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.**

Reporting Information

Submittal Type:	Annual Report
Project Name:	University of Wisconsin-Whitewater
County:	Walworth
Municipality:	University of Wisconsin Whitewater
Facility Number:	37207
Reporting Year:	2017

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]
- Attach the following items as appropriate using the attachments tab above
  - Construction Site Pollution Control Annual Report Summary
  - Illicit Discharge Detection and Elimination Annual Report Summary
  - Leaf and Yard Waste Management
  - Municipal Cooperation Attachment
  - Municipal Facility Inspections
  - Pollution Prevention Annual Report Summary
  - Post-Construction Storm Water Management Annual Report Summary
  - Public Education and Outreach Annual Report Summary
  - Public Involvement and Participation Annual Report Summary
  - Storm Water Consortium/Group Report
  - Storm Sewer Map Annual Report Attachment
  - Storm Water Quality Management Annual Report Attachment
  - TMDL Attachment
  - Winter Road Maintenance
  - Other Annual Report Attachment
- Complete all required forms and upload required attachments
- Sign and Submit form

Municipal Contact Information- Complete

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

Municipality Information

Name of Municipality	University of Wisconsin Whitewater
Facility ID # or (FIN):	37207
Updated Information:	☑ Check to update mailing address information
Mailing Address:	Facilities Planning & Management
Mailing Address 2:	500 North Fremont Street
City:	Whitewater
State:	Wisconsin
Zip Code:	53190-1790 xxxxx or xxxxx-xxxx

Does the municipality rely on another government entity to satisfy some of the permit requirements?
◉ Yes ○ No ○ Unsure

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 ○ Unsure

Primary Municipal Contact Person (Authorized Representative for MS4 Permit)

☑ Select to ***create new*** primary contact

First Name:	Jeff
Last Name:	Klamik

☑ Select to ***update*** current contact information

Title:	Facilities Engineer
Mailing Address:	Facilities Planning and Management
Mailing Address 2:	500 North Fremont Street
City:	Whitewater
State:	WI
Zip Code:	53190-1790 xxxxx or xxxxx-xxxx
Phone Number:	262-472-6729 Ext: xxx-xxx-xxxx
Email:	klamikj@uww.edu

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:	Steve
Last Name:	Bertagnolli
Title:	Grounds Supervisor
Mailing Address:	Facilities Planning and Management
Mailing Address 2:	500 North Fremont Street
City:	Whitewater
State:	WI
Zip Code:	53190-1790 xxxxx or xxxxx-xxxx
Phone Number:	262-472-6721 Ext: xxx-xxx-xxxx
Email:	bertagns@uww.edu

Minimum Control Measures- Section 1 : Complete

1. Public Education and Outreach

a. Complete the following information on Public Education and Outreach Activities related to storm water. Select the Mechanism that best describes how the topic message was conveyed to your population. Use the **Add Activity** to add multiple Mechanisms. For Quantity, choose the range for the number of Mechanisms chosen (i.e., number of workshops, events). Quantity and Estimated People reached are both optional.

Mechanism	Quantity (optional)	Est. People Reached (optional)	Regional Effort? (optional)
Topic: Detection and elimination of illicit discharges			
Passive print media (brochures at front desk, posters, etc.)	1 - 9	100	◉ Yes ○ No
Website	1 - 9	831	◉ Yes ○ No
Social media posts	100 +	28263	◉ Yes ○ No
Active distribution of print media (mailings, newsletters, etc)	1 - 9	500	◉ Yes ○ No
Informational booth at event	1 - 9	750	◉ Yes ○ No
Topic: Management of materials that may cause storm water pollution from automobiles, pet waste, household hazardous waste and household practices			
Social media posts	100 +	28263	◉ Yes ○ No
Informational booth at event	1 - 9	751	◉ Yes ○ No
Tours	1 - 9	240	◉ Yes ○ No
Educational activities (School presentations, summer camps, etc)	1 - 9	294	◉ Yes ○ No
Website	1 - 9	831	◉ Yes ○ No
Passive print media (brochures at front desk, posters, etc.)	1 - 9	100	◉ Yes ○ No
Topic: Beneficial onsite reuse of leaves and grass clippings/proper use of lawn and garden fertilizers and pesticides			
Social media posts	100 +	28263	◉ Yes ○ No
Informational booth at event	1 - 9	751	◉ Yes ○ No
Website	1 - 9	831	◉ Yes ○ No
Passive print media (brochures at front desk, posters, etc.)	1 - 9	100	◉ Yes ○ No
Educational activities (School presentations, summer camps, etc)	1 - 9	294	◉ Yes ○ No

Topic: Management of stream banks and shorelines by riparian landowners to minimize erosion and restore and enhance the ecological value of waterways

Social media posts	100 +	28263	◉ Yes	○ No
Informational booth at event	1 - 9	751	◉ Yes	○ No
Tours	1 - 9	240	◉ Yes	○ No
Website	1 - 9	831	◉ Yes	○ No
Passive print media (brochures at front desk, posters, etc.)	1 - 9	100	◉ Yes	○ No

Topic: Infiltration of residential storm water runoff from rooftop downspouts, driveways and sidewalks

Social media posts	100 +	28263	◉ Yes	○ No
Informational booth at event	1 - 9	751	◉ Yes	○ No
Website	1 - 9	831	◉ Yes	○ No
Workshops	1 - 9	60	◉ Yes	○ No
Passive print media (brochures at front desk, posters, etc.)	1 - 9	100	◉ Yes	○ No

Mechanism	Quantity (optional)	Est. People Reached (optional)	Regional Effort? (optional)

Topic: Inform and where appropriate educate those responsible for the design, installation, and maintenance of construction site erosion control practices and storm water management facilities on how to design, install and maintain the practices

Workshops	1 - 9	60	◉ Yes	○ No

Topic: Identify businesses and activities that may pose a storm water contamination concern, and where appropriate, educate specific audiences on methods of storm water pollution prevention

Social media posts	100 +	28263	◉ Yes	○ No
Informational booth at event	1 - 9	751	◉ Yes	○ No
Tours	1 - 9	240	◉ Yes	○ No
Educational activities (School presentations, summer camps, etc)	1 - 9	294	◉ Yes	○ No

Topic: Promote environmentally sensitive land development designs by developers and designers, including green infrastructure and low impact development

Did not focus on this topic this reporting year	1 - 9	0	○ Yes	◉ No

Topic: Other (describe):

b. Any other Public Education and Outreach program information for inclusion in the Annual Report may be added here or attached on the attachments page.

Minimum Control Measures - Section 2 : Complete

2. Public Involvement and Participation

a. Describe how the municipality has kept the following local officials and municipal staff apprised of the municipal storm water discharge permit programs and its requirements.

Elected Officials

UW-Whitewater does not have elected officials - N/A

Municipal Officials

UW-Whitewater does not have municipal officials - N/A

Appropriate Staff

Tami McCullough - campus planner is notified by email and meetings

b. Complete the following information on Public Involvement Activities related to storm water. Select the mechanism that best describes how the topic message was conveyed to your population. Use the Add Activity to add multiple mechanisms. For Quantity, choose the range for number Mechanisms chosen (i.e., number of workshops, events). Quantity and Estimated People reached are both optional .

Mechanism	Quantity (optional)	Est. People Reached (optional)	Regional Effort? (optional)
Topic: Storm Water Management Plan and/or updates			
Website	1 - 9	100	○ Yes ◉ No
Topic: Storm water related ordinance and/or updates			
Website	1 - 9	100	○ Yes ◉ No
Topic: MS4 Annual Report			
Website	1 - 9	100	○ Yes ◉ No
Topic: Volunteer Opportunities			
Website	1 - 9	100	○ Yes ◉ No

Clean-up events	1 - 9	50	○ Yes ◉ No
Planting community rain garden	1 - 9	50	○ Yes ◉ No

Topic: Other (describe) :

Select...	Select...		○ Yes ○ No

c. Any other Public Involvement and Participation program information for inclusion in the Annual Report may be added here or attached on the attachments page

UW-Whitewater conveys any storm water updates to campus through our webpage and viewed mostly by students. I don't believe it has a regional effect. Our storm water quality management plan is combined with the City of Whitewater and is distributed to government official and a broader population by them

Minimum Control Measures - Section 3 : Complete

3. Illicit Discharge Detection and Elimination

a. How many total outfalls does the municipality have?	2	☐ Unsure
b. How many outfalls did the municipality evaluate as part of their routine ongoing field screening program?	2	☐ Unsure
c. How many were confirmed illicit discharges?	0	☐ Unsure
d. How many illicit discharge complaints did the municipality receive?	0	☐ Unsure
e. How many were confirmed illicit discharges?	0	☐ Unsure
f. How many of the identified Illicit discharges did the municipality eliminate in the reporting year?	0	☐ Unsure

g. How many of the following enforcement mechanisms did the municipality use to enforce its illicit discharge ordinance? ☑ Unsure

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

h. Any other Illicit Discharge Detection and Elimination program information for inclusion in the Annual Report may be added here or attached on the attachments page.

