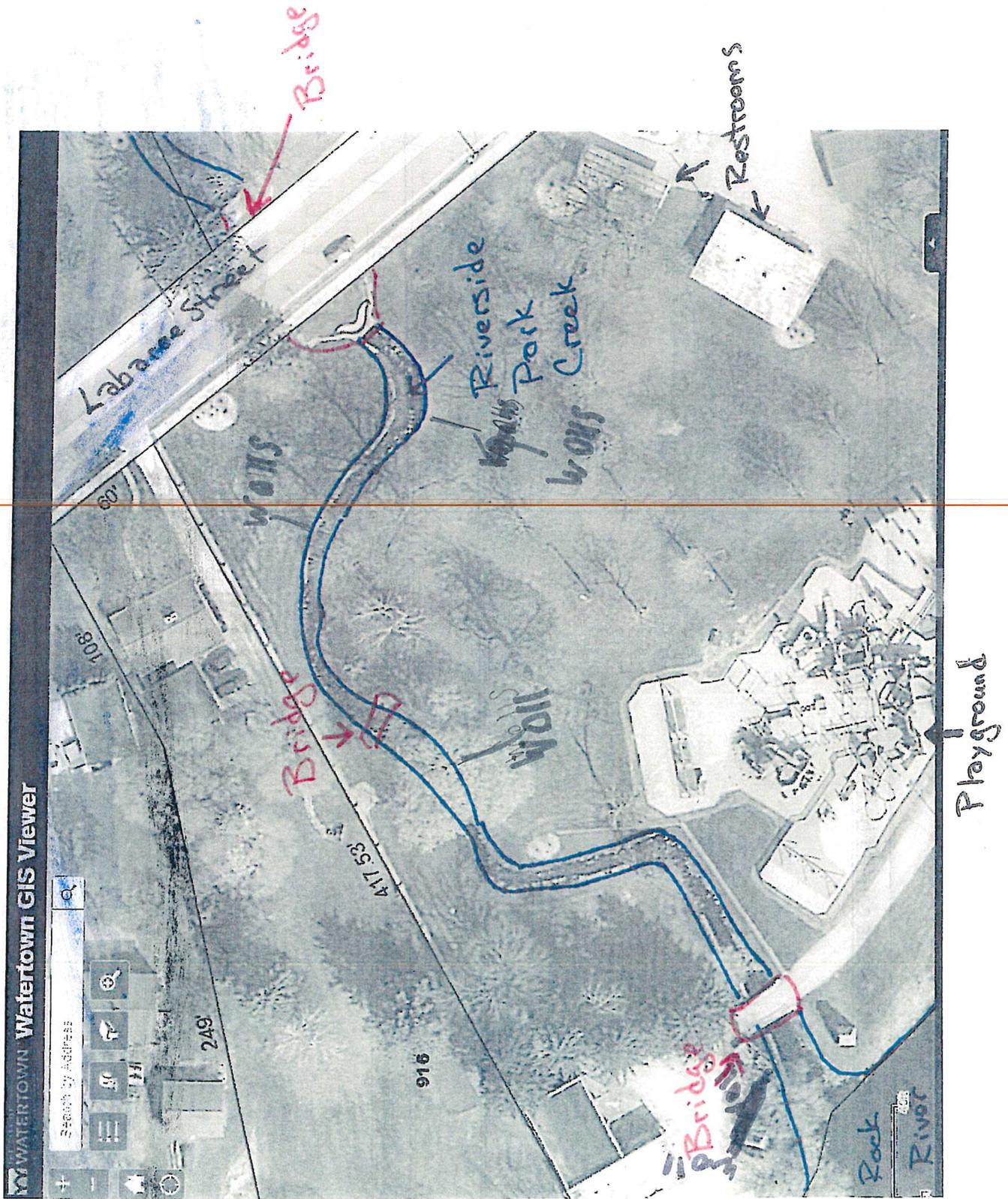
What are the biggest problems caused by erosion at Riverside Park Creek?

are eroding and forming in the water.  
and losing the stream to make new  
streams.  
The walls

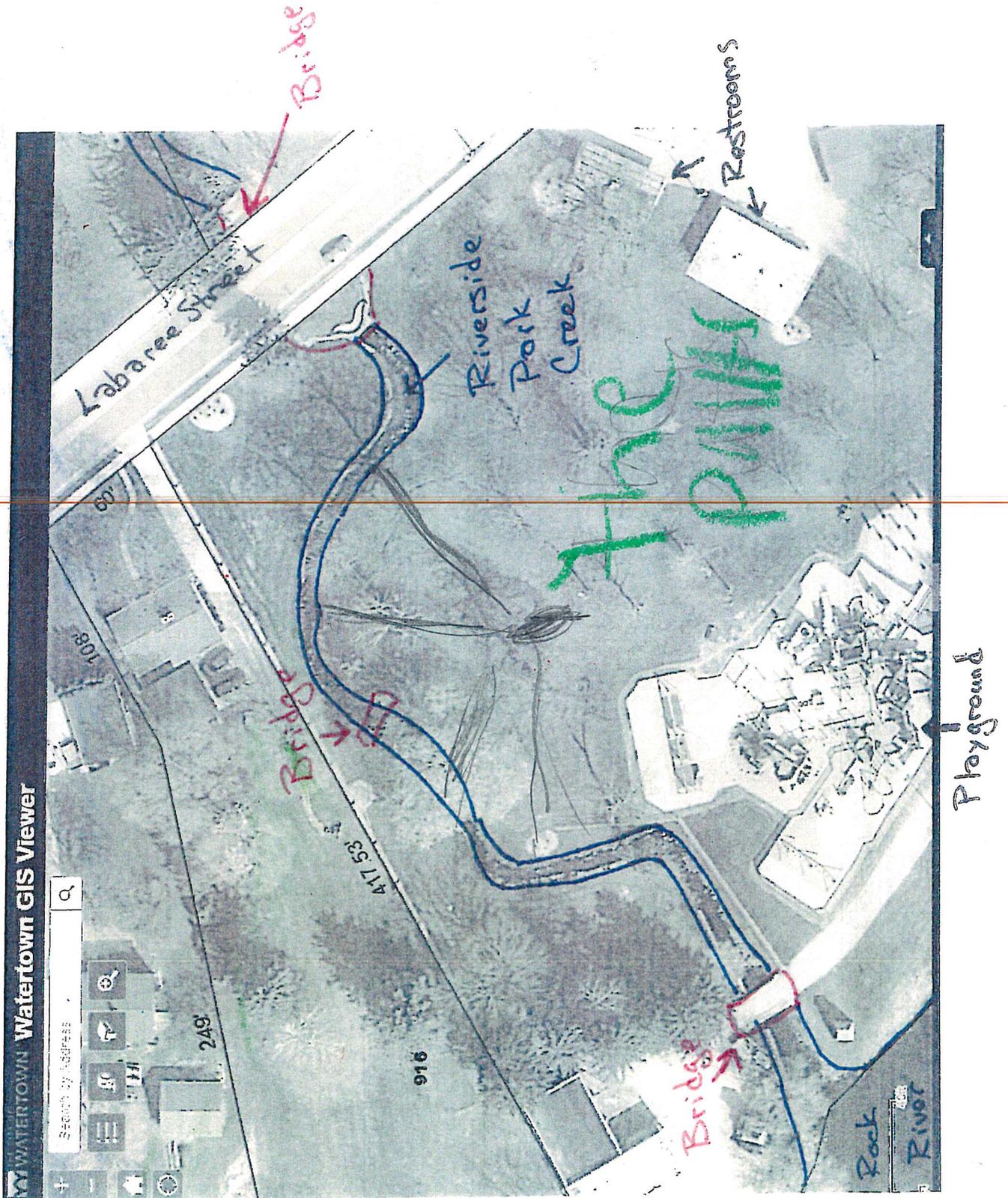
What are some possible solutions to the problems caused by erosion at Riverside Park Creek?

we could bill new for dirt walls, and take out the  
old walls.









