

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**.

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Form 3400-224(R8/2021)

Reporting Information :

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

Project Name: 2024 Annual Report

County: Jefferson

Municipality: Watertown City

Permit Number: S050075

Facility Number: 31435

Reporting Year: 2024

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

Required Attachments and Supplemental Information

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

Annual Report

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

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

Municipal Contact Information- Complete

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

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

Municipality Information**Name of Municipality** Watertown City**Facility ID # or (FIN):** 31435**Updated Information:**☐ Check to update mailing address information**Mailing Address:** 106 Jones Street**Mailing Address 2:****City:** Watertown City**State:** WI**Zip Code:** 53094

xxxxx or xxxxx-xxxx

Primary Municipal Contact Person (Authorized Representative for MS4 Permit)

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

☐ Select to **create new** primary contact**First Name:** Andrew**Last Name:** Beyer☐ Select to **update** current contact information**Title:** DPW/City Engineer**Mailing Address:** 106 Jones St**Mailing Address 2:****City:** Watertown**State:** WI**Zip Code:** 53094

xxxxx or xxxxx-xxxx

Phone Number: 920-262-4050

Ext:

xxx-xxx-xxxx

Email: abeyer@watertownwi.gov**Additional Contacts Information (Optional)**☒ I&E Program

**Individual with responsibility for:
(Check all that apply)**

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

First Name: Maureen

Last Name: McBroom

Title: Stormwater PM

Mailing Address: 106 Jones Street

Mailing Address 2:

City: Watertown

State: WI

Zip Code: 53094 xxxxx or xxxxx-xxxx

Phone Number: 920-206-4264 Ext: xxx-xxx-xxxx

Email: mmcbroom@watertownwi.gov

**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: Stacy

Last Name: Winkelman

Title: Operations Manager

Mailing Address: 811 S. First Street

Mailing Address 2:

City: Watertown

State: WI

Zip Code: 53094 xxxxx or xxxxx-xxxx

Phone Number: 920-262-4080 Ext: xxx-xxx-xxxx

Email: swinkelman@watertownwi.gov

Municipal Billing Contact Person (Authorized Representative for MS4 Permit)

☒ Select to ***create new*** Billing contact

First Name: Andrew

Last Name: Beyer

☒ Select to ***update*** current contact information

Title: Director of Public Works/City Engineer

Mailing Address: 106 Jones Street

Mailing Address 2:

City: Watertown

State: WI

Zip Code: 53094 xxxxx or xxxxx-xxxx

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

Email: abeyer@watertownwi.gov

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

☒ Yes ☐ No

☒ Public Education and Outreach Rock River Stormwater Group

☒ Public Involvement and Participation Rock River Stormwater Group

☐ Illicit Discharge Detection and Elimination

☐ Construction Site Pollutant Control

☐ Post-Construction Storm Water Management

☐ Pollution Prevention

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

☐ Yes ☒ No

Missing Information

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

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

Form 3400-224 (R8/2021)

Minimum Control Measures- Section 1 : Complete

1. Public Education and Outreach

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

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

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

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

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

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

Missing Information

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

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Form 3400-224 (R8/2021)

Minimum Control Measures - Section 2 : Complete

2. Public Involvement and Participation

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

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

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

☐ NA (Individual Permittee)

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

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

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

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 3 : Complete

3. Illicit Discharge Detection and Elimination

- | | | |
|----|--|----------------------------------|
| a. | How many total outfalls does the municipality have? | <input type="text" value="553"/> |
| b. | How many major outfalls does the municipality have? | <input type="text" value="37"/> |
| c. | How many outfalls did the municipality evaluate as part of their routine ongoing field screening program? | <input type="text" value="49"/> |
| d. | From the municipality's routine screening, how many were confirmed illicit discharges? | <input type="text" value="0"/> |
| e. | How many illicit discharge complaints did the municipality receive? | <input type="text" value="1"/> |
| f. | From the complaints received, how many were confirmed illicit discharges? | <input type="text" value="0"/> |
| g. | How many of the identified illicit discharges did the municipality eliminate in the reporting year (from both routine screening and complaints)? | <input type="text" value="2"/> |