The campus does not have the authority or enforcement mechanisms for illicit discharges. The campus does not have any illicit discharges that were reported or confirmed.

Minimum Control Measures - Section 4 : Complete

4. Construction Site Pollutant Control

a. How many total construction sites were active at any point in the reporting year? 1 ☐ Unsure

b. How many construction sites did the municipality issue permits for in the reporting year? 0 ☐ Unsure

c. Do the above numbers include sites <1 acre? ◉ Yes ○ No ○ Unsure

d. How many erosion control inspections did the municipality complete in the reporting year? 0 ☐ Unsure

e. 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

☐ Verbal Warning	
☐ Written Warning (including email)	
☐ Notice of Violation	
☐ Civil Penalty/ Citation	
☐ Stop Work Order	
☐ Forfeiture of Deposit	
☑ No Authority	0
☐ Other - Describe below	

f. Any other Construction Site Pollutant Control program information for inclusion in the Annual Report may be added here or attached on the attachments page.

The University does not have the authority to issue or enforce construction permits. The University uses specifications from the Department of Administration on all projects. These specifications reference all DNR requirements. The architect/engineer that is hired by the state for each project periodically looks at the erosion control and makes recommendations of repairs at our bi-weekly construction meetings.

Minimum Control Measures - Section 5 : Complete

5. Post-Construction Storm Water Management

a. How many new construction sites with new structural storm water management practices have received local approvals ? 0 ☐ Unsure

b. How many privately owned storm water facility inspections were completed in the reporting year ? 0 ☐ Unsure

c. 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

☐ Verbal Warning	
☐ Written Warning (including email)	
☐ Notice of Violation	
☐ Civil Penalty/ Citation	
☐ Forfeiture of Deposit	
☐ Complete maintenance	
☐ Bill responsible part	
☑ No Authority	0
☐ Other - Describe below	

d. Any other Post-Construction Storm Water Management program information for inclusion in the Annual Report may be added here or attached on the attachments page.

The University does not have any jurisdiction for enforcement actions. As a state agency the University also does not get local approval from the City of Whitewater. Any appropriate forms are submitted to the DNR through the Department of Administration.

Minimum Control Measures - Section 6 : Complete

6. Pollution Prevention

Storm Water Management Facility Inspections (ponds, biofilters, etc.) ☐ Not Applicable

a. Enter the total number of municipally owned or operated structural storm water facilities ?	4	☐ Unsure
b. How many new municipally owned storm water facilities were installed in the reporting year ?	0	☐ Unsure
c. How many municipally owned storm water devices were inspected in the reporting year?	2	☐ Unsure
d. How many of these facilities required maintenance? If so, attach report on attachments page.	0	☐ Unsure

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

e. How many inspections of municipal properties been conducted in the reporting year?	1	☐ Unsure

f. Have amendments to the SWPPPs been made? ◉ Yes ○ No ○ Unsure

Collection Services - Street Sweeping / Cleaning Program ☐ Not Applicable

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

☑ Unsure

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

i. 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
- ○ No - Explain _____
- ○ Not Applicable
- ◉ Unsure

Collection Services - Catch Basin Sump Cleaning Program ☐ Not Applicable

j. Did the municipality conduct catch basin sump cleaning during the reporting year?

○ Yes ◉ No ○ Unsure

k. How many catch basin sumps were cleaned in the reporting year? 0 ☐ Unsure

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

m. If catch basin sump cleaning is identified as a storm water best management practice in the pollutant loading analysis, was cleaning completed at the assumed frequency?

- ○ Yes
- ○ No - Explain

_____

- ○ Not Applicable
- ◉ Unsure

Collection Services - Leaf Collection Program ☐ Not Applicable

n. Does the municipality conduct curbside leaf collection? ○ Yes ◉ No ○ Unsure

o. Does the municipality notify homeowners about pickup? ○ Yes ◉ No ○ Unsure

Where are the residents directed to store the leaves for collection?

☐ Pile on terrace ☐ Pile in street ☐ Bags on terrace ☑ Unsure

☑ Other - Describe

Leaves are finely mulched and spread over the grassed areas.

p. What is the frequency of collection?

_____

q. Is collection followed by street sweeping/cleaning? ○ Yes ◉ No ○ Unsure

Winter Road Management ☐ Not Applicable

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

r. How many lane-miles of roadway is the municipality responsible for doing snow and ice control? 9 ☐ Unsure

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

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

Oct 0 Nov 0 Dec 45 Jan 67 Feb 23 March* 22

Liquids (gallons) (ex. brine)

Oct 0 Nov 0 Dec 5938 Jan 2152 Feb 825 March* 875

t Was salt applying machinery calibrated in the reporting year? (•) Yes ( ) No ( ) Unsure

u. Have municipal personnel attended salt reduction strategy training in the reporting year? (•) Yes ( ) No ( ) Unsure

If yes, describe what training was provided:

2017 Smart Salting Workshop for Parking Lots and Sidewalks

When: October 23, 2017 How many attended: 4

Internal (Staff) Education & Communication

v. Have training or education on SWPPPs for municipal facilities been held for municipal or other personnel? ( ) Yes (•) No ( ) Unsure

If yes, describe what training was provided

When: How many attended:

Additional Pollution Prevention Information

w. Any other Pollution Prevention program information for inclusion in the Annual Report may be added here or attached on the attachments page.

Street sweeping for UW-Whitewater roads is completed by the City bi-annually.

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

b. Any other Storm Sewer System Map information for inclusion in the Annual Report may be added here or attached on the attachments page.

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			
286	170	286	General revenue fund
Element: Public Involvement and Participation			
286	170	286	General revenue fund
Element: Illicit Discharge Detection and Elimination			
286	170	286	General revenue fund
Element: Construction Site Pollutant Control			
3286	3170	3286	General revenue fund
Element: Post-Construction Storm Water Management			
286	170	286	General revenue fund
Element: Pollution Prevention			
285	170	285	General revenue fund
Element: Storm Water Quality Management			
285	170	285	General revenue fund
Element: Storm Sewer System Map			
0	0	0	General revenue fund
Other (describe)			
New salt storage shed			
185000	185000		General revenue fund

Water Quality

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

○ Yes ◉ No ○ Unsure If Yes, explain below:

b: 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

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

○ Yes ○ No ◉ Unsure

Additional Information

Based on the municipality's storm water program evaluation in Part II, describe any proposed changes to the municipality's storm water program.

UW-Whitewater contributes $2000 to the Rock River Storm Water Group which in turn hires Creative Marketing Unlimited to help us accomplish many of our goals as it relates to public outreach and education. Storm Water maps are updated by staff as changes to the system occur. Since it is infrequent, it is hard to quantify an amount to complete updates.

Requests for Assistance on Improving Permit Programs

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

Please select all that apply:

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

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.

Attach Documents

AR_SWGroupReportFIN

File Attachment

2017RRSGFinalReport.pdf

AR_LeafYardMgmtFIN

File Attachment

YardWaste.pdf

AR_SWMapFIN

File Attachment

CampusStormwaterMap.pdf

AR_MuniFacInspFIN

File Attachment

inspectionreport.pdf

AR_MuniCoopFIN

File Attachment

UrbanNon-PointSourceStormwaterPlanningGrantInter-GovernmentalAg____pdf.pdf

AR_WintRdMainFIN

File Attachment

UWWWinterRoadMaintenanceInformation.pdf

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

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

Sign and Submit Your Application

Steps to Complete the signature process

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

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

Terms and Conditions

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

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

- (•) Authorized municipal contact using WAMS ID.
- ( ) Delegation of Signature Authority (Form 3500-123) for agent signing on the behalf of the authorized municipal contact.
- ( ) Agent seeking to share this item with authorized municipal contact (authorized municipal contact must get WAMS id and complete signature).

Authorized Signature.

☑ I accept the above terms and conditions.

Signed by : i:0#.f|wamsmembership|jeffklamik on 2018-03-08T14:06:58

You have already signed and submitted this application to the DNR. Please contact the Wisconsin DNR for assistance.