What are the biggest problems caused by erosion at Riverside Park Creek?

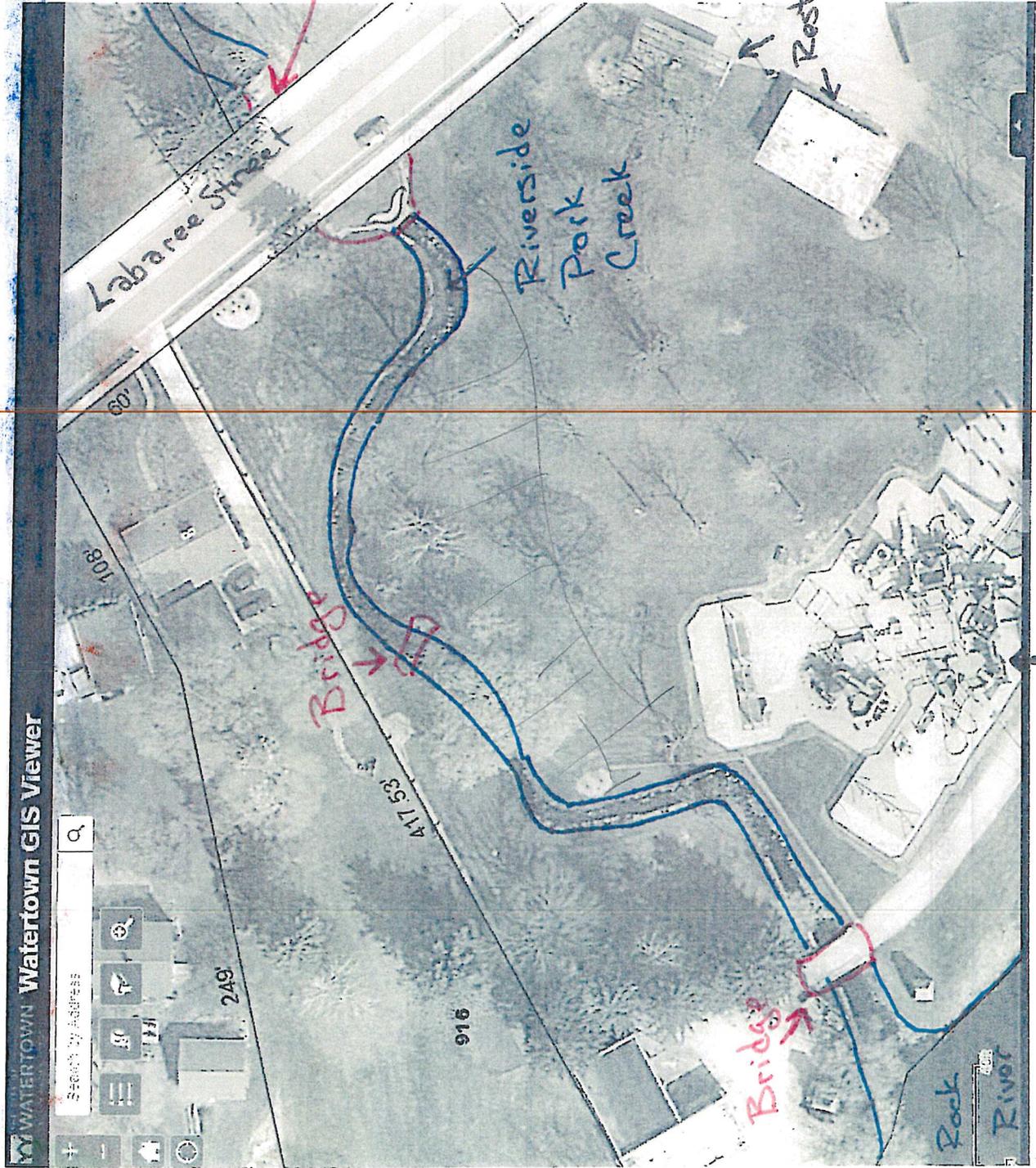
the big weeds can sloot down  
so it can stop from breaking  
the mud with mud + water

What are some possible solutions to the problems caused by erosion at Riverside Park Creek?