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

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

- | | |
|---|--------------------------------|
| <input checked="" type="checkbox"/> Verbal Warning | <input type="text" value="0"/> |
| <input checked="" type="checkbox"/> Written Warning (including email) | <input type="text" value="3"/> |
| <input checked="" type="checkbox"/> Notice of Violation | <input type="text" value="0"/> |
| <input checked="" type="checkbox"/> Civil Penalty/ Citation | <input type="text" value="0"/> |

Additional Information:

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

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

Missing Information

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

Minimum Control Measures - Section 4 : Complete

4. Construction Site Pollutant Control

- a. How many total construction sites with one acre or more of land disturbing construction activity were active at any point in the reporting year?
- b. How many construction sites with one acre or more of land disturbing construction activity did the municipality issue permits for in the reporting year?
- c. How many erosion control inspections did the municipality complete in the reporting year (at sites with one acre or more of land disturbing construction activity)?
- d. What types of regulatory mechanisms does the municipality have available to compel compliance with this program? Check all that are available and how many times each were used in the reporting year.
- | | |
|---|--------------------------------|
| <input checked="" type="checkbox"/> Verbal Warning | <input type="text" value="2"/> |
| <input checked="" type="checkbox"/> Written Warning (including email) | <input type="text" value="1"/> |
| <input checked="" type="checkbox"/> Notice of Violation | <input type="text" value="0"/> |
| <input checked="" type="checkbox"/> Civil Penalty/ Citation | <input type="text" value="0"/> |
| <input checked="" type="checkbox"/> Stop Work Order | <input type="text" value="0"/> |
| <input type="checkbox"/> Forfeiture of Deposit | <input type="text"/> |
| <input type="checkbox"/> Other - Describe below | <input type="text"/> |
- e. Brief explanation on Construction Site Pollutant Control reporting . *If you marked Unsure for any questions above, justify the reasoning. Limit response to 250 characters and/or attach supplemental information on the attachments page.*

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

Missing Information

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

Minimum Control Measures - Section 5 : Complete

5. Post-Construction Storm Water Management

- a. How many new structural storm water management Best Management Practice (BMP) have received local approval ?
- *Engineered and constructed systems that are designed to provide storm water quality control such as

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

- b. Does the MS4 have procedures for inspecting and maintaining private storm water facilities? ☒ Yes ☐ No

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

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

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

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

☒ Verbal Warning

0

☒ Written Warning (including email)

7

☒ Notice of Violation

0

☒ Civil Penalty/ Citation

0

☐ Forfeiture of Deposit

0

☒ Complete Maintenance

0

☒ Bill Responsible Party

0

☐ Other - Describe below

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

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

Missing Information

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

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

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Minimum Control Measures - Section 6 : Complete

6. Pollution Prevention

Storm Water Management Best Management Practice Inspections ☐ Not Applicable

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

232

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

- b. How many new municipally owned storm water management best management practices were installed in the reporting year?
- c. How many municipally owned (public) storm water management best management practices were inspected in the reporting year?
- d. What elements are looked at during inspections (250 character limit)?
- e. How many of these facilities required maintenance?
- 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 that require a stormwater pollution prevention plan (SWPPP)* ☐ Not Applicable

- g. How many municipal properties require a SWPPP?
- h. How many inspections of municipal properties have been conducted in the reporting year?
- i. Have amendments to the SWPPPs been made?
☒ Yes ☐ No
- j. If yes, describe what changes have been made. Limit response to 250 characters and/or attach supplemental information on the attachment page:
- 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.*

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

Collection Services - *Street Sweeping Program* ☐ Not Applicable

- l. Did the municipality conduct street sweeping during the reporting year?
☒ Yes ☐ No
- m. If known, how many tons of material was removed?
- n. Does the municipality have a [low hazard exemption](#) for this material? ☐ Yes ☒ No

- o. If street sweeping is identified as a storm water best management practice in the pollutant loading analysis, was street cleaning completed at the assumed frequency?
- ☒ Yes - Explain frequency 1/mo. entire City (Apr-Nov); weekly w/ leaf coll.
- ☐ No - Explain _____
- ☐ Not Applicable