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

Rock River Stormwater Group

2017 Annual Report

2017 Year-in-Review

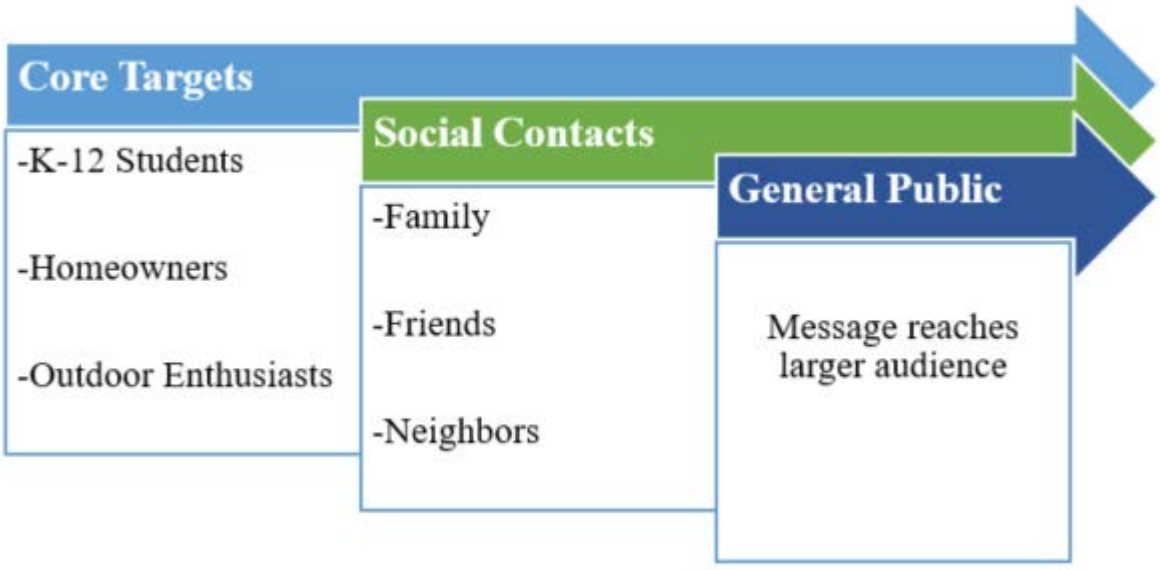
Introduction

The following document provides an overview of the public education and outreach activities conducted by the Rock River Stormwater Group (RRSG) during the 2017 calendar year.

A major driving factor behind the 2017 outreach program included revising the groups brand to "*Protect Wisconsin Waterways*" and expanding the group's presence throughout member communities to educate the general public about what stormwater includes and the impact of stormwater on the environment. Along with the rebrand, three other key initiatives for 2017 focused on increasing digital communications, engaging the general public through an increased presence at community events, and rebuilding connections to K-12 educators and students via educational outreach presentations.

Target Audiences & Outreach Communication Model

The approach taken during 2017 was to focus on three core audiences within the general public. K-12 students/educators, property owners, and outdoor enthusiasts. By extension, the goal is to engage these audiences as Protect Wisconsin Waterways' advocates to reach their social networks and a larger audience than initially targeted.



Initiative #1: Rebrand to Protect Wisconsin Waterways

The RRSG previously used "Renew the Rock" and "Making Stormwater Cleaner and Waterways Healthier Across South Central Wisconsin" as branding and mission messages to the general public.

As a group, RRSG community representatives identified the group's vision and values to include (1) reducing pollutants that end up in stormwater, (2) maintaining and improving the health of area waterways, (3) educating the public on the interconnectedness of member communities and area waterways (what happens at point 'a' impacts point 'b'), and (4) conveying the importance of collaboration between communities to improve waterways. Creative Marketing Unlimited (CMU) helped identify related branding considerations that would help communicate the mission/vision of the organization to the general public including:

- Brand needs to clearly and quickly convey the organization's mission
- Impact goes beyond each individual municipality and beyond the Rock River and basin waterways
- Need a clear, strong call to action
- Proactive approach to achieve cleaner stormwater and healthier waterways
- Want to establish consistency in messaging

Together, the group developed and launched the new brand Protect Wisconsin Waterways (protectwiwaterways.org) in January 2017. Importantly, the new brand reflects the RRSG's overall mission and conveys key considerations as follows:

- **Protect =** conveys a **proactive** call to action; addresses prevention as well as efforts to renew/refresh
- **Wisconsin =** more than just Rock River watershed; everything is connected; we view this as a broader impact on the entire state's waterways; additionally, area residents travel across the state and use waterways across the state so by communicating that the impact is "interconnected" signifies the importance of this issue
- **Waterways =** signals this issue impacts rivers, lakes, streams, creeks, etc. (not just one river or other body of water)

As part of the 2017 activities, past materials used by the RRSG including different brochures and other elements available for different audiences on the RRSG website were updated to include the new Protect Wisconsin Waterways branding.

Initiative #2: Increased Digital Presence & Outreach

Coinciding with the rebranding to Protect Wisconsin Waterways, the RRSG launched a new website and worked with CMU to develop a more consistent digital presence and related outreach efforts. Beyond the new website (protectwiwaterways.org), the group created an animated educational video series, developed a monthly e-newsletter, and created social media engagement on Facebook, Twitter, and Instagram. The following section provides a highlight of the digital presence and related metrics for 2017.

Website: The Protect Wisconsin Waterways website features educational content as well as an online pledge to protect Wisconsin's waterways. The website was launched in late January 2017 and received 1,043 visits over the course of the year from 831 users.

Stormwater 101 Video Series: The *Stormwater 101* video series provides an animated, educational video series that is designed to simplify stormwater-related concepts. The video series uses a child voiceover to keep things simple while appealing to families and a K-6 audience. A total of six videos were created in 2017 with over 444 views.

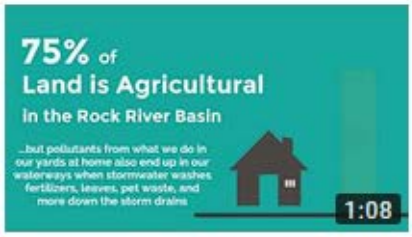
Protect Wisconsin Waterways: Illicit Discharge

Protect Wisconsin Waterways: Leaf Collection

Protect Wisconsin Waterways: Car Wash

Dog Waste

Introducing Protect Wisconsin Waterways



About the Rock River Basin

Protect Wisconsin Waterways Pledge: The online pledge asks individuals to commit to different activities that will minimize their personal impact related to stormwater runoff. A total of 72 individuals completed the pledge to Protect Wisconsin's Waterways. For 2018, offline registration efforts at events will be used since most events attended during 2017 did not have WiFi access to easily engage the public via this online pledge during events.

I pledge to... *

- ☐ Use less salt in winter.
- ☐ Clean up after your pet.
- ☐ Keep grass clippings out of the street/storm drain.
- ☐ Use less fertilizer & pesticides.
- ☐ Build a rain garden.
- ☐ Cover exposed soil.
- ☐ Be conservative when watering your lawn.
- ☐ Properly dispose of chemicals and hazardous waste. (I won't dump it down the drain)
- ☐ Connect your downspout to a rain barrel.
- ☐ Wash my car in a properly designated area.

Social Media Communications & Outreach: Throughout 2017, CMU created a more consistent social media presence for RRSG on Facebook, Twitter, and Instagram. In addition to sharing relevant content about stormwater runoff issues in RRSG communities, a Stormwater Fact Friday series was created to highlight different stormwater-related facts. Examples of these are shown below. Total reach and engagement statistics for Facebook and Twitter are included below.

