

Report, Keep Our Waters Clean
Submitted by Root-Pike Watershed Initiative Network
1/1/09-12/05/09

Scope	Outcomes
<p>Survey Root-Pike WIN will survey key target audiences to evaluate their general understanding of stormwater pollution issues and gauge the extent to which the Keep Our Waters Clean project increases this understanding and where appropriate, leads to changes in behavior that will improve local water resources.</p>	<p>We implemented a household survey in October to 500 randomly selected people from the 17 municipalities. UW-Extensions survey research center in Madison provided the survey documents and selected the random sample from lists of households provided by the municipalities. Andy Yench of UW-Extension, Milwaukee, helped to finalize the mailing list. The survey consists of five separate mailings. Results should be ready in January or February, 2010. We will use the results to finalize our new outreach campaign, which we plan to implement in the spring 2010.</p>
<p>Web Root-Pike WIN will plan, design, create and maintain a website for the Southeast Wisconsin Clean Water Network.</p>	<p>On the advice of Peter Wood, WIDNR, we did not develop a website for the Clean Water Network. We decided to wait and see the results of the household survey.</p>
<p>Advisory Committee Root-Pike WIN will facilitate the formation of an Advisory Committee comprised of at least seven representatives of the Southeast Wisconsin Clean Water Network</p>	<p>An Advisory Committee was formed consisting of Mark Janiak, Village of Sturtevant, Cathy Schwalbach, City of New Berlin, Randy Kerkman, Town of Bristol, George Stoner, Town of Somers, Jeff Sykes and Todd Weik, Crispell Snyder, Shelly Billingsley, City of Kenosha, Barbara Grant, Village of Wind Point and Jessie Henderson, R.A. Smith National. Pete Wood, WIDNR, Andy Yench, UW-Extension and Susan Greenfield, Root-Pike WIN are also participants. A subcommittee of that group was formed to oversee the Household Survey.</p>
<p>Meetings/Oversight</p> <ul style="list-style-type: none"> • Root-Pike WIN will plan and attend quarterly meetings of the Advisory Committee of the Southeast Wisconsin Clean Water Network. • Root-Pike WIN will attend eight meetings over 2 years with a representative of the Town of Bristol, the fiscal agent and others as part of the project oversight. 	<p><u>Intergovernmental Agreements and municipal Payments</u> Coordinated with Town of Bristol through email and phone calls the collection of Intergovernmental Agreements and first year payments.</p> <p><u>Municipal Meetings</u> Met with Town of Somers and Village of Caledonia Stormwater Commission to provide update on Keep Our Waters Clean project.</p> <p><u>WIDNR Grant</u> Met with Pete Wood and Andy Yench to discuss grant requirements. Met with Bill Sasse, Town of Mt. Pleasant, to sign as fiscal agent for WIDNR grant application. Coordinated with Andy Yench in collection of data for grant. Wrote and submitted grant application to WIDNR.</p>

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<p>Meeting/Oversight</p>	<p><u>Meetings of S.E. WI Clean Water Network</u> Organized and attended two meetings of the S.E. WI Clean Water Network. Attended two meetings of the Household Survey Committee</p> <p><u>Rain Garden Initiative</u> Organized, attended and led ten Rain Garden Advisory Committee meetings. Cathy Schwalbach, stormwater engineer for City of New Berlin joined the committee, representing the S.E. WI Clean Water Network. Met with Nehemiah Project Committee to plan workshop for its urban garden group.</p> <p><u>S.E. Wisconsin Watersheds Trust (Sweet Water Trust)</u> Joined the Policy Committee and attended five meetings to explore watershed-based planning and water quality trading.</p> <p><u>Network for Eco-Conservation Online, University of Michigan, funded by Great Lakes Protection Fund</u> Root-Pike WIN was selected to participate as a team member in a project that will create web-based mapping of BMPs throughout the great lakes. We have participated in a conference calls, email communications and received training for mapping the 61 rain gardens funded by the Rain Garden Initiative.</p>
<p>Advertisements</p> <ul style="list-style-type: none"> • PSAs—Root-Pike WIN will create and place public service announcements. • Root-Pike WIN will write and distribute newsletter stories quarterly for municipal newsletters. • Electronic newsletter —Root-Pike WIN will gather email addresses and create and send an electronic newsletter quarterly. 	<p><u>PSAs</u> None</p> <p><u>Newsletter Stories</u></p> <ul style="list-style-type: none"> • Wrote and published story about Keep Our Waters Clean for <i>Watershed Connections</i>, Root-Pike WIN Newsletter • Wrote story for Pleasant Prairie that was published in the 2010 calendar <p><u>Electronic Newsletters</u> Wrote and mass emailed three E-newsletters in February, March and April announcing rain garden program</p>