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

Collection Services - *Leaf Collection Program* ☐ Not Applicable

- u. Does the municipality conduct curbside leaf collection? ☒ Yes ☐ No
- v. Does the municipality notify homeowners about pickup? ☒ Yes ☐ No
- w. Where are the residents directed to store the leaves for collection?
- ☒ Pile on terrace ☐ Pile in street ☒ Bags on terrace
- ☒ Other - Describe Take leaves to the Yard Waste Site, mulch on site
- x. What is the frequency of collection?
- Minimum of once per month
- y. Is collection followed by street sweeping? ☒ Yes ☐ No
- z. Brief explanation on Collection Services reporting. *Limit response to 250 characters and/or attach supplemental information on the attachments page*

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

Winter Road Management ☐ Not Applicable

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

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

- ab. Provide amount of de-icing products used by month last winter season?
- Solids (tons) (ex. sand, or salt-sand)

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

Liquids (gallons) (ex. brine)

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

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

Training Date

Training Name

Attendance

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

Also used 254 tons of salt in April 2024

Internal (Staff) Education & Communication

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

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

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

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

Elected Officials

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

Municipal Officials

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

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

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

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

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

Missing Information

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

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

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

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

☒ Storm water treatment facilities

☒ Storm pipes

☒ Vegetated swales

☐ Outfalls

☐ Other - Describe below

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

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

Missing Information

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
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Element: Public Education and Outreach

12500	15300	16000	<u>Storm water utility</u>
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Element: Public Involvement and Participation

9500	13300	14000	<u>Storm water utility</u>
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Element: Illicit Discharge Detection and Elimination

9500	9550	10000	<u>Storm water utility</u>
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Element: Construction Site Pollutant Control

15000	28800	16500	<u>Storm water utility</u>
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Element: Post-Construction Storm Water Management

18000	34400	40000	<u>Storm water utility</u>
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8000	3500	15000	<u>Storm water utility</u>
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Element: Pollution Prevention

32130	35000	35000	<u>Storm water utility</u>
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Other (describe)

Water Quality Trading

21412	47500	43000	<u>Storm water utility</u>
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Other (describe)

Yard Waste Site Biofilter

386859	400000	0	<u>Storm water utility</u>
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Other (describe)

Riverside Park Creek Improvement Project			
18426	25000	0	<u>Storm water utility</u>

Other (describe)

MS4 Permit Fee			
5000	5000	5000	<u>Storm water utility</u>

Other (describe)

MS4 GIS Fees (iWorQ & GIS)			
7500	8000	16000	<u>Storm water utility</u>

Other (describe)

			<u>Select...</u>

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

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Water Quality

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

☒ Yes ☐ No ☐ Unsure If Yes, explain below:

New BMPs, Riverside Park Creek Improvement Project, Rock River Shoreline	⌵
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b: Were there any known water quality degradation in the receiving waters to which the municipality's storm sewer system directly discharges to?

☐ Yes ☒ No ☐ Unsure If Yes, explain below:

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

☒ Yes ☐ No ☐ Unsure

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

☒ Yes ☐ No ☐ Unsure

Storm Water Quality Management

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

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

Total suspended solids (TSS)

Total phosphorus (TP)

Status of Total Maximum Daily Loads (TMDLs) Implementation

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

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

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

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

☒ Agree ☐ Disagree

Additional Information

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

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

Do not close your work until you SAVE.

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Form 3400-224 (R8/2021)

Requests for Assistance on Understanding Permit Programs

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

Please select all that apply:

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

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

Form 3400-224(R8/2021)

Required Attachments and Supplemental Information

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

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

***Required Item**

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

Municipal Facility SWPPP

 File Attachment

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

Storm Sewer System Map

 File Attachment

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

Attach - Other Supporting Documents

AR TMDL

 File Attachment

[WWIP Annual Report 2024.pdf](#)

AR SWGroupReport

 File Attachment

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

AR EO

 File Attachment

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

AR EO

 File Attachment

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

AR IP

 File Attachment

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

AR Other

 File Attachment

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

AR Other

 File Attachment

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

AR MuniSWPPP

 File Attachment

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

AR Other

 File Attachment

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

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

Attach - Permit Compliance Documents

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

Missing Information

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

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

[Draft and Share PDF Report](#)

Sign and Submit Your Application

Steps to Complete the signature process

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

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

Terms and Conditions

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

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

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

Name:

Title:

Authorized Signature.

- ☐ I accept the above
terms and conditions.