Oct. 2022

Riverside Park Creek Erosion Worksheet

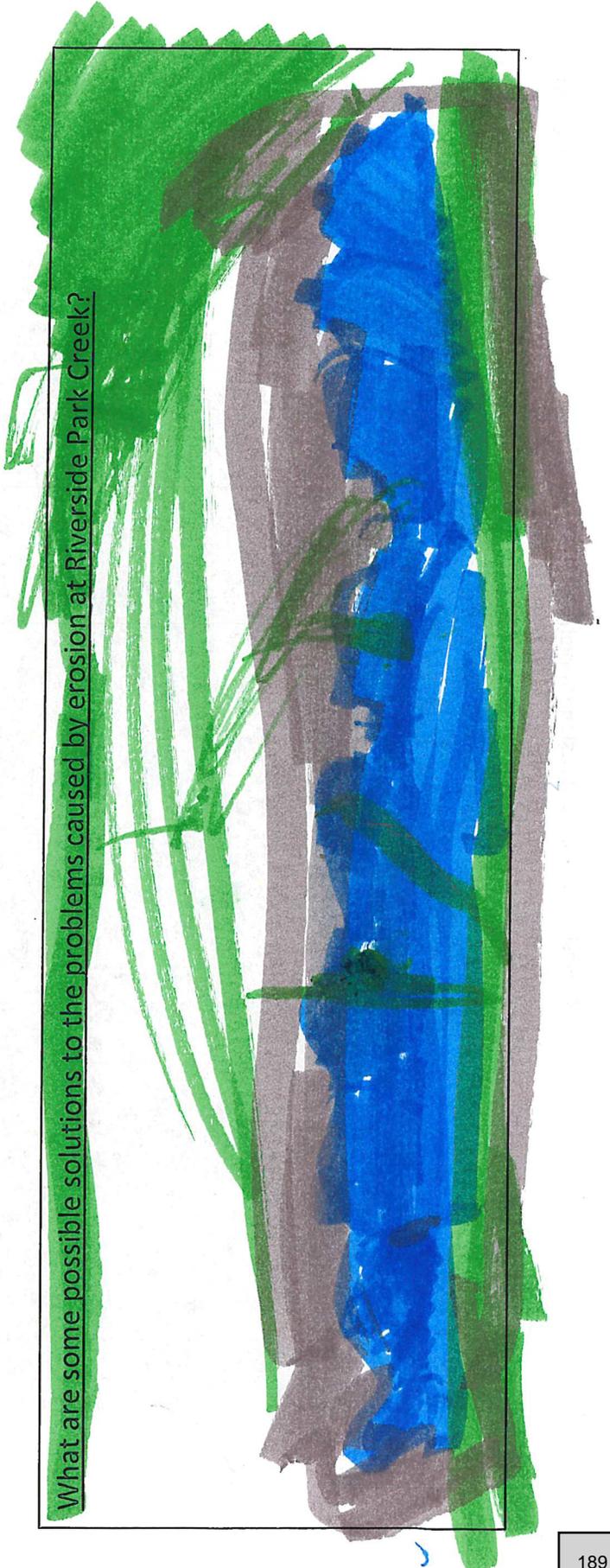


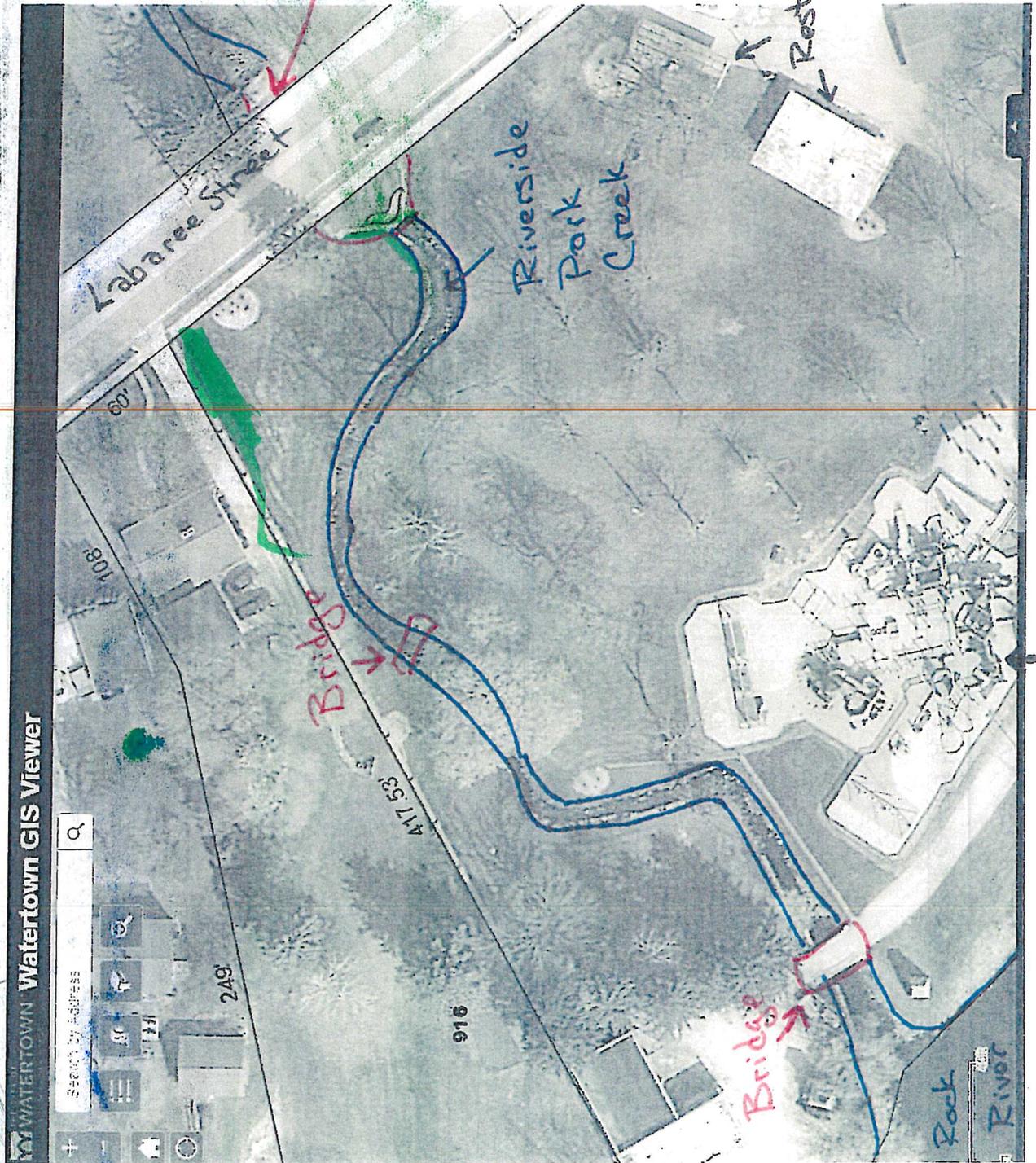
Nick | ows

What are the biggest problems caused by erosion at Riverside Park Creek?

The rocks or FALLING IN THE  
CREEK AND FORTS NOT SUPPLY  
! @ # \$ % & ' ( ) \* + , - . / : ;

What are some possible solutions to the problems caused by erosion at Riverside Park Creek?



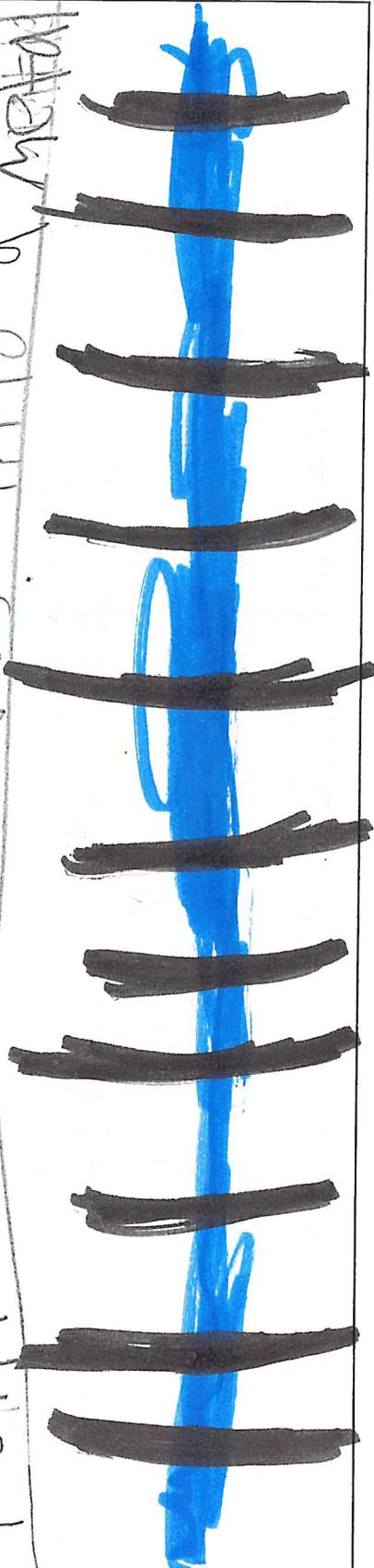


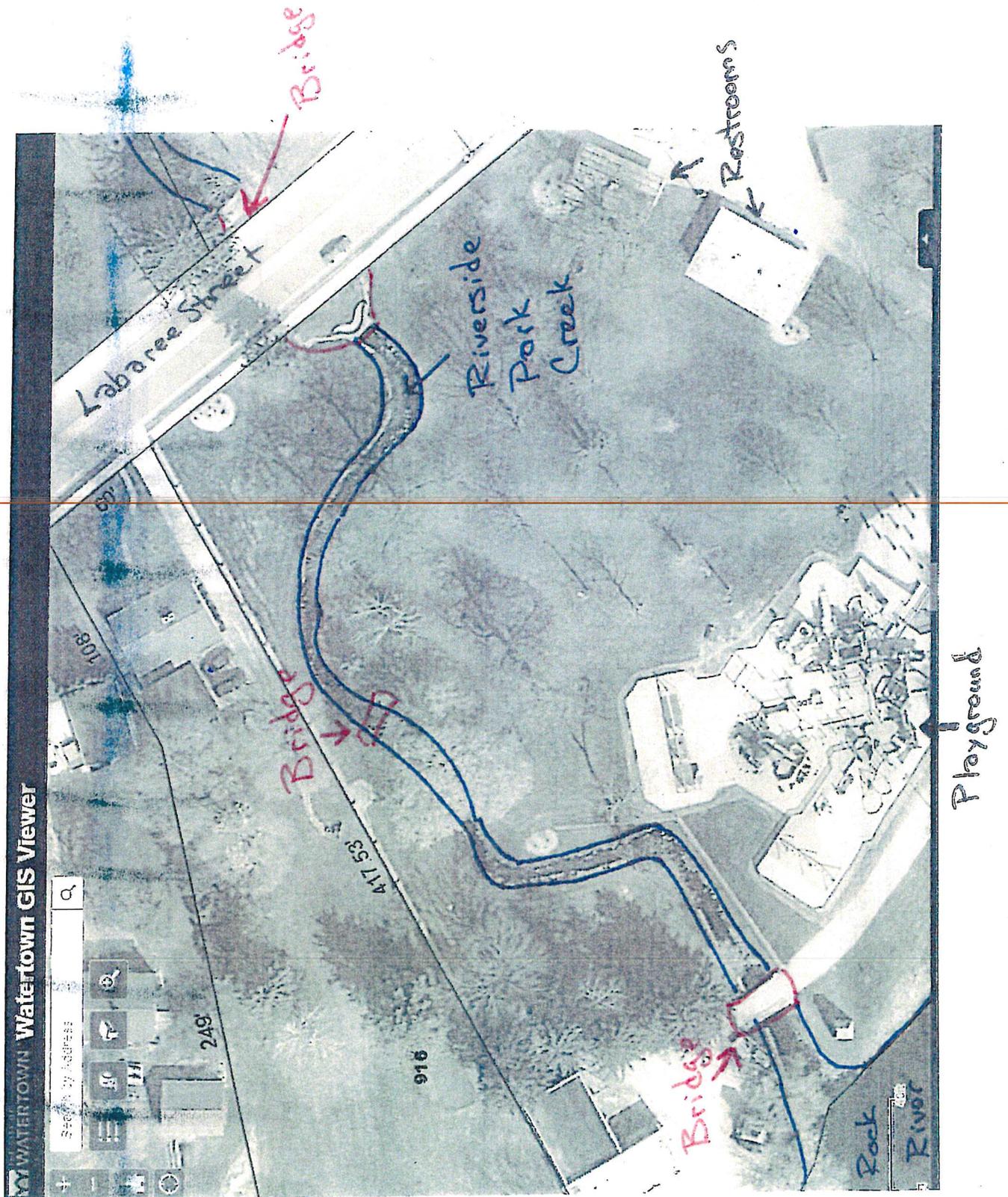
What are the biggest problems caused by erosion at Riverside Park Creek?