2017 Social Media Metrics

January 1, 2017-December 31, 2017

Facebook Page Statistics

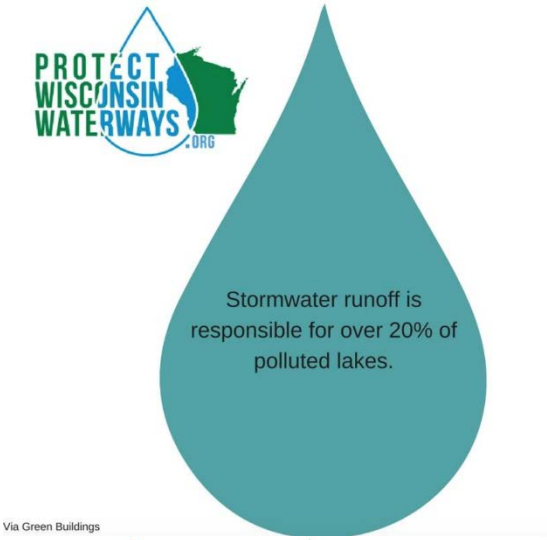
252 Page Likes 162 Page Posts

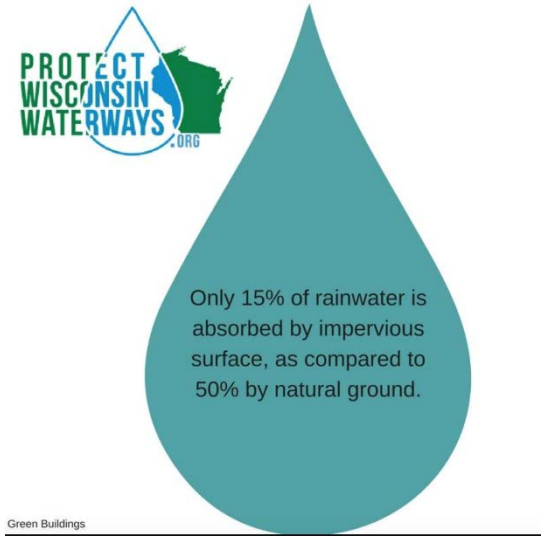
	Metric	Definition
Engaged Page Users	1,549	*The number of people who engaged with your Page. Engagement includes any click or story created. (Unique Users)*
Total Reach	28,263	*The number of people who have seen any content associated with your Page. (Unique Users)*
Organic Reach	12,232	*The number of people who visited your Page, or saw your Page or one of its posts in news feed or ticker. These can be people who have liked your Page and people who haven't. (Unique Users)*
Viral Reach	16,075	*The number of people who saw your Page or one of its posts from a story shared by a friend. These stories include liking your Page, posting to your Page's timeline, liking, commenting on or sharing one of your Page posts, answering a question you posted, responding to one of your events, mentioning your Page, tagging your Page in a photo or checking in at your location. (Unique Users)*
Total Impressions	47,844	*The number of impressions seen of any content associated with your Page. (Total Count)*
Post Engagement	9.25%	*Average of engagement rate across all page posts. Engagement measures the ratio of people talking about this divided by the number of page likes at the time of the post.*

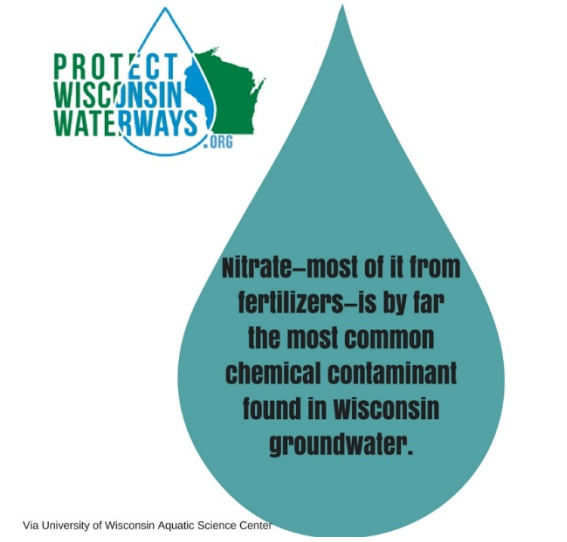
Twitter Statistics

104 Followers 89 Tweets

	Metric	Definition
Impressions	13,918	*Number of times users saw the tweet on Twitter*
Engagements	650	*Total number of interactions with a tweet. This includes all clicks, retweets, replies, follows, and likes*
Average Engagement Rate	4.67%	*The number of engagements divided by impressions*







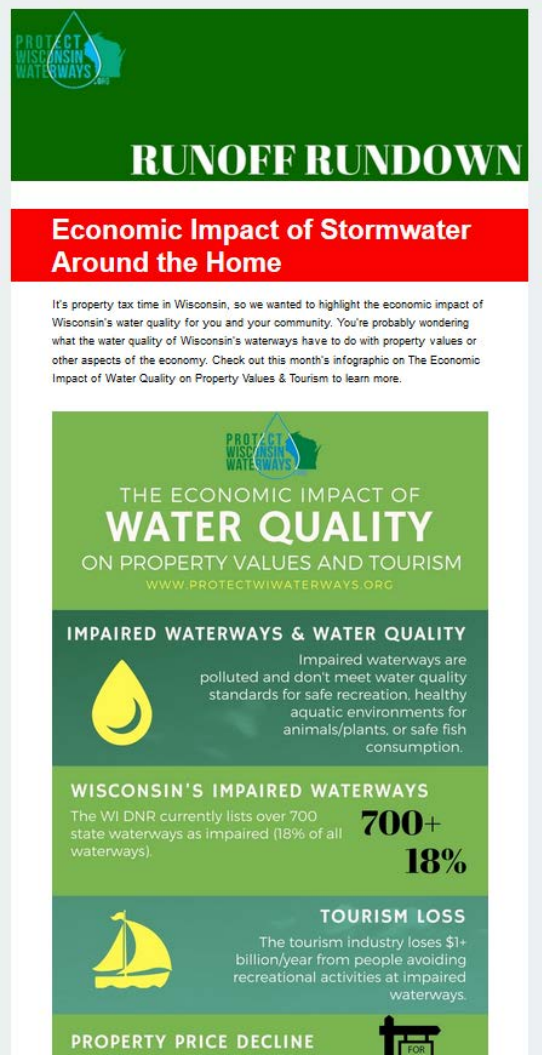
Example Stormwater Fact Fridays

The Runoff Rundown e-newsletter: A monthly e-newsletter was launched at the end of September 2017. Each newsletter includes content focused around a monthly theme related to stormwater runoff and coincides with infographics/blog posts on the website, a featured RRSG municipality to highlight stormwater runoff practices or related news from a community, and a featured waterway from the Rock River basin.

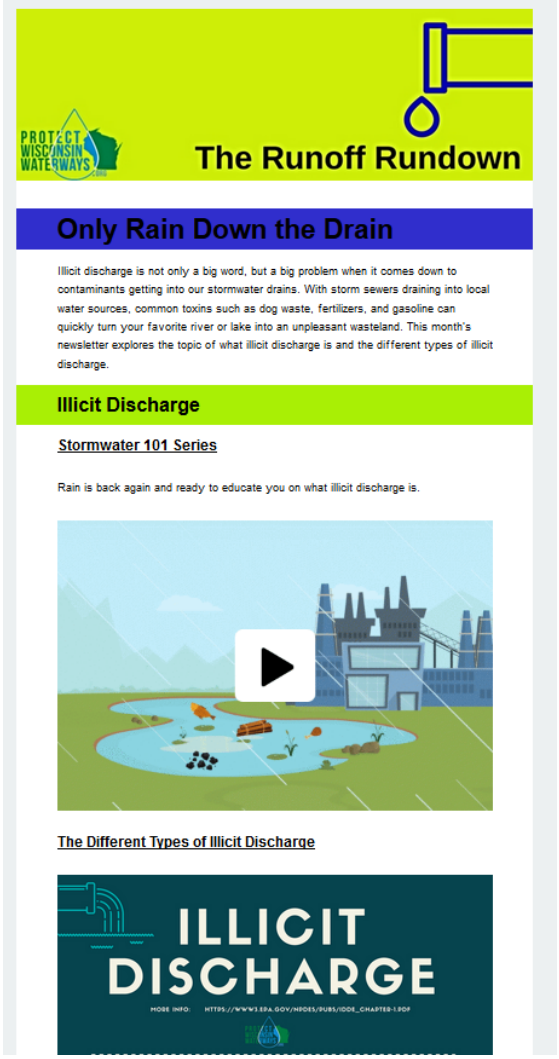
The e-newsletter had 56 subscribers signed up as of the end of 2017. A major focus for 2018 will include introducing the e-newsletter to the general public along with the pledge at community events to increase subscribers. A sign-up form was also added to the website and shared via social media to increase the number of individuals reached.

- Total email subscribers = 56
- Total emails sent = 4 months
- Average email open rate = 29%