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

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

Form 3400-220 (R 06/19)

Page 1 of 4

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

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

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

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

Section I: WPDES Submittal Information

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

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

Section II: WPDES Permittee Responsible for Pollutant Discharge

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

Section III: Delegated Signatory Information

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

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

Form 3400-220 (R 06/19)

Page 2 of 4

Section IV: Certification & Signature

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

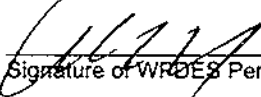
As required by s. NR 205.07(1)(g)2, Wis. Adm. Code, this form should be submitted to the Department with the WPDES submittal. I understand that if there are any changes to this authorization, a new complete DSA form shall be submitted to the Department. I understand that the landowner, responsible executive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

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

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

Andrew Beyer

Printed Name of WPDES Permittee



Signature of WPDES Permittee

Director of Public Works/City Engineer

Title

03/07/24

Date Signed



2024 Final Report

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2024 Highlights

Annual Report 2024 Metrics Highlight

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

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

Total Digital Outreach Summary Statistics – Year Over Year

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

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

Website & Storm Drain Protector Summary Statistics – Year Over Year

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

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

Event Summary Statistics – Year Over Year

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

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



Clean-Up Summary Statistics – Year Over Year

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

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

Facebook Summary Statistics – Year Over Year

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

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

Instagram Summary Statistics – Year Over Year

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



2024 Year-in-Review

Introduction

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

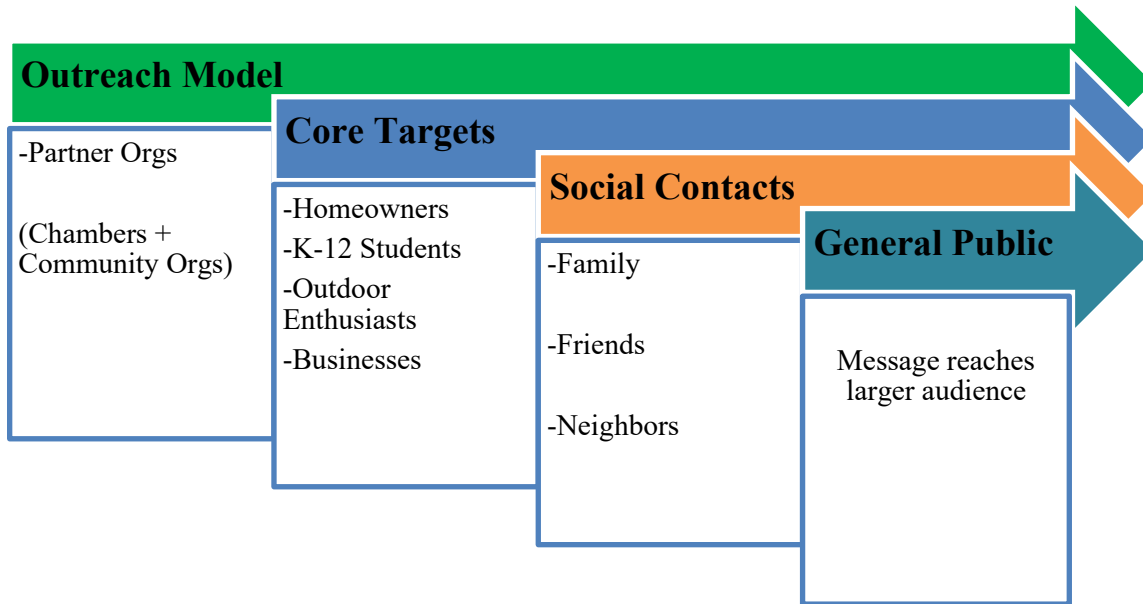
The Protect Wisconsin Waterways regional stormwater public education efforts had a presence at **38 in-person events** in 2024. Community-based events included farmer's markets, festivals near downtown areas or along waterways, and other events organized by community partners. Protect Wisconsin Waterways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

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



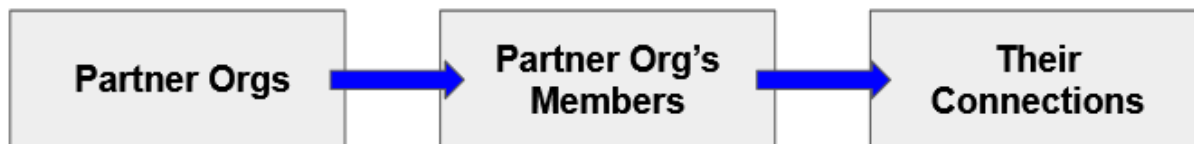
Target Audiences & Outreach Communication Model