The Bitks are filling so  
Then make The sind or The  
Creek is the problem.

What are some possible solutions to the problems caused by erosion at Riverside Park Creek?

replace the bitks with into a metal wills





# 2022 WATERWAYS CLEAN-UP

Section 4, Item E.

**SATURDAY  
SEPT. 17TH**

## Watertown Riverside Park

Anne St & Labaree St  
Watertown, WI 53098

**10 AM - NOON**

Keep our local  
waterways clean!



Scan the code below or go to:  
[protectwiwaterways.org/2022cleanup](https://protectwiwaterways.org/2022cleanup)





## MS4 Permit No. WI-S050075-3

### Section 2.6.1 & 2.6.2 Storm Water BMP Maintenance Program

March 2023

#### **Summary**

The City of Watertown (City) 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 implements a Stormwater Best Management Practice (BMP) Maintenance Program that includes both publicly- and privately-owned BMPs. Inspections and maintenance of the stormwater BMPs located within the City is completed to ensure the BMPs are functioning as designed and constructed to reduce the amount of pollution that enters local streams, lakes and wetland from stormwater runoff per Section 2.6.1 and 2.6.2 of the MS4 Permit. A variety of different BMPs are located in the City, requiring a wide range of equipment, resources, staffing and knowledge for these BMPs to successfully reduce the overall amount of Total Suspended Solids (TSS), Total Phosphorus (TP) and other pollutants from reaching the Rock River, Johnson Creek, Silver Creek, Silver Creek Pond, Lake Victoria, Heiden Pond, and other local tributaries and wetlands.

#### **Program Timelines**

Routine inspections and maintenance of the publicly-owned stormwater BMPs are completed at various times throughout the year, often due to forecasted rain events. City crews understand the impacts of clogged outfall structures and loose debris in the stormwater BMPs, and are trained to inspect and maintain these areas in particular on a routine basis.

Less frequent, full inspections are completed and documented at least once every 2 years. These inspections may reveal more substantial maintenance tasks to be done, such as outfall structure maintenance, inlet structure maintenance, sediment build up to be removed, and more. Engineering Division staff complete and document the inspections, then coordinate completion of the work with the Street Division Operations Manager or with a private contractor.

Privately-owned stormwater BMPs are inspected\* once every 2 years by City staff. These inspections are documented and stored with other MS4 Permit program documentation within the Engineering Division. Notifications including copies of the inspection reports are sent out to private stormwater BMP owners with maintenance tasks and suggested timelines identified. City staff review the BMPs after these timeframes have passed to confirm whether the maintenance

## MS4 Permit No. WI-S050075-3

### Section 2.6.1 & 2.6.2 Storm Water BMP Maintenance Program

October 2022

tasks were completed or not. If not, City staff may schedule this work to be completed either through the Streets Division (depending on staff and equipment availability) or through a contractor.

#### **Administrative Procedures**

Both City-owned and privately-owned stormwater BMPs are tracked through inventories in spreadsheets and GIS. (see attached spreadsheets). Information such as the BMP type, location, year constructed, street address, parcel #, and whether the BMP has a maintenance plan/agreement, As-builts and stormwater management plan are tracked either on the spreadsheets or in GIS. The City Engineering Division stores the maintenance plans/agreements, as-builts, and stormwater management plans electronically along with the inspection reports and inspection notification letters. (Additional spreadsheets are maintained to track Total Suspended Solids (TSS) and Total Phosphorus (TP) control levels for each individual BMP, primarily for TMDL purposes. Additional pollutant control due to newly constructed or installed BMPs is reported to the Wisconsin Department of Natural Resources (WDNR) via the MS4 Permit Annual Report.)

Maintenance plans have been developed for the City-owned stormwater BMPs. These plans include the type of BMP, location, recommended routine and occasional maintenance tasks, and a schedule recommending when to complete these tasks. Long-term maintenance agreements are required for privately-owned stormwater BMPs as part of the City's stormwater permit process, which include similar BMP information.

Inspections reports for City-owned BMPs are documented and housed within the Engineering Division. Maintenance activities that are identified through these inspections are communicated with the Street Division Operations Manager or with a private contractor.

Inspection reports for privately-owned stormwater BMPs are documented and copies are included with the notification letters that are sent out to the property owners. For properties that do not have maintenance activities completed within the appropriate timeframes, City staff may charge back the property owner for the cost of the maintenance work through the property tax bills at the end of the year. This process would be coordinated between the Engineering Division and the Clerk's Office.

Sediment removal at City-owned BMPs would be reviewed through the WDNR's NR 528 Sediment Characterization Process, to determine the best way to dispose of any sediment removal from the bottom of the BMP. Records of the characterization are retained for at least 20 years per the requirements of NR 528, Wisconsin Administrative Code. Sediment removal beyond the minor amounts allowed in NR 528 is anticipated to be completed once every 10-20 years,

**MS4 Permit No. WI-S050075-3****Section 2.6.1 & 2.6.2 Storm Water BMP Maintenance Program****October 2022**

depending on the BMP type, land use within the contributing drainage area and site-specific conditions.

Some BMPs will require dewatering to adequately complete the sediment removal or other maintenance tasks. Dewatering of stormwater BMPs is covered under the WDNR's WPDES Dewatering Permit, which City staff would obtain coverage under prior to dewatering stormwater BMPs.

**Outreach**

Information on stormwater BMP maintenance particularly for private property owners is included on the City's Stormwater Utility website. This website is updated multiple times per year with new or revised information for property owners and the general public as part of the overall Stormwater Education Program. City staff refer to stormwater BMP owners to this site for information to share with contractors, neighbors and other interested parties. City staff also refer Streets Division and Parks & Forestry Department staff to this site for information on stormwater related topics including maintenance, vegetation, and invasive species.

**Program Contact**

Maureen McBroom, Stormwater Project Manager

[maureenm@cityofwatertown.org](mailto:maureenm@cityofwatertown.org)

920-206-4264



## MS4 Permit No. WI-S050075-3

### Section 2.6.3 SWPPPs for Municipal Properties

March 2023

#### Summary

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

The City of Watertown has developed Storm Water Pollution Prevention Plans (SWPPPs) for three\* municipal properties:

- Main Garage (811 S. First Street)
- Yard-Waste Site (1355 Boomer Street)
- Parks, Recreation and Forestry Site (404 Bonner 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 2023

#### 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.

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

**MS4 Permit No. WI-S050075-3**  
**Section 2.6.3 SWPPPs for Municipal Properties**  
**March 2023**

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

[maureenm@cityofwatertown.org](mailto:maureenm@cityofwatertown.org)

920-206-4264



## MS4 Permit No. WI-S050075-3

### Section 2.6.4 Source Water Protection Areas

March 2023

#### **Summary**

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

The City of Watertown's Source Water Protection Program is designed to identify potential conflicts between proposed areas where concentrations of pollutants may exist and areas where ground water recharge is particularly important, per Section 2.6.4 of the MS4 Permit.