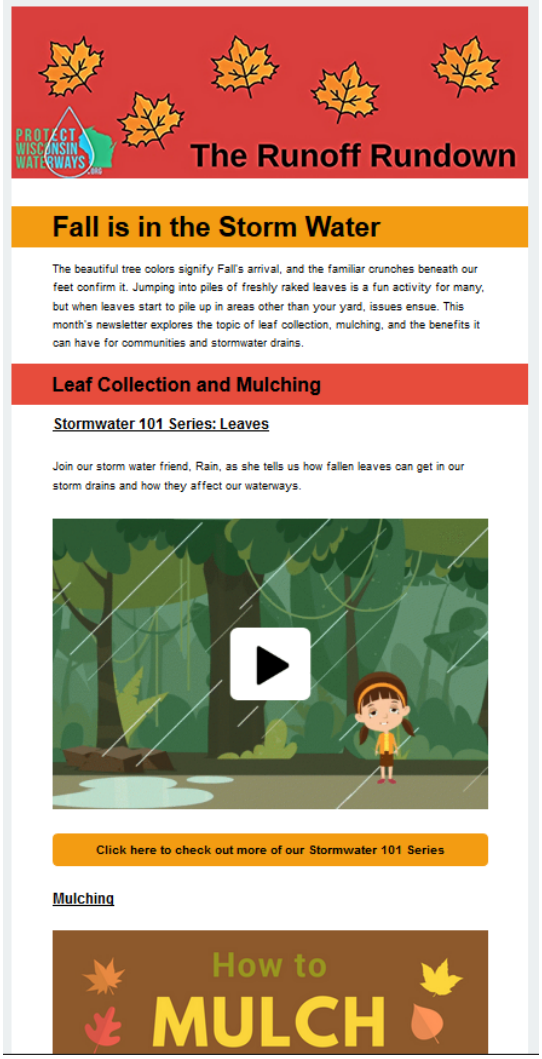
December 2017 e-newsletter



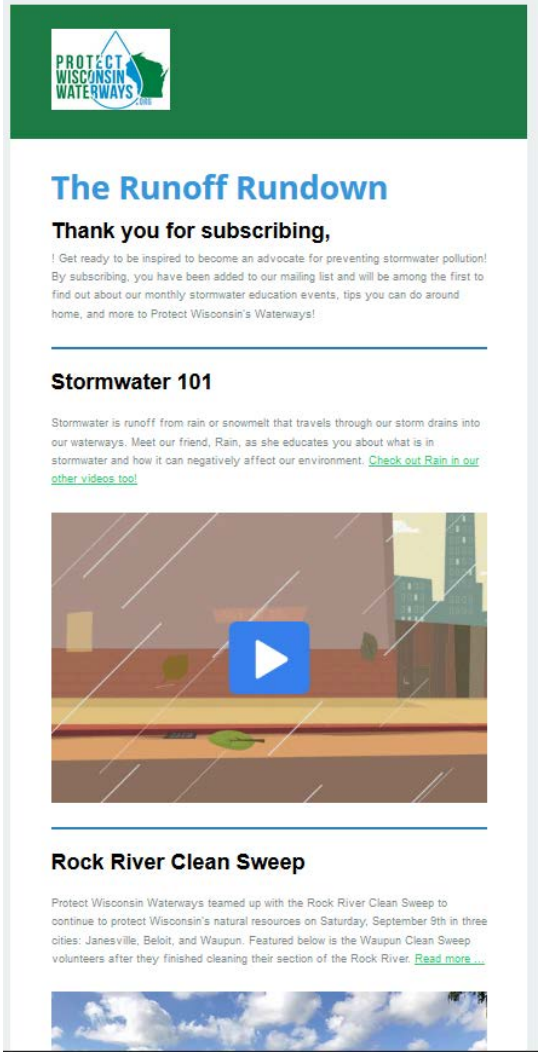
November 2017 e-newsletter



October 2017 e-newsletter



September 2017 e-newsletter



Initiative #3: Outreach & Engagement via Community Events

CMU provided the RRSG an increased presence at various community events from March through September 2017. Most of these events occurred in an outdoor setting and provided a public outreach opportunity to speak with community members about stormwater. Community events also included six different clean-up events across four RRSG communities; for a total of 14 community outreach events. Plans for 2018 include a clean-up event in all RRSG member communities. The following pages provide a more detailed summary on the different events as part of community outreach efforts.

Most events included a Protect Wisconsin Waterway's table, use of pop-up banners displaying information about stormwater runoff and its impact, enviroscape models to demonstrate, and hands-on activities targeting children. Brochures and other information were distributed to adults. Promotional items were distributed to event participants to increase RRSG/Protect Wisconsin Waterways' brand awareness.

Planned events to attend including Lakes Days (Beaver Dam), 4th of July (City of Whitewater), Craft Fair (Milton), and Rhythm on the River (Fort Atkinson) either required a high fee to participate (some over $1000) or required a three-day commitment in order to secure a booth space. These types of events don't make sense to focus on at this time.

What: Janesville Sustainable Living Fair

Date: March 11,2017

Location: Janesville Hedberg Public Library, Janesville, WI

Number of Attendees: 109

Style: Presentation and Table

Number of Protect Wisconsin Waterways Representatives: Six

What We Shared:

On March 11th, a team of six Protect Wisconsin Waterways representatives attended Janesville's Hedberg Public Library for their Sustainable Living Fair. The fair's main focus was on water, which made this a suitable event for RRSG and Protect Wisconsin Waterways' mission. At the event, we set up two tables: one for the Enviroscape demonstration and one for various activities such as coloring and a word search. A laptop was present that repeatedly played a "Stormwater 101" Series video for event attendees. The RRSG team also provided event attendees a 10 to 15-minute presentation on stormwater, the Protect Wisconsin Waterways brand, and demonstrated the impact of stormwater via interactive demonstrations using the Enviroscape model. The event provided a highly engaging experience and aligns closely with the RRSG/Protect Wisconsin Waterways' mission. The attendees who stopped at our table were eager to learn about stormwater and its impact on the environment and they enjoyed the enviroscape presentations. It is recommended we attend this event in future years. Identifying similar events in other communities and/or developing our own "library" focused events is also of value.

What: Fox-Wolf Watershed Conference

Date: March 8, 2017

Location: Green Lake, WI

Number of Attendees: 60+

Style: 25 Minute Presentation

Number of Protect Wisconsin Waterways Representatives: Three

What We Shared: Two CMU students and faculty advisor shared an update on the RRSG's stormwater outreach efforts planned for 2017 including introducing the Protect Wisconsin Waterways' brand, animated video series, and other efforts. Event attendees included other stormwater groups from across the state and provided the CMU team an opportunity to connect with these other groups and identify other best practices to consider implementing for the RRSG.

Presentation Title: Introducing *Protect Wisconsin Waterways*: A Unified Stormwater Outreach Approach

What: UW-Whitewater Eco Fair

Date: April 19, 2017

Location: UW-Whitewater University Center, Whitewater, WI

Number of Attendees: 80+

Style: Table and Demonstration

Number of Protect Wisconsin Waterways Representatives: 15

What We Shared:

On April 19th, a rotation of 15 Protect Wisconsin Waterways representatives attended the UW-Whitewater Eco Fair during Earth Week activities held on the University of Wisconsin-Whitewater's campus. The event's overall focus was on eco-friendly practices related to campus or the community. The team presented the enviroscape model and increased awareness of RRSG, Protect Wisconsin Waterways, and stormwater issues. UWW staff and students that visited the table were engaged in discussions about the things people may do around home every day that can lead to stormwater runoff issues including polluting area waterways. Students were also engaged through a stormwater-related scavenger hunt with water droplet stress relievers as prizes to winners.

What: Whitewater Creek Clean-Up

Date: April 22, 2017

Location: Whitewater Creek + shoreline, Whitewater, WI

Number of Attendees: 28 households along clean-up area

Style: Shoreline and in-water clean-up; door-to-door neighborhood canvassing

Number of Protect Wisconsin Waterways Representatives: 10

What We Shared:

An area of the Whitewater Creek was cleaned up including removing trash along the shoreline and in the waterway. Protect Wisconsin Waterways' representatives also visited 28 homes along the clean-up area to educate homeowners and inform them of the clean-up process. Brochures were left with each homeowner to highlight what stormwater runoff is and ways to help prevent it around their home. Having signage near future clean-ups such as yard signs will help increase awareness. Advance notice to homeowners is also recommended to help further engage and invite them in participating in the clean-up process. These waterfront property owners are also likely to have an interest in content about the impact water quality levels can have on their property values.

What: Janesville Rotary Gardens Earth Day Event

Date: April 22, 2017

Location: Rotary Gardens, Janesville, WI

Number of Attendees: 350+

Style: Table and Demonstration

Number of Protect Wisconsin Waterways Representatives: Six

What We Shared:

The Earth Day event at Rotary Garden's was highly attended and several people noted seeing us at the Sustainable Living event in March. The event helped us reach outdoor/environmental enthusiasts and other community members including children. We demonstrated the enviroscape and provided brochures/other handouts to parents along with coloring activities, word searches, and other activities targeting children. WiFi was not available to use for playing videos or signing people up as part of the online pledge. Having paper forms for pledges available will be beneficial if we attend this event in the future.

What: Downtown Whitewater Inc. - World's Largest Potluck Guinness Record Attempt

Date: May 7, 2017

Location: Cravath Lakefront Park, Whitewater, WI

Number of Attendees: 769 at event; we engaged 115+

Style: Table and Demonstration

Number of Protect Wisconsin Waterways Representatives: Nine

What We Shared:

A team of nine Protect Wisconsin Waterways Representatives attended the World's Largest Potluck Guinness Record Attempt organized by Downtown Whitewater along Cravath Lake in Whitewater, WI. The event's location was ideal since it was near one of the area's waterways. The main focus was to inform the public about why we should continue to protect our waterways through the use of demonstrating the enviroscape, coloring activities for children, and promoted all parents and those over 18 to follow us on Social Media to keep up to date with Protect Wisconsin Waterways. Throughout our time tabling this event, we meet many new faces and multiple families that had recognized us for other events that we had attended in the past. We also learned outdoor events present wind/other issues that may require adjustments in set-up and location.