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



Initiative #1: Digital Brand Awareness & Community Partnerships

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



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










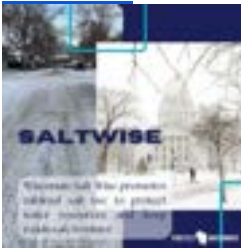

Social Media: In 2024, we continued our Protect Wisconsin Waterways social media campaign on Facebook and Instagram. Content highlighted MS4-related topics, Myth/Facts, “Featured Municipality of the Month” to showcase the waterways within the cities/townships in the Rock River watershed, and other content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

Monthly Content Calendar

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

Example posts related to RRSg activities.

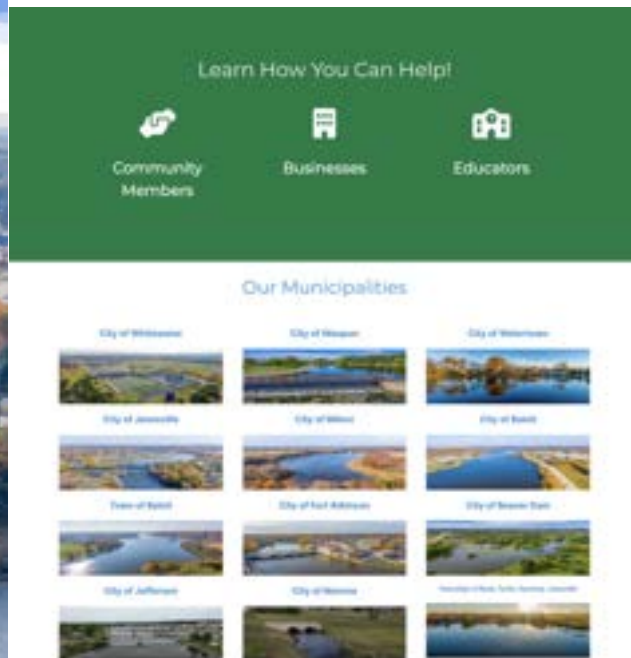
Top post from every month in 2024

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

Website:



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



Initiative #2: Outreach & Engagement via Community Events

Storm Drain Protector Program:

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

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

Community Events:

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

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



Community Engagement Event Reports

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



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



2024 Waterway Clean-Ups Table

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

Initiative #3: RRSB Mini-Grant Program

Mini-Grant 2024:

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

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



Initiative #4: Municipal Worker & Other Trainings

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

Municipal training resources include coverage of the following topics.

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

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

Monitoring Sites Within 10 Miles of RRSB Member Municipalities		
Municipality	Number of Sites	Waterbodies Monitored
Beaver Dam	5	Beaver Dam River, Beaver Creek, Mill Creek, Unnamed Tributary to Lake Sinissippi (WBIC 5031431)
Beloit	2	Spring Brook, Turtle Creek
Fort Atkinson	4	Allen Creek, Bark River, Unnamed Tributary to Rock River (WBIC 813400), Unnamed (809000) north of Rockdale Rd
Janesville	3	Blackhawk Creek, Spring Brook
Jefferson	8	Lake Ripley inlet and outlet, Rock Creek, Johnson Creek
Milton	3	Otter Creek, Saunders Creek
Watertown	3	Silver Creek, Riverside Park Creek, Rock River
Waupun	4	Alto Creek, Drew Creek, South and West Branches of the Rock River
Whitewater	4	Bark River, Whitewater Creek, Spring Brook Creek, Bluff Creek