#### **Plan Reviews and Planning**

Site specific plans are reviewed as part of the Site Development process among multiple departments at the City. City Engineering (and/or designee) reviews proposed infiltration facilities for proximity to municipal well locations. Per NR 151, Wisconsin Administrative Code, infiltration practices are prohibited within 400 feet of a private well and 1,000 feet of a municipal well. Chapter §288 of the municipal code prohibit infiltration practices within 1,000 feet upgradient and 100 feet downgradient of direct conduits to groundwater (§288-18D.(3)(g)(1)) chapter 288 also restricts the sources of runoff directed to infiltration facilities within 400 feet of a community water system well as specified in NR 812, Wisconsin Administrative Code (§288-18D.(3)(g)(2)) and areas where contaminants of concern, as defined in NR 720, Wisconsin Administrative Code, are present in soil where infiltration will occur.

#### **WDNR Map of Source Water Protection Areas**

The City of Watertown is not located within the WDNR's designated Source Water Protection Areas, per the November 2020 Point Designations of Source Water Assessment Areas for Public Drinking Water Supplies map from the Targeted Runoff Management Grant Program Instructions. (See attached map.)

**MS4 Permit No. WI-S050075-3**  
**Section 2.6.4 Source Water Protection Areas**  
**March 2023**

**Tracking and Reporting**

Conflicts between proposed storm water treatment systems or other prohibited land uses within proximity of private or municipal wells are addressed through the site plan review process. Storm water management plan comments are recorded and communicated through letters to the property owner/developer and site engineer, to be addressed prior to plan and permit approvals.

**Program Contact**

Brian Zirbes

Zoning & Floodplain Administrator

[bzirbes@cityofwatertown.org](mailto:bzirbes@cityofwatertown.org)

920-262-4041

**MS4 Permit No. WI-S050075-3****Section 2.6.5. Street Sweeping and Catch Basin Cleaning Program****March 2023****Summary**

The City of Watertown (City) 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 operates a Street Sweeping program both to improve the overall aesthetics of the City and to minimize the amount of pollution and litter that reaches the local waterways via the storm sewer system per Section 2.6.5 of the MS4 Permit. City staff monitor and clean out catch basins as needed, however catch basins were not included in the City's source control assessments, so they are not tracked and reported as closely as the Street Sweeping Program. The City's Street Sweeping Program is operated based on recommendations from previous storm water management master plans that were developed with the goal of reducing 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.

**Equipment & Frequency**

The City operates a Johnston high-efficiency vacuum sweeper between Spring and Fall. City streets are swept once per month or as needed before and after parades, festivals and other events. During Fall, the sweeper is run in conjunction with the leaf collection program, to collect additional leaf litter from the streets. The frequency of running the sweeper in various areas and combinations of areas of the City were evaluated in the 2014 Stormwater Management Master Plan, with an estimated cost of \$100 per mile.

The City of Watertown is an annual contributor to the League of Municipalities/USGS phosphorous and leaf collection studies to determine the effectiveness of various leaf collection programs. Results of these studies are eagerly anticipated, as any future program modifications would need time for budgeting, any staffing changes, and public education and outreach to successfully implement any modifications.

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

**Section 2.6.5. Street Sweeping and Catch Basin Cleaning Program**

**March 2023**

**Tracking and Reporting**

Material collected through the street sweeping process is stored at the Yard Waste site and then hauled to the Deer Track Park Landfill in Johnson Creek. Records of the amount of material disposed of are retained for at least 5 years, per MS4 Permit requirements. Three hundred thirty-seven tons of material was collected through the street sweeping program in 2020, which would have otherwise flowed into the storm sewer system and out to local waterways and wetlands.

**Program Contact**

Stacy Winkelman  
Operations Manager  
[StacyW@CityofWatertown.org](mailto:StacyW@CityofWatertown.org)  
920-262-4080

Matt Willmann  
Assistant Operations Manager  
[mwillmann@cityofwatertown.org](mailto:mwillmann@cityofwatertown.org)  
920-262-4272

**From:** [Maureen McBroom](#)  
**To:** [Bekta, Eugene D - DNR](#); [Hovel, Christopher B - DNR](#)  
**Cc:** [Jaynellen Holloway](#); [Andrew Beyer](#); [Stacy Winkelman](#)  
**Subject:** Watertown - MS4 Permit Street Sweeping Program Changes  
**Date:** Thursday, July 7, 2022 12:58:00 PM  
**Attachments:** [image003.png](#)

---

Hello Dan & Chris-

Hope you had a great Fourth of July! It's been a short work week but lots going on.

FYI, Watertown has changed our street sweeping program to a once-per-month frequency in all areas of the City. This is how it was modeled in the recent WinSLAMM revisions that we submitted a few months ago.

This is primarily due to equipment and staffing challenges over the years.

I will send in the updated Street Sweeping Program per Section 2.6.5 of the MS4 GP along with the 2022 MS4 Permit Annual Report next March. Please let me know if this works on your end.

FYI-2, we are getting positive preliminary results from the leaf collection – phosphorus reduction analysis that R/M is completing for us under the UNPS & Storm Water Planning Grant. This is leading to discussions re: staffing, equipment, budgets, etc. More to come on that. And that may very well lead to another update to the street sweeping program, too.

Please let me know if you would like additional details at this time.

Thank you – have a great afternoon!  
-McB

Maureen McBroom, ENV SP  
Stormwater Project Manager  
City of Watertown  
920-206-4264  
[Maureenm@cityofwatertown.org](mailto:Maureenm@cityofwatertown.org)





## MS4 Permit No. WI-S050075-3

### Section 2.6.5d. Leaf Collection and Grass Clipping Management Program

March 2023

#### Summary

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

The City of Watertown implements a municipal leaf collection program to prevent leaves from clogging storm sewer inlets and pipes, and to reduce the amount of leaf debris and phosphorus that enters the storm sewer system as a result of leaves litter during fall. The City also implements a program to reduce the amount of grass clippings that enter the local storm inlets and system during the growing season. The program to control leaves and grass clippings includes detailed information to meet Section 2.6.5.d of the MS4 Permit. The removal of leaf litter and grass clippings from the streets and curbs reduces the overall amount of Total Phosphorus (TP) that reaches the Rock River, Silver Creek, Silver Creek Pond, Lake Victoria, Heiden Pond, and other local tributaries and wetlands.

#### Equipment & Frequency

Residents are instructed to place leaves in paper bags or rake loose leaves onto the terrace during the fall, allowing City crews with trucks and pull-behind trailers to easily collect the leaves. The City's Johnston vacuum assisted street sweeper is operated in the same quadrants as the leaf collection equipment after the leaves are picked up. The City's street sweeper follow-up in these areas to collect smaller leaf particles that typically get left behind. This process helps to prevent clogging of storm inlets and to minimize the amount of phosphorus getting into the storm sewer system as a result of decomposing leaves.

The Street Division typically collects grass and yard waste between April and November. Brush 4 feet or longer, up to 8 inches in diameter can be placed near the road for City crews to pick up or can be dropped off at the Yard Waste Site. The Street Division typically collects leaves between early/mid-October until snowfall or the majority of the leaves have fallen, usually in November. City residents are able to contact the Street Division for available for as-needed yard-waste collections during winter months.