What: Fort Fishing Derby

Date: June 3, 2017

Location: Fort Atkinson, WI

Number of Attendees: 80+ attended, 27 engaged

Style: Table and Demonstration

Number of Protect Wisconsin Waterways Representatives: Five

What We Shared:

At the fishing derby, we tabled in two different locations: outside on the riverfront and inside the Lions Club. Our team started out the morning by locating themselves near the registration table on the riverfront. Here, there were groups of kids that were able to fish from shore while their parents went into the local Lions Club for food or drink. This was a great time to engage the children at the event and we handed them coloring pages to work on when they wanted to. We also spoke with a few sportsmen that were weighing competitors' fish. After the fisherman came in from fishing, they were invited into the Lions Club for food and various presentations of speakers. We moved our table to this area and interacted with more families and children who loved the enviroscape and the promotional items we handed out. The weather included heavy downpours at different points in time and the spread out nature of people fishing as part of the competition early in the morning limited how many people we were able to engage. Events similar to this in the future should consider narrowing the time frame to focus on when people would be gathering in one location.

What: Waupun City Festival

Date: July 1, 2017; 10 AM – 3 PM

Location: Waupun, WI

Number of Attendees: 25+ Engaged

Style: Table and Demonstration

Number of Protect Wisconsin Waterways Representatives: Six

What We Shared:

On July 1st, we attended the Waupun City Festival with six Protect Wisconsin Waterways representatives. The Waupun City Festival was a multi-day event, but we attended only one day. The Protect Wisconsin Waterways table was located near an area of children's activities. Attendance / traffic in the area we were set up was not as high as we anticipated during the 10 AM – 3 PM period. We may want to consider attending both days if we can staff the event and also seek a different location. The event normally charges an exhibitor fee, but through the City of Waupun this fee was waived for us to attend the 2017 event. We presented the enviroscape model to families and other attendees that walked past our booth area. We also engaged the public in conversations about ways we inadvertently pollute our waterways through things we do around the home and how to prevent stormwater runoff and pollutants that it might carry into our waterways.

What: Beloit Farmers Market

Date: July 22, 2017

Location: 500 Public Ave, Beloit, WI 53511 (downtown Beloit, along riverfront)

Number of Attendees: 45+

Style: Table and Demonstration

Number of Protect Wisconsin Waterways Representatives: Six

What We Shared:

A group of six Protect Wisconsin Waterways representatives tabled with the enviroscape at the Beloit Farmers Market. We were able to engage over forty community members and also connected with individuals interested in helping spread awareness. We also connected with a radio host from 103.5 WADR Janesville Community Radio that approached the table and volunteered to help spread awareness. The team also connected with a representative from the Rock River Trail Coalition that was coordinating the Rock River Sweep clean-up location in Southern Beloit. Finally, Jamie Buckner from Evoqua Water Technologies put the team to the test to see how much the representatives knew about stormwater...we passed his test! However, perhaps the most valuable feedback we received at this event was when we had multiple people come up and recognize the representatives from previous events in the area. One child even shared that he was already familiar with the enviroscape and was able to tell us what he learned/remembered from that past event. Twelve people also signed up for our pledge and e-newsletter via paper forms we brought to the event.

What: Clean Sweep – Beloit (two locations), Janesville, & Waupun

Date: September 9, 2017

Locations: #1 Riverside Park and Turtle Creek, Beloit, WI (8-11 AM); #2 Shaler Park/Rock River frontage, Waupun, WI (8-11 AM); #3 Palmer Park/Rock River tributary, Janesville, WI (1-3 PM)

Number of Attendees: 180+; 127+ in Beloit, 38 in Janesville, and 15 in Waupun

Style: Table and Clean Up

Number of Protect Wisconsin Waterways Representatives: 34

What We Shared:

On September 9th, RRSG and Protect Wisconsin Waterways hosted their first Rock River Sweep Clean-Up events. CMU provided over 30 volunteers at the different clean ups to document the clean-up via social media and table the events with the enviroscape. Four clean-up locations were included across three communities. Municipal members from Beloit and Waupun also participated in the clean-up events in their communities. CMU sent 25 volunteers to the Beloit clean-up locations. The location along Riverside Park/the Rock River presented the opportunity to reach a large group of general public that were participating in a run/walk event in Riverside Park on the same day. While these individuals didn't participate in the clean-up, they were reached via our table that was set up in the area and brochures we handed out. The Janesville location included 25 CMU volunteers along with other students from UWW that had seen our event promoted on Facebook and three community members that came to help out. Other families playing in the park nearby also interacted with our table, but didn't participate in the clean-up. Between Janesville and Beloit, we received 31 new pledges and newsletter sign-ups (using paper forms). The Waupun location included 15 total volunteers.

During the clean-up events we removed items ranging from "basic" trash/recyclables like plastic bottles to rubber tires, a municipal road sign, and even a boot, the volunteers had a lot of fun while cleaning up the waterways/shoreline areas. For 2018 we plan to have a clean-up event on the same day in all RRSG municipal members. Earlier planning and public relation efforts will help increasing community engagement. We also hope to use the spring/summer events leading up to the clean-up to promote and register volunteers in advance.

What: “It’s a Keeper” Bait and Tackle Clean Up

Date: October 14, 2017

Location: It’s a Keeper Bait & Tackle, Janesville, WI

Number of Attendees: 10+ engaged; 20 volunteers showed up to clean-up at the location we were at

Style: Table and Demonstration

Number of Protect Wisconsin Waterways Representatives: 6

What We Shared:

We were made aware of a clean-up event that was organized/hosted by “It’s a Keeper’ Bait and Tackle” in Janesville, WI. Weather conditions were not ideal and thus limited turnout at the bait and tackle store location. We were able to engage 10 of the 20 individuals that showed up at that location for the clean-up. Part of our team worked with the community volunteers to pick up trash along the river and nearby walking trails. Partnering with bait and tackle shops may allow us to further reach those using the waterways for fishing. The 2018 clean up events can be promoted in bait and tackle stores and we may want to consider promotional items and information left behind at these locations.

Initiative #4: Outreach & Engagement via K-12 Events

The last major initiative from 2017 focused on engaging K-12 educators/students through school presentations, primarily at the elementary school level. A total of six presentation days reaching 284 students (plus teachers) were completed during 2017. The presentations included an interactive discussion/lesson about stormwater and often incorporated the enviroscape models to demonstrate the impact of stormwater runoff. An interactive video was also created showing the enviroscape model to provide educators a way to create a similar educational experience without the need for RRSG representatives to travel to all school locations.

K-12 Education Event #1

What: Whitewater High School Presentation

Date: April 10, 2017

Location: Whitewater High School, Whitewater, WI

Number of Attendees: 29 students; 1 high school science teacher

Style: Class presentation + Home Along River Activity

Number of Protect Wisconsin Waterways Representatives: 2

What We Shared:

Protect Wisconsin Waterways representatives visited a high school science class at Whitewater High School. Students were asked to create their ideal waterfront home/backyard along the river on sheets of paper that included part of a waterway shoreline. The PWW team members then assembled the different drawings to form a river and led a class discussion on stormwater runoff issues and how what people have/do in their backyards impacts everyone else downstream. The team also played students a video and discussed how students can make a difference around home including spreading the message to parents and other family members.

K-12 Education Event #2

Date: April 20, 2017

Location: Whitewater, WI

What: UW-Whitewater Science Outreach Fair, Upham Hall, Whitewater, WI

Number of Attendees: 120 elementary students

Style: Table and Demonstration

Number of Protect Wisconsin Waterways Representatives: Ten

What We Shared:

On April 20th, we had a group of approximately ten Protect Wisconsin Waterways representatives helping with the UW-Whitewater Science Outreach Fair. We presented our enviroscape to three different elementary classes visiting the UWW campus on a school field trip. Elementary students were also engaged via a quiz and other activities to reinforce information shared during the enviroscape presentations. The elementary students were really engaged and had very good questions about stormwater runoff. This event also provides an opportunity to engage a large number of elementary students in a short period of time. Future participation is recommended with informational handouts provided to students as they return home to further discuss. The new interactive enviroscape video should also be highlighted as a way students can tell their parents at home about what they learned that day during the presentation.