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

Initiative #5: Pet Waste Management Outreach

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



Initiative #6: Library Package

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

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



Initiative #7: BMP Brochures & Municipal Materials

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

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





2024 Activities & RRSg's Public Education & Outreach Goals

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

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

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

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

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

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

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



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

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

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

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

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

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

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

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

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

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

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

Date	Post subject	Reacts	Comments (number)	Shares	Post link
1/21/2024	Winter Salt Awareness Week	0	0	0	https://www.facebook.com/photo.php?fbid=706940781620699&set=pb.100069143501820.-2207520000&type=3
1/23/2024	Keep storm drains clear of slush	9	10	7	https://www.facebook.com/photo.php?fbid=709989394649171&set=pb.100069143501820.-2207520000&type=3
4/24/2024	Keep yard clippings off street	34	18	17	https://www.facebook.com/photo.php?fbid=760157899632320&set=pb.100069143501820.-2207520000&type=3
5/16/2024	Yard Waste Biofilter under construction	19	0	11	https://www.facebook.com/photo.php?fbid=773985444916232&set=pb.100069143501820.-2207520000&type=3
5/23/2024	Keep yard clippings off street	23	12	13	https://www.facebook.com/photo.php?fbid=773985444916232&set=pb.100069143501820.-2207520000&type=3
9/7/2024	Annual Waterway Cleanup	7	0	4	https://www.facebook.com/photo.php?fbid=843361911311918&set=pb.100069143501820.-2207520000&type=3
9/9/2024	Riverside Creek Restoration	178	9	10	https://www.facebook.com/photo.php?fbid=844738574507585&set=pb.100069143501820.-2207520000&type=3
9/17/2024	Annual Waterway Cleanup	7	1	2	https://www.facebook.com/photo.php?fbid=849891833992259&set=pb.100069143501820.-2207520000&type=3
9/20/2024	National Stormwater Week	8	0	0	https://www.facebook.com/photo.php?fbid=852273120420797&set=pb.100069143501820.-2207520000&type=3
9/21/2024	Riverside Creek Restoration progress	222	22	6	https://www.facebook.com/photo.php?fbid=853041480343961&set=pb.100069143501820.-2207520000&type=3
9/28/2024	Leaf Pick up schedule	11	4	10	https://www.facebook.com/photo.php?fbid=857676606547115&set=pb.100069143501820.-2207520000&type=3
10/12/2024	Leaf Pick up schedule	9	0	3	https://www.facebook.com/cityofwatertownwi/posts/pfbid0KE1UKtWkJaPhn8wBctgW8B6WwtmkwhphBkJ6EWkUVtXN8o7hWSVaim13J5xi2KVal
10/26/2024	Leaf Pick up schedule	11	5	8	https://www.facebook.com/cityofwatertownwi/posts/pfbid0T3T3Abp6jeVRXwpZvt5jnybAYWauMJEj3mpFrKLQvnufayXiWf4EGAvkSVqP4CBrl
11/2/2024	Leaf Pick up schedule	12	2	9	https://www.facebook.com/cityofwatertownwi/posts/pfbid02PawQsHDipPb4gjdYHtRt1pEKrjwDfCY1UFxvq47gzVuW7H7xutyM9GxUc1S3iX5dl
11/9/2024	Leaf Pick up schedule	13	2	9	https://www.facebook.com/cityofwatertownwi/posts/pfbid0cS5dDJgAWuPnt4sq324pB4512M5nctycdy8q61DHJseA4tGaYbrmv4C4CBpVLkFhl
11/22/2024	Leaf Pick up schedule	5	0	4	https://www.facebook.com/cityofwatertownwi/posts/pfbid02R3gjiYtqEVYUthpB5FBGeNggYM7XbLy5ovkWMsBYtcx4M36p2qy2ceN57CsD5zoxl
11/30/2024	Leaf Pick up schedule	11	0	13	https://www.facebook.com/photo.php?fbid=901453395502769&set=pb.100069143501820.-2207520000&type=3
Totals		579	85	126	

Post details

ID: 405385791973352

Post overview

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

Post performance

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

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



Rain barrel Workshop

WATERTOWN SENIOR CENTER
SATURDAY, APRIL 20TH
10:00 AM - 12:00 PM

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

👍❤️👎 3

1,225

Accounts Center accounts reached ⓘ

0% from boosted posts

1,225 organic

0 paid

62

Post engagements ⓘ

3 reactions

0 Comment

3 on post

0 on post

0 on shares

0 on shares

0 Share

59 clicks

0 on post

0 photo clicks

0 on shares

35 link clicks

0 clicks to play

24 other clicks

Post details

ID: 1066893312106441

✕

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



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

🔊 Tivoli Island Closure Notice 🔊

Starting TODAY, Tivoli Island will be closed for a stabilization project

1,245

Accounts Center accounts reached ⓘ

0% from boosted posts

1,245 organic

0 paid

122

Post engagements ⓘ

7 reactions

1 comment

7 on post

1 on post

0 on shares

0 on shares

3 shares

111 clicks

3 on post

6 photo clicks

0 on shares

0 link clicks

0 clicks to play

105 other clicks

0

Negative feedback ⓘ

X

①



September 22, 2004 -

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

0 paid

18 other clicks

0 unique



October 4, 2024

The collage consists of six photographs arranged in two rows of three. The top row shows the initial construction: a gravel path, a stone retaining wall, and a view of the river. The bottom row shows the completed work: a gravel path, a stone retaining wall, and a view of the river with a '+3' marker.