**MS4 Permit No. WI-S050075-3****Section 2.6.5d. Leaf Collection and Grass Clipping Management Program****March 2023****Location**

The City has been divided into 4 quadrants for grass clipping, yard waste, and leaf collection purposes. (See attached map.) Collected leaves are disposed of at the Yard Waste Site on Boomer Street to be turned into compost. The City's compost site is permitted through WDNR and is managed per that permit. Compost that was made of decomposed leaves is available to residents for free for use in home landscaping projects. Brush that is 4 feet or longer and up to 8 inches in diameter can be dropped off at the Yard Waste Site for eventual chipping for future reuse. Compost and woodchips produced at the Yard Waste Site is available for residents to pick up and reuse in home landscaping projects. (See SWPPP for Yard-Waste Site) In addition, the Watertown Municipal Airport (Airport) has an active mowing and grass clipping program to deter wildlife from occupying the Airport and becoming a problem for aircraft.

**Outreach**

General information regarding the importance of proper leaf and grass clipping is shared on the City's website [https://www.ci.watertown.wi.us/departments/stormwater\\_information.php](https://www.ci.watertown.wi.us/departments/stormwater_information.php), on the Rock River Stormwater Group website <https://protectwiwaterways.org/learn-about-stormwater/stormwater-around-your-home/> and in other brochures and newsletters throughout the year. (See Stormwater Education Program)

Specific instructions for residents on the City's leaf collection program and the brush pick up program are included on the City website and the in semi-annual City Connection newsletter. Additional information about on-site reuse of leaves and grass clippings is included in these sources, as well as information about the compost and wood chips that can be picked up for free at the City's Yard Waste Site for reuse in residential landscaping projects.

**Tracking and Reporting**

The amount of leaves collected each year is tracked and reported to WDNR in the MS4 Permit Annual Report. Information on the leaves that are in the composting process is also tracked and reported to WDNR through the compost site permit. Approximately 1,055 tons of leaves were collected in the City in 2020.

**Program Contact**

Stacy Winkelman  
Operations Manager  
[StacyW@CityofWatertown.org](mailto:StacyW@CityofWatertown.org)  
920-262-4080

Matt Willmann  
Assistant Operations Manager  
[mwillmann@cityofwatertown.org](mailto:mwillmann@cityofwatertown.org)  
920-262-4272



**MS4 Permit No. WI-S050075-3****Section 2.6.6 Winter Road Management Program****March 2023****Summary**

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

The City of Watertown has implemented a Winter Road Management Program for many years. City staff have evaluated the methods and products over the years to improve public safety, reduce cost, and minimize pollutants flowing toward the local waterways as a result of snowmelt and/or rain events during winter per Section 2.6.6 of the MS4 Permit. The City's Winter Road Management Program is implemented to reduce the overall amount of Chlorides, 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.

**Program Timelines**

City crews receive salt shipments originating from the Port of Milwaukee and calibrate equipment during the spring, summer and fall. Recent winter road management and salt reduction training sessions have been offered at various times throughout the year, which staff take advantage on as schedules allow.

**Equipment**

Winter maintenance equipment is calibrated annually. Salt is mostly used, with sand occasionally used based on the forecasted precipitation/storm event. The City has a number of hills and problematic intersections which are intentionally addressed on the winter road management route maps. The City began using salt brine in late 2020 as a pilot study to determine the effectiveness and to evaluate whether to invest in additional brine equipment. Brine is being applied directly to streets prior to snow events, to evaluate this approach to minimize the bonding between packed down snow and the pavement. This allows the snow plows to work more effectively, as they are able to remove more snow from the road surface than in past years when the snow would freeze

**MS4 Permit No. WI-S050075-3**  
**Section 2.6.6 Winter Road Management Program**  
**March 2023**

to the pavement, requiring additional trips with additional salt after the snow event. A brine tank was set up in the cold storage area of the Main Garage site on First Street. See attached Brine Route Map.

The City maintains approximately 232 lane miles during each winter precipitation event. Multiple small municipal parking lots, including Park & Forestry Department lots, downtown lots, and the Main Garage site on First Street add approximately 3.5 acres of plowing and/or salt application to City crews' operations during winter events. The Watertown Municipal Airport also removes snow from the runways and parking areas of the airport. The Airport follows FAA guidelines and does not use salt due to potential corrosion issues with the airplanes, but occasionally uses sand in the parking areas. This is swept up as soon as possible to minimize any potential impacts to nearby aircraft.

### **Tracking and Reporting**

The amount of road salt that the city has on hand is tracked on the State of Wisconsin's Road Salt Subsite Inventory form. The amount used for each winter event is tracked along with information on the type of event, the dates and weather conditions. The hours of each operator is also tracked for time sheet and budget purposes. The amount of salt and brine used each winter season is reported in the MS4 Permit Annual Report. For 2019-2020, 3,955 tons of road salt was applied to local roads.

### **Program Contact**

Stacy Winkelman  
Operations Manager  
[StacyW@CityofWatertown.org](mailto:StacyW@CityofWatertown.org)  
920-262-4080

Matt Willmann  
Assistant Operations Manager  
[mwillmann@cityofwatertown.org](mailto:mwillmann@cityofwatertown.org)  
920-262-4272

## **BRINE ROUTE**

1. Western Ave
2. 12<sup>th</sup> Street – Western Ave to Air Park
3. Richards Ave Hill
4. Milwaukee St – First to Montgomery
5. Church St – Roundabout north to 26 Bypass south
6. Main St – Church St east to Hwy 16 to include Summit Ave
7. West Main St – Church St west to first Hwy 26 Roundabout
8. Hwy 16 Frontage Road
9. Fourth St – Western Ave to Kimberly Court
10. South Third St – Western Ave to Main St
11. Division St East – N Fourth to Hospital, include Schumann Dr
12. Spaulding St Hill
13. Endeavour Dr
14. Carriage Hill
15. Bernard St
16. West St
17. Milford St
18. All Bridges
19. River Dr – entirety



## MS4 Permit No. WI-S050075-3

### Section 2.6.9 Internal Stormwater Education Program

March 2023

#### Summary

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

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

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

#### Identified Target Audiences

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

**MS4 Permit No. WI-S050075-3****Section 2.6.9 Internal Stormwater Education Program****March 2023****Message Delivery Mechanisms**

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

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

**Stormwater Topics**

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

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

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

**Section 2.6.9 Internal Stormwater Education Program**

**March 2023**

**Tracking and Reporting**

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

**Program Contact**

Maureen McBroom, Stormwater Project Manager

[maureenm@cityofwatertown.org](mailto:maureenm@cityofwatertown.org)

920-206-4264

**City of Watertown  
Internal Stormwater Education Workplan  
2022**

As rain falls on all areas of the City, a coordinated storm water management program involves many departments and representatives of the City. Storm water management training keeps City staff and officials up to date on current water quality and quantity control measures that are available and/or utilized to manage storm water flows and control runoff pollution to the Rock River and its tributaries.

Per MS4 Permit Section 2.6.9, City staff are required to be trained at least once annually on the Items 1-8. The remaining topics are referred to in the MS4 Permit, but not specifically called out for annual training.

**Individual Events/Activity Detail**

<u>Item No.</u>	<u>Topic</u>	<u>Permit Section</u>	<u>Events/Activities</u>	<u>Date</u>	<u>Target Audience</u>	<u>Tools/Resources</u>	<u>Attendance (#)</u>	<u>Names</u>	<u>Title/Responsibilities</u>	<u>Comments/Follow-up</u>
1	SW BMP Maintenance	2.6.1, 2.6.2			Streets, SW Crew, Engineering, Engineering Interns					
			Stormwater BMP & LID Maintenance (video)	2/7/2022	video	2	Maureen McBroom	Stormwater Project Manager	Previewed video to share with team, public	
			Stormwater BMP & LID Maintenance (video)	2/7/2022			Andrew Beyer	Assistant City Engineer	a lot of good info	
2	SWPPPs for Municipal Properties	2.6.3			Streets, SW Crew, Engineering, Engineering Interns					
			Excal video	1/17/2022	video, quiz	1	Maureen McBroom	Stormwater Project Manager	Previewed video to share with team	
			Excal video	3/25/2022	video, quiz	18	(see attached)	Street Division	all passed quiz	
			Excal video	8/30/2022		1	Karis Johnson	Engineering Intern	passed quiz	
3	Source Water Protection Areas	2.6.4			Engineering, BSZ					
			WI Salt Awareness Week -Water Softener Salt Goes Where webinar	1/26/2022	webinar	1	Maureen McBroom	Stormwater Project Manager		
4	Street Sweeping & Catch Basins	2.6.5a., b., c			Streets, SW Crew, Engineering					
			Excal video	1/17/2022	video, quiz	1	Maureen McBroom	Stormwater Project Manager	Previewed video to share with team	
5	Leaf & Grass Clipping Mng't	2.6.5d.			Streets, SW Crew, Engineering					
			Excal video	1/17/2022	video, quiz	1	Maureen McBroom	Stormwater Project Manager	Previewed video to share with team	
			One-on-One Training	11/8/2022	Stormwater Project Manager	1	Kristine Butteris	Director of Parks, Recreation and Forestry	Reviewed MS4 Permit, City stormwater program & stormwater outreach involving Parks Dept.	
6	Winter Road Mng't	2.6.6			Streets, SW Crew, Engineering					