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<p>Publicity</p> <ul style="list-style-type: none"> • Radio interviews—Root-Pike WIN will contact news directors at radio stations to pitch two interviews. • News releases—Root-Pike WIN will write and distribute news releases each quarter and follow-up to pitch stories. 	<p><u>Radio Interview</u> WRJN on Keep Our Waters Clean project and rain gardens</p> <p><u>Guest Article</u> Wrote and submitted an article that was published in the Racine Journal Times</p> <p><u>News Releases</u></p> <ul style="list-style-type: none"> • Sent backgrounder to reporter David Stienkraus, Racine Journal Times after he contacted me • Announced rain garden workshops and sent to Community Newspapers for Hales Corners, New Berlin, Franklin, Oak Creek, Milwaukee Journal Sentinel, Racine Journal times, Kenosha News <p><u>Pitched stories</u> Sent email to Kathleen Gallagher to pitch story about upcoming rain garden workshops</p> <p><u>Other Publicity</u> Interviewed by Kate Morgan, 1000 Friends of Wisconsin, on Keep Our Waters Clean project and rain garden program for a brochure that was published by 1000 Friends on storm water BMPs.</p>
<p>Presentations</p> <p>Root-Pike WIN will give 10 presentations over 2 years to service groups, student groups and other groups, and will create a PowerPoint presentation and handouts</p>	<p><u>Presentations</u></p> <ul style="list-style-type: none"> • Claus Dunkelberg, P.E., water industries specialist for the Milwaukee 7 Water Council and Tom Schnaubelt, UW-Parkside Center for Community Outreach, Kenosha • Hoy Audubon, Racine • AAUW, Racine
<p>Publications</p> <p>Root-Pike Win will write, design, print and distribute to municipalities a counter brochure and bill stuffer.</p>	<p><u>Counter Materials</u></p> <p>Designed and printed counter posters and handouts to promote rain gardens and workshops and distributed to Caledonia, New Berlin, Hales Corners, Franklin, Oak Creek, Somers, Pleasant Prairie, UW-Parkside, Nehemiah Project office (City of Racine), D.P. Wigley (City of Racine), CEDAR/Southport Beach (City of Kenosha)</p>

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<p>Exhibit Root-Pike WIN will purchase an exhibit and create signs for a portable exhibit that will be used at fairs and workshops and made available to municipalities.</p>	<p>We were not certain about the costs for the household survey and decided the funds for the exhibit could be reassigned to cover the survey costs, particularly the cost of printing the survey document and possibly covering some postage costs.</p> <p>Root-Pike WIN has a large tabletop exhibit. We decided to use the exhibit in and the rain garden artwork in 2009. In 2010 we plan to design new artwork but continue using Root-Pike WIN's exhibit. We set-up the exhibit at the Hales Corners Public Library and at each of the workshops and fairs.</p>
<p>Workshops & Fairs Root-Pike WIN will host and participate in at least four workshops and fairs over 2 years.</p>	<p><u>Rain Garden Workshops</u> Provided seven workshops attended by over 200 people in: New Berlin, Hales Corners, Franklin, Racine (2), Kenosha (2) and Bristol</p> <p><u>Fairs</u></p> <ul style="list-style-type: none"> • Spring Into Gardening, Paddock Lake • Eco Fair, Holy Communion Church, Racine • Gateway Technical College Earth Day Fair, Kenosha • Snap-On Tool employee Eco Fair, Kenosha • Open House UW-Parkside CEDAR, Kenosha • Pringle Nature Center Fall Fest, Bristol • Environmental Health Fair, Racine Youth Offenders Facility, Racine
<p>Tours Root-Pike WIN will plan four tours over 2 years that focus on rain gardens, shoreline restoration, conservation developments, and other stormwater management topics.</p>	<p>We did not offer public tours in 2009, but plan to do so in 2010.</p>
<p>Written Progress Reports Root-Pike WIN will submit a written report twice a year describing progress of project.</p>	<p>We are submitting one report for 2009.</p>
<p>Project Evaluation Root-Pike WIN will develop a evaluation instruments to gather input about the Keep Our Waters Clean project from public participants and members of the Southeast Wisconsin Clean Water Network for the purpose of improving the program and increasing its effectiveness.</p>	<p><u>Workshop Evaluations, Rain Garden Workshops</u></p> <ul style="list-style-type: none"> • At the end of each rain garden workshop we asked participants to evaluate the presentations and to recommend changes. <p><u>Program Evaluation</u></p> <ul style="list-style-type: none"> • UW-Extension developed an E-survey that Root-Pike WIN distributed to all rain garden participants