K-12 Education Event #3

Date: November 2, 2017

Location: Janesville, WI

School: Washington Elementary

Grade: 3rd, 4th, & 5th Grades

Number of Attendees: 22 students, 2 teachers

Length: 45 minutes

Style: Library presentation; After school

Number of Protect Wisconsin Waterways Representatives: Two

What We Shared;

On November 2nd, our team went to Washington Elementary to teach kids of the Coding Club the importance stormwater in the community. At this event there we were able to engage with 22 third through fifth grade kids along with 2 teachers. We started by presenting stormwater videos and interesting facts. After the presentation, we gave a demonstration using the enviroscape model. The children were very engaged with both the presentation and the enviroscape. They were eager to answer any questions we asked because if they participated, they received a Protect Wisconsin Waterways' wristband. At the end of presentation all kids were given a Protect Wisconsin Waterways' pencil and informative flyer to show their parents.

K-12 Education Event #4

Date: November 3, 2017

Location: Janesville, WI

School: Adams Elementary

Grade: 3rd, 4th, & 5th Grades

Number of Attendees: 75 students, 6 teachers

Length: 45 minutes

Style: Auditorium presentation

Number of Protect Wisconsin Waterways Representatives: Four

What We Shared:

At the Adams school, we were able to give a presentation in their auditorium to 75 third through fifth graders along with 6 teachers. We started our presentation with an infographic video that we presented to students informing them about the Rock River basin and Rock River. Next, we facilitated a pop quiz for the students based off of the video to see how well the information was retained and to give further details. Students were eager answer the questions because they were given wristbands. After the quiz, we continued the presentation with what stormwater is and how you can help to make a difference. To wrap up, we used the enviroscape model to demonstrate how pollutants and stormwater specifically can affect the local community.

K-12 Education Event #5

Date: November 10, 2017

Location: Fort Atkinson, WI

School: Barrie Elementary

Grade: 3rd Grade

Number of Students: 18 students, 1 teacher

Length: 45 minutes

Style: Classroom presentation

Number of Protect Wisconsin Waterways Representatives: Four

What We Shared:

On November 10th we had the opportunity to visit Barrie Elementary school in Fort Atkinson, Wisconsin. We presented our Protect Wisconsin Waterways PowerPoint and demonstrated the enviroscape model to Mrs. Schroeder's 3rd grade class. There were a total of 18 students present that day during our visit. Our visit complemented the class' curriculum as well, since the children were in their water unit in science talking about runoff. The students were very engaged with the presentation, especially when speaking about their favorite waterway activities such as fishing, swimming, boating. In addition, the children were very engaged with brainstorming ideas about how they can help around their house. During the enviroscape presentation, children took turns squirting water on the model and explaining how "weather town" was similar to this rural area of Wisconsin. At the end of our visit, the student proceeded to continue with their lesson about runoff and gain new ideas on how to connect our presentations to these classroom visits.

K-12 Education Event #6

Date: November 20, 2017

Location: Fort Atkinson, WI

School: Barrie Elementary

Grade: 3rd Grade

Number of Attendees: 20 students, 1 teacher

Length: 45 minutes

Style: Classroom presentation

Number of Protect Wisconsin Waterways Representatives: Three

What We Shared:

On November 20th we had a second opportunity to visit Barrie Elementary school in Fort Atkinson. We presented our Protect Wisconsin Waterways PowerPoint and demonstrated the enviroscape model to a different group of Mrs. Schroeder's 3rd grade class. There were approximately 20 students present that day during our visit. The students were very engaged with the presentation, and had a lot of questions. In addition, the children were very engaged with brainstorming ideas about how they can help around their house. During the enviroscape presentation, children took turns squirting water on the model while we explained all the different pollutions visible. At the end of our visit, we gave wristbands, and pencils to the students.

2017 Activities & RRSG's Public Education & Outreach Goals

The following section outlines the relationship of RRSG's specific activities and accomplishments to the group's public education and outreach goals.

Goal 1: Promote detection and elimination of illicit discharges and water quality impacts associated with such discharges from municipal storm sewer systems.

1. We created an illicit discharge infographic that highlighted three different categories of illicit discharge: residential, commercial, and industrial.
2. A "Report a Violation" tab was added to the website that allows website users to report illicit discharge violations. No violations were reported via the website in 2017.
3. Our monthly newsletter had a theme that focused on illicit discharge and also highlighted the financial impact of illicit discharges for homeowners (property values along waterways) and on public infrastructure.
4. We created a Stormwater 101 video that simplified the definition of illicit discharge.

Goal 2: Inform and educate the public about the proper management of materials that may cause storm water pollution from sources including automobiles, pet waste, household hazardous waste, and household practices.

1. Informational brochures were created that included basics of stormwater, a map of the watershed basins, links to website and social media, and tips for keeping our waterways clean. These brochures were distributed at all events.
2. Content was developed for the website and sharing on social media that educated the general public through newsletter articles, "Stormwater Fact Fridays" shared on social media, infographics to visually convey messaging, and pictures from our events. Monthly themes were developed to provide consistent messaging and a focus topic for educating the public each month.
3. The stormwater 101 series was launched in 2017 starting with our first introduction video in March. A total of six videos were launched in 2017.
4. RRSG had a community outreach presence at events across the area starting in March 2017. During each event, CMU members interacted with the general public, provided community members brochures, and used activities to engage children/their families. Clean up events were also held in three different communities (Beloit, Janesville, and Waupun).

Goal 3: Promote beneficial onsite reuse of leaves and grass clippings and proper use of lawn and garden fertilizers and pesticides.

1. Our monthly newsletter theme for October focused on leaf collection and mulching and promoted leaf collection dates in three of the RRSG municipalities.
2. Our Stormwater 101 series video for October focused on leaf collection.
3. We created a "How to Mulch" infographic to educate our viewers on an alternative to leaf collection.

4. An updated grass clippings brochure was developed in 2017.

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

1. We collaborated with UW-Whitewater in promoting and executing a clean-up of Whitewater Creek for Earth Week (April 22, 2017). Member of our team communicated visited 28 homes and visited with homeowners that lived by the creek and handed out our stormwater brochures.
2. Four clean-up locations were conducted on September 9th as part of the Rock River Sweep event. The group cleaned up two locations in Beloit, one in Janesville, and one in Waupun.
3. Protect Wisconsin Waterways also had a public outreach presence at a community organized clean-up coordinated by the It's a Keeper Bait & Tackle Shop in Janesville. Community members were reached during this clean up event.
4. Promoted Beaver Dam's Lake District activities via October newsletter.

Goal 5: Promote infiltration of residential storm water runoff from rooftop downspouts, driveways, and sidewalks.

1. Issues related to educating citizens on their impact on residential stormwater were explained in the Stormwater 101 videos, infographics, and social media content.
2. Informational brochures distributed at clean ups and other community events were created that included tips for keeping our waterways clean.
3. Event signage highlighted the what stormwater runoff is and its impact.

Goal 6: Identify business and activities that may pose a storm water contamination concern, and where appropriate, educate specific audiences on methods of storm water pollution prevention.

1. Education efforts focused on K-12 discussed business and household activities that pose a storm water contamination concern.
2. An enviroscape interactive video was developed to educate the public on different storm water contamination issues.

Goal 7: Promote environmentally sensitive land development designs by developers and designers.

- Promoted Beaver Dam's Lake District activities via October newsletter.

RRSG Meetings Held in 2017

January 20th

February 17th

April 7th

June 2nd

September 22nd

October 27th

December 2nd

5 WAYS TO USE FALLEN LEAVES

COMPOST

Mix shredded or whole leaves into your compost pile, or save them to add in later when your compost pile is in need of carbon. .

LEAF MOLD

This soil-like substance is the result of decomposed leaves. Gather leaves into a pile-shredded or not- and in a few months, you'll have nutrient-rich leaf mold to use in your flower beds.

MULCH

Shredded leaves can be used in flower beds, vegetable gardens, and under trees and shrubs as mulch.

SPREAD

Thinner layers of leaves will help fertilize your lawn, while thicker layers will kill the grass.You can spread thicker leaves to prepare an area for a future flower bed. Shred your leaves using your mower or string trimmer.

INSULATION

Protect your plants from the winter weather with several inches of leaves. Use excess leaves to cover potted plants and beds to help them make it through the winter.

How to MULCH

Organic mulch has the added benefit of encouraging helpful garden organisms like earthworms and returning nutrients to the soil as it decomposes. But there's no need to buy the stuff! You can learn how to make mulch from yard waste you might otherwise haul away. Whether you mulch in the spring or in the fall, follow this plan to save money and use the planet's resources efficiently.

1

To make mulch out of fallen leaves, turn to your trusty lawnmower for shredding power. Rake leaves into piles and run over them several times with the mower. Aim for pieces that are about the size of a dime. The leaf mulch is now ready to use, but if you have wood material on hand, proceed to the next step.