WI Salt Awareness Week - We're Salting Our Drinking Water	1/25/2022	webinar	11	Maureen McBroom Nikki Zimmerman Wanda Fredrick Jeff Doyle Jim Frey Mark Faltersach Eric Gutzdorf Joe Deyrandt Julie Kolke Krueger Brian TW Brett Giese	Stormwater Project Manager Secretary-direct contact w/ public daily Secretary-direct contact w/ public daily Parks Dept. Parks Dept. Parks Dept. Parks Dept. Parks Dept. Parks Dept. Parks Dept.
WI Salt Awareness Week - Envir. Toll of Salt & Deicers	1/24/2022	webinar	10	Maureen McBroom Nikki Zimmerman (Parks) (Parks) (Parks) (Parks) (Parks) (Parks) (Parks)	Stormwater Project Manager Secretary-direct contact w/ public daily
WI Salt Awareness Week - Water Softener Goes Where?	1/26/2022	webinar	1	Maureen McBroom	Stormwater Project Manager
WI Salt Wise Municipal Training 2022 Waukesha County	2/10/2022	virtual training	25	(see attached)	Street Division (all passed quiz)
Stormwater Workshop	4/13/2022	virtual workshop	1	Maureen McBroom	Stormwater Project Manager
Whitewater Winter Equipment Open House	11/1/2022	Whitewater staff shared experience	1	Maureen McBroom	Stormwater Project Manager good info to bring back to team

7 Nutrient Mng't 2.6.7 Parks, Engineering

Excal video	1/17/2022	video, quiz	1	Maureen McBroom	Stormwater Project Manager	Previewed video to share with team
-------------	-----------	-------------	---	-----------------	----------------------------	------------------------------------

8 Sustainable Infrastructure 2.6.8 Engineering, BSZ

Envision Training		recorded presentations	1	Maureen McBroom	Stormwater Project Manager	for Envision SP renewal
-------------------	--	------------------------	---	-----------------	----------------------------	-------------------------

9 Rock River & Watersheds Elected Officials, Management, Streets, SW Crew, Engineering, Engineering Interns, BSZ, Parks

10 TMDL Elected Officials, Management, Streets, SW Crew, Engineering, Engineering Interns, BSZ, Parks

	Appendix A	WI Land & Water NR 151 Webinar	2/18/2022	webinar	1	Maureen McBroom	Stormwater Project Manager	for TMDL implementation
	Appendix A	Waukesha County Stormwater Workshop-Leaf collection/TP analysis	4/13/2022	virtual workshop	1	Maureen McBroom	Stormwater Project Manager	for TMDL implementation
	Appendix A	Waukesha County Stormwater Workshop-TMDL Compliance Plans	4/13/2022	virtual workshop	1	Maureen McBroom	Stormwater Project Manager	for TMDL implementation
	Appendix A	WI Land & Water - Riparian Forests	5/26/2022	webinar	2	Maureen McBroom Ryan Thurow	Stormwater Project Manager City Forester	for TMDL implementation for TMDL implementation
11	MS4 Permit, Annual Report			Elected Officials, Management, Streets, SW Crew, Engineering, Engineering Interns, BSZ, Parks				
12	Construction Site Erosion Control			Streets, SW Crew, Engineering, Engineering Interns, BSZ				
		Excal video	1/17/2022	video, quiz	1	Maureen McBroom	Stormwater Project Manager	Previewed video to share with team
		Excal video	3/25/2022	video, quiz	18	(see attached)	Street Division	all passed quiz
		Excal video	8/30/2022	video, quiz	1	Karis Johnson	Engineering Intern	passed quiz
		NASECA training	11/30/22-12/1/22	in-person training	3	Tom Nickels	Street Division	passed quiz
		NASECA training	11/30/22-12/1/22	in-person training		Bruce Williams	Street Division	passed quiz
		NASECA training	11/30/22-12/1/22	in-person training		Adam Quest	Street Division	passed quiz
13	Post-Construction Storm Water Management			Engineering, Engineering Interns, BSZ, Parks				
14	Streambank Stabilization & Naturalization			Parks, Engineering, Engineering Interns				
15	Green Infrastructure Quantity and Quality Features			Streets, SW Crew, Engineering, Engineering Interns, BSZ, Parks				
		Stormwater BMP & LID Maintenance (video)	2/7/2022	video	1	Maureen McBroom	Stormwater Project Manager	Previewed video to share with team, public
16	Stormwater Utility Fees & Credits			Public Works Commission meeting				

**DATE: February 10, 2022**

EMPLOYEE NAME	DPW – Division	CHECK IF PRESENT
Dan Zuelsdorf	Street	X
Stacy Winkelman	Street	X
Kyle Bernard	Street	X
John Butschke	Street	X
Martin Castillo	Street	X
Kyle Frey	Street	X
Joel Haseleu	Street	X
Jason Heller	Street	X
CJ Hemiller	Street	X
Nick Holland	Street	X
Kameron Jones	Street	X
Randy Krause	Street	X
Dan Kuehl	Street	X
Dakota Lechner	Street	X
Jacob Mueller	Street	X
Tom Nickels	Street	X
Mark Pitterle	Street	X
Adam Quest	Street	X
Keith Rein	Street	X
Vince Riedl	Street	X
Lukas Saeger	Street	X
Carl Schuett	Street	X
Bruce Williams	Street	X
Matt Willmann	Street	X
Wayne Boyd	Solid Waste	
Tom Funk	Solid Waste	
Sharon Grover	Solid Waste	
Shane Hrobsky	Solid Waste	
Tim Rehbaum	Solid Waste	
Rob Roe	Solid Waste	
	Solid Waste	



TRAINING COURSE: stormwater construction site BMPs

DATE: 3/25/2022

EMPLOYEE NAME	DEPARTMENT	SIGNATURE
Dan Zuelsdorf	Street	
Stacy Winkelman	Street	
Kyle Bernard	Street	
John Butschke	Street	
Martin Castillo	Street	
Kyle Frey	Street	
Joel Haseleu	Street	
Jason Heller	Street	
Christopher Hemiller	Street	
Kameron Jones	Street	
Randy Krause	Street	
Dan Kuehl	Street	
Jacob Mueller	Street	
Tom Nickels	Street	
Mark Pitterle	Street	
Adam Quest	Street	
Keith Rein	Street	
Vince Riedl	Street	
Lukas Saeger	Street	
Carl Schuett	Street	
Bruce Williams	Street	
Matt Willmann	Street	

Tom Funk	Solid Waste	
Dakota Lechner	Street	DL
Nick Holland	Street	



TRAINING COURSE *Municipal Stormwater Pollution Plan*

DATE *3/25/2022*

EMPLOYEE NAME	DEPARTMENT	SIGNATURE
Dan Zuelsdorf	Street	<i>[Signature]</i>
Stacy Winkelman	Street	
Kyle Bernard	Street	
John Butschke	Street	<i>John Butschke</i>
Martin Castillo	Street	<i>Martin Castillo</i>
Kyle Frey	Street	<i>[Signature]</i>
Joel Haseleu	Street	<i>Joel Haseleu</i>
Jason Heller	Street	
Christopher Hemiller	Street	<i>Chris Hemiller</i>
Kameron Jones	Street	<i>Kameron Jones</i>
Randy Krause	Street	
Dan Kuehl	Street	<i>[Signature]</i>
Jacob Mueller	Street	<i>[Signature]</i>
Tom Nickels	Street	<i>Tom Nickels</i>
Mark Pitterle	Street	<i>Mark Pitterle</i>
Adam Quest	Street	<i>[Signature]</i>
Keith Rein	Street	<i>Keith Rein</i>
Vince Riedl	Street	<i>[Signature]</i>
Lukas Saeger	Street	
Carl Schuett	Street	<i>Carl Schuett</i>
Bruce Williams	Street	<i>Bruce Williams</i>
Matt Willmann	Street	<i>[Signature]</i>

Tom Funk	Solid Waste	
Dakota Lechner	Street	<i>DC</i>
Nick Holland	Street	



## MS4 Permit No. WI-S050075-3

### 2022 MS4 Permit Annual Report

#### Section A.6.2: Annual Update on TMDL Implementation

**MS4 Permit No. WI-S050075-3, Section A.6.2 Annual Reporting.** For compliance options outlined under sections A.3, A.4, and A.5, the permittee shall include a description and the status of progress toward implementing the identified actions and activities in their MS4 annual reports due by March 31 of each year.

The City of Watertown has made progress in implementing the Rock River TMDL in 2022 with the following tasks:

1. Complete the 2014 baseline WinSLAMM modeling revisions.

The City completed revisions to the baseline WinSLAMM TMDL modeling by working with a stormwater consultant to evaluate and exclude optional land uses per the 2014 TMDL-MS4 Guidance document (TMDL Guidance for MS4 Permits: Planning, Implementation, and Modeling Guidance # 3800-2014-04). This baseline TSS & TP revisions also included pre-2014 Best Management Practices (BMPs) and roadside swales that were not accounted for in the original 2014 TMDL WinSLAMM analysis.

This evaluation and revisions to the 2014 WinSLAMM results included reducing the acreage included in each of the 3 TMDL reachsheds that impact the City (reachsheds 28,29 & 30) based on optional areas listed in the TMDL Guidance for MS4 Permits: Planning, Implementation, and Modeling Guidance # 3800-2014-04 such as lands that drain directly to waterways without first flowing through the City's MS4, wetlands that were previously modeled as open space, industrial areas covered by Wisconsin Department of Natural Resources industrial stormwater permits (NR 216, subchapter II), and by adjusting land uses to the actual land use as opposed to the zoning that had been applied to individual parcels. (For example, an 8-acre property with 1 acre of develop industrial land use and 7 acres of open space/woods was changed from 8 acres of industrial to 1 acre of industrial and 7 acres open space.)

The City's original 2014 WinSLAMM analysis to meet the TMDL requirements of the MS4 Permit was being worked on through a UNPS & Storm Water Planning Grant at the same time the committee was meeting and developing the TMDL-MS4 guidance document in 2013-2014. Much of the baseline determinations regarding land uses and lands to be included in the modeling had been completed prior to release of the guidance document.

The revisions resulted in changes to the City’s Total Suspended Solids and Phosphorus loadings for each of the three affected TMDL reachsheds, as shown below.

**Total Suspended Solids (All BMPs Constructed 2014 or Earlier)**

Reachshed	Area (acres)	TSS Loading -- No Controls (lbs)	TSS Loading -- With Controls (lbs)	Actual TSS Reduction	Required TSS Reduction
Sinissippi Lake (#28)	1,510	428,885	363,162	15.3%	40%
Middle Rock River (#29)	2,792	947,171	762,420	19.5%	44%
Johnson Creek (#30)	113	44,029	37,340	15.2%	40%

**Total Phosphorus (All BMPs Constructed 2014 or Earlier)**

Reachshed	Area (acres)	TP Loading -- No Controls (lbs)	TP Loading -- With Controls (lbs)	Actual TP Reduction	Required TP Reduction
Sinissippi Lake (#28)	1,510	1,441	1,280	11.2%	28%
Middle Rock River (#29)	2,792	2,664	2,250	15.5%	64%
Johnson Creek (#30)	113	112	100	10.8%	27%

DNR staff reviewed and approved these baseline TMDL modeling revisions in 2022.

2. Complete Total Phosphorus/Leaf Collection Analysis.

The City completed an analysis of the phosphorus reductions related to the annual Leaf Collection Program as part of the Urban nonpoint Source & Stormwater Management Planning Grant # USP14291Y22, using the WDNR Municipal Phosphorus Reduction Credit for Leaf Management Programs guidance dated February 17, 2022. Phosphorus reductions increased in all three reachsheds, with the biggest gains in phosphorus control in reachsheds 28 & 29.

**Total Phosphorus Reduction with Leaf Management 2022 Credit vs. 2021 Modeling (All BMPs)**

Reachshed	Area (Acres)	TP Load Reduction Efficiency per 2021 modeling (%)	Actual TP Reduction 2022 Leaf Management Credit
Sinissippi Lake (#28)	1,510	11.71%	15.74%
Middle Rock River (#29)	2,792	16.35%	18.01%
Johnson Creek (#30)	113	10.75%	10.93%
Overall	4,415	14.62%	17.05%

The City is currently revising ordinance language to meet the DNR guidance document and has ordered a new street sweeper for delivery in 2023. The City plans to include the results of the Total Phosphorus/Leaf Collection Analysis in the TMDL Implementation Plan, due in October 2023, and plans to begin implementing the street sweeping program to meet the requirements of the guidance document in 2024.

DNR staff reviewed and approved these baseline TMDL modeling revisions in 2022.

3. Develop Water Quality Trading program with Jefferson County & Rock River Coalition.

The City, Jefferson County & the Rock River Coalition have come together to develop a Water Quality Trading (WQT) program. This program will assist the City's goals of meeting the TSS & TP reduction requirements in the Rock River TMDL reachsheds 28 & 29. This partnership incorporates the nonpoint source experience and expertise of the Jefferson County staff and the relationships and outreach experience and expertise of the Rock River Coalition with the City's funding and need to meet the TMDL requirements. DNR staff have been very helpful in providing clarifications and MS4 Permit program guidance in developing a watershed-style WQT program. The first practices under the new WQT program are anticipated to be worked on in 2023.

4. Plan and Implement new Stormwater BMPs.

The City was awarded two new Urban Nonpoint Source & Storm Water Construction Grants for 2023-2024: one for a new biofilter in the City's Yard Waste Site in reachshed JC-30 and one for deeper catch basins in the historic South Washington Street neighborhood in 2023. Four new permeable pavement systems and three new biofilters were installed in city parking lots in 2022 (Jones Street Parking Lot, City Hall-Back Parking Lot on Cady Street and InterUrban Trail Parking Lot.) Additional permeable pavers and a biofilter were installed on Water Street, as part of the new Town Square project. A water quality analysis of the recommendations stemming from the City's current city-wide Flood Study effort is being completed through the UNPS & Storm Water Planning Grant # USP14291Y22.

**Program Contact**

Maureen McBroom, Stormwater Project Manager

[maureenm@cityofwatertown.org](mailto:maureenm@cityofwatertown.org)

920-206-4264

**DRAFT RESOLUTION TO  
AUTHORIZE SUBMITTAL OF 2022 ANNUAL STORMWATER REPORT**

**SPONSOR: ALDERPERSON WETZEL, 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		
RUETTEN		
BARTZ		
LICHT		
SMITH		
SCHMID		
WETZEL		
ROMLEIN		
MAYOR MCFARLAND		
TOTAL		

ADOPTED March 21, 2023

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

APPROVED March 21, 2023

\_\_\_\_\_  
MAYOR