2

To make mulch from wood, rent a wood chipper for about $75 a day—a worthwhile investment when you consider that mulch can cost from $22 to $30 a yard. Follow the manufacturer's instructions on the chipper to turn twigs and branches into small pieces. Once you've converted your stash, add to leaf mulch and mix it together with a shovel or pitchfork.

3

Now that your mulch is good to go, keep these two crucial tips in mind :

- Weed first, or unwanted greenery will benefit from the nutrient-rich mulch, too!
- Mulch planting beds and trees at a depth of 3 to 4 inches. Avoid piling mulch up around the base of trees and the crowns of plants.

Going forward, plan ahead to make mulch, not waste! Your landscape will love you for it.

PROTECT WISCONSIN WATERWAYS .org

LEAF COLLECTION

SUMMARY

BEAVER DAM

COSTS

Salaries & Wages: $100,708
Supplies & other Expenses: $5,000
Social Security & Retirement: $15,962

FORT ATKINSON

COSTS

Labor: $20,000
Benefits: $12,500
Supplies: $22,000

JANESVILLE

COSTS

Budget $306,000

This funds one primary round of leaf collection from the streets in mid-November.

TOTAL: $482,170

PROTECT WISCONSIN WATERWAYS .ORG

Help Keep Grass Off Our Streets & Out Of Our Waterways

1. Direct clippings away from the street & sidewalks when mowing
2. Blow back clippings that land on the street & sidewalks

Grass Clippings Clog Stormdrains & Put Harmful Nutrients Into Our Waterways

www.protectwiwaterways.org

@ProtectWisconsinWaterways @ProtectWIWater @ProtectWIWaterways

PROTECT WISCONSIN WATERWAYS .ORG

The Rock River Stormwater Group is a consortium of communities across the Rock River basin working together to keep pollutants out of local waterways. One way you can help out is by keeping grass clippings off of the street and sidewalks. This not only helps water quality, but also follows local ordinances that many communities have regarding grass clippings (and helps avoid citations)

Municipality	Ordinance
City of Beaver Dam	No property owner or occupant required to mow grass shall permit grass trimmings resulting from the mowing of lawns or tree borders to be deposited onto the travelable portion of any street, public alley or public parking lot. Grass trimmings deposited onto the travelable portion of any street shall be immediately removed. (Location: Sec 50-11(b)
City of Beloit	No person shall place any solid waste, yard waste, liquid waste, hazardous waste, human waste, animal waste or litter upon the streets, alleys, highways, public parks or other property of the City or upon any private property not owned by him or upon the surface of any body of water within the City. In this subsection, the phrases "solid waste," "hazardous waste," and "yard" waste in any park waste receptacle except waste generated by picnic or other park activities. (Location: Ch 15.20)
City of Fort Atkinson	It shall be unlawful for any person to dispose of or dump garbage in any street, alley, or other public place within the city or in any receptacles or on private property without the owner's consent unless it is placed in containers in the manner and at the time specified by this article. (Location: Sec 86-171(b)(1))
City of Janesville	It is unlawful to place or cause to be placed any grass, grass clippings, or other lawn debris on any street or highway at anytime. (Location: Sec 12.44.050(B))
City of Milton	No person shall intentionally or unintentionally throw, dump, drop off, or cause in any manner glass, rubbish, waste, filth, dirt, gravel or mud or any other type of refuse to be deposited upon the streets, alleys, highways, public parks or other property of the city or upon any private property not owned by him or upon the surface of any body of water within the city. (Location: Sec 50-152)
City of Waupun	No person shall throw or deposit, or permit to be thrown or deposited, from any vehicle or otherwise, any glass, plastic, refuse, waste, filth, oil, environmental contaminants, leaves, brush, branches, weeds, grass or farm products on the streets, alleys, sidewalks, highways, or public property not owned by that person or on the surface of any body of water within the City. (Location: Ch 8.04(2))
City of Whitewater	No person except as provided in Section 12.08.020, shall place, deposit, keep, or cause to be placed, deposited or kept in or upon any street, alley, gutter, sidewalk or public ground within the limits of this city any stone, brick, timber, lumber, iron, wood or other material for building, or any wood, snow, rubbish, earth, grass clippings or lawn debris, or any thing or substance whatever. (Location: Ch 12.08.010(a))

To Learn About Other Things You Can Do To Protect Our Waterways Visit

www.protectwiwaterways.org

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Wisconsin DOT - Bureau of Highway Maintenance
Material Storage Site Management
Sub-Site Inspection Report
Sub-Site Label: 1 - 28 - 308 - 2

District: 1
County: JEFFERSON
Site: 308
Sub-Site: 2

Site Address: 500 North Fremont Road
Site City: Whitewater 53190-2708

Material: Salt
Facility Type: Shed

Site Records Kept:
500 North Fremont Street
Whitewater, WI 53190

Ownership and Compliance

Owner: U.W. - Whitewater, General Service
Contact: Steve Bertagnolli
Contact Phone: 262-472-6721
Contact Email: bertagns@uww.edu

Inspection

Date: 3/1/2017
Inspector: AECOM - Phil Eagan

Internal DOT Group	Code	Inspection Item	Response	Follow up
10	1	Solid material is stored on a concrete or asphalt pad	Yes	☐
10	1.1	Defects (cracks, holes, etc.) in apron	Slight	☐
10	1.2	Defects (cracks, holes, etc.) in pad	Slight	☐
10	1.3	The pad under the stockpile directs water away from material	Yes	☐
10	2	If present, the design and condition of the berm contains runoff on the site's surface	No berm	☐
10	3	A catch basin or holding pond serves at least this subsite	N/A	☐
11	1	Repairs needed to roof	None	☐
11	2	Repairs needed to walls	None	☐
11	3	Repairs needed to door(s)	N/A	☐
14	1	Material amount spilled on apron (not from active or recent use)	None	☐
14	2	Material amount spilled on grounds (not from active or recent use)	None	☐
14	3	Salt from runoff is contained within the salt storage area away from open water sources	Yes	☐
14	4	Stored material is effectively protected from the elements	Yes	☐
14	5	Monthly material inventory records are available for this subsite	Yes	☐

Note:

Follow-up:

You are encouraged to take appropriate action that may be necessary to bring this subsite into compliance with Trans. 277. If you have questions regarding this report or find any of the identification data to be incorrect, please contact the inspection project manager at the phone number or email address shown below.

Phone: 715.341.8110
Email: david.senfelds@aecom.com

5/1/2017 11:14:06 AM

UWW Winter Road Maintenance Information

Products Used for Winter Road Maintenance

Morton Bulk Safe-T-Salt
Pre-Wetting with a salt brine solution

Amount of salt used by month for 2017

January	66.85 tons
February	22.65 tons
March	22.46 tons
December	45.13 tons

Amount of brine used by month for 2017

January	1925 gals
February	742.5 gals
March	875 gals
December	5646.5 gals

Amount of calcium chloride used by month for 2017

January	227.5 gals
February	82.5 gals
March	0 gals
December	291.5 gals

Salt Reductions Strategies

Salt brining solution and calcium chloride are used to reduce bulk application of salt. Equipment is regularly calibrated to verify over-application does not occur.

Any additional information used to evaluate the winter road management activities

Training for UWW crews attended the 2017 Winter Road Maintenance Workshop which included workshops on how to calibrate equipment, storing material, application rates and environmental effects.

2017 Smart Salting Workshop

For Parking Lots and Sidewalks

October 23, 2017 from 9:00 am to 2:00 pm

Kenosha, Racine, Walworth and Waukesha Counties are pleased to co-sponsor this important and informative winter road maintenance workshop. The workshop will be conducted by Fortin Consulting, an outreach and education firm based in Minnesota. Fortin works with the Minnesota Pollution Control Agency on winter road maintenance and has provided similar services in Wisconsin.

Fortin's workshop promotes tools, best practices, and limitations for snow and ice control. Training aims to help crews understand when to use and not use these tools and practices and encourages progressive changes to reduce environmental impact while still meeting safety and mobility needs of the public. Topics discussed include:

- How to calibrate equipment
- Weather conditions
- Storing materials
- Application rates of materials
- Pre-wetting
- De-icing
- Anti-icing
- Environmental effects

You will come away from this workshop with cost-saving tips and innovative practices to keep our parking lots and sidewalks safe!

When: October 23, 2017 from 9:00am-2:00pm

Where:
Veterans Terrace
589 Milwaukee Avenue
Burlington, WI 53105
https://goo.gl/maps/3kwDrVc3TyP2

Who: This class is perfect for schools, park departments, private sector, public works staff and property managers.

Lunch: Training will include lunch – please let Jayne Jenks know **by October 6** if you, or anyone from your crew, have any food allergies/dietary restrictions.

Fee: Free for snow plow drivers working within Waukesha County

To Register: Contact Jayne Jenks or call at 262-896-8305 **by October 6**