0 paid

672 other clicks

Negative feedback ③

Post details
ID: 1066893738773065

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

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



Watertown Park and Rec Dept

Published by Watertown Park Rec Dept

September 10, 2024 · 🌐




542
Accounts Center accounts reached ⓘ
0% from boosted posts

542 organic 0 paid

12
Post engagements ⓘ


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

Post details
ID: 1066893738773065



City of Watertown, WI - Government

September 9, 2024 · 🌐






🚧 Creek Restoration at Riverside Park Begins This Week 🚧

Starting the week of September 9, 2024, construction will be taking place along portions of Riverside ... [See more](#)

No insights to show ⓘ

Boost a post



5

Negative feedback

0 unique

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

Water Quality Education and Involvement Mini-Grant Application

Applicant Information

Name: Jeff Weigel

Title: Chairperson, Whitewater Creek Coalition

Email: friendsofwhitewatercreek@gmail.com

Phone Number: (715) 966-6067

Organization Name: Whitewater Creek Coalition

Organization Address: 216 North Park Street Whitewater, WI 53190

Organization Website (If Applicable): We do not yet have a website, but will be developing one as a chapter of the Rock River Coalition

Organization Description:

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

Project Information

Project Title: Developing Water Warriors; inspiring a community to protect its local waterway.

Amount Requested: \$1743.74

Municipality: Whitewater, WI

Project Description:

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

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

Proposed deliverables:

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

Itemized Budget:

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

In-Kind matching Donations:

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

Project Timeline:

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

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

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

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

WCC's table at the Tuesday Market.

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

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

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

Applicant Signature: _____

Date: 04/16/2024

Water Quality Education and Involvement Mini-Grant

Milestone Report

Awardee Information

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

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

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

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

Project Information

Project Title: Provide the title of your project

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

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

Water Quality Education and Involvement Mini-Grant Application

Applicant Information

Name: Fred Faessler

Title: Land Manager

Email: fred.faessler53@gmail.com

Phone Number: 608-214-3203

Organization Name: Green-Rock Audubon Society, Inc

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

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

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

Project Information

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

Amount Requested: \$5,000

Municipality: Town of Beloit

Project Description:

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

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

Our project has four major goals:

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

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

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

Marketing

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

Targeted Demographic

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

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

Permits and Permissions

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

Budget \$25,000

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

Sponsors and Partners:

Secured

The Nature Conservancy Water Resources Program \$10,000

U.S. Fish & Wildlife Service \$3,000

The Prairie Enthusiasts (in kind mowing, prescribed fire, monitoring, outreach)

Taylor Conservation, LLC \$300

Pheasants Forever \$200

Wisconsin DNR \$5,000

Wisconsin Land and Water in kind webinar hosting and learning point development

Dane County Land and Water in kind staff time to develop and implement concept

Requested

Alliant Energy Foundation

Stantec

RES

Trout Unlimited

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

Project Timeline:

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

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

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

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

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

Applicant Signature:  Date: 3-20-2024

11/19/2024

Rock River Coalition

Rain Barrel Workshop, Stream Monitoring and The Confluence Report 2024

2024 Rain Barrel Workshops

Two Beloit Rain Barrel Workshops

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

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

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

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

Beaver Dam Rain Barrel Workshop

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

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

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

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

2024 Stream Monitoring Grant Report Rock River Coalition

Volunteer Trainings

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

Monitoring Sites

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

Monitoring Sites Within 10 Miles of RRSB Member Municipalities

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

The Confluence, Rock River Coalition's Biennial Conference

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

WISCONSIN SALT WISE

2024 Annual Report



Presented to *Fund for Lake Michigan*

Presented by *Allison Madison*





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INTRODUCTION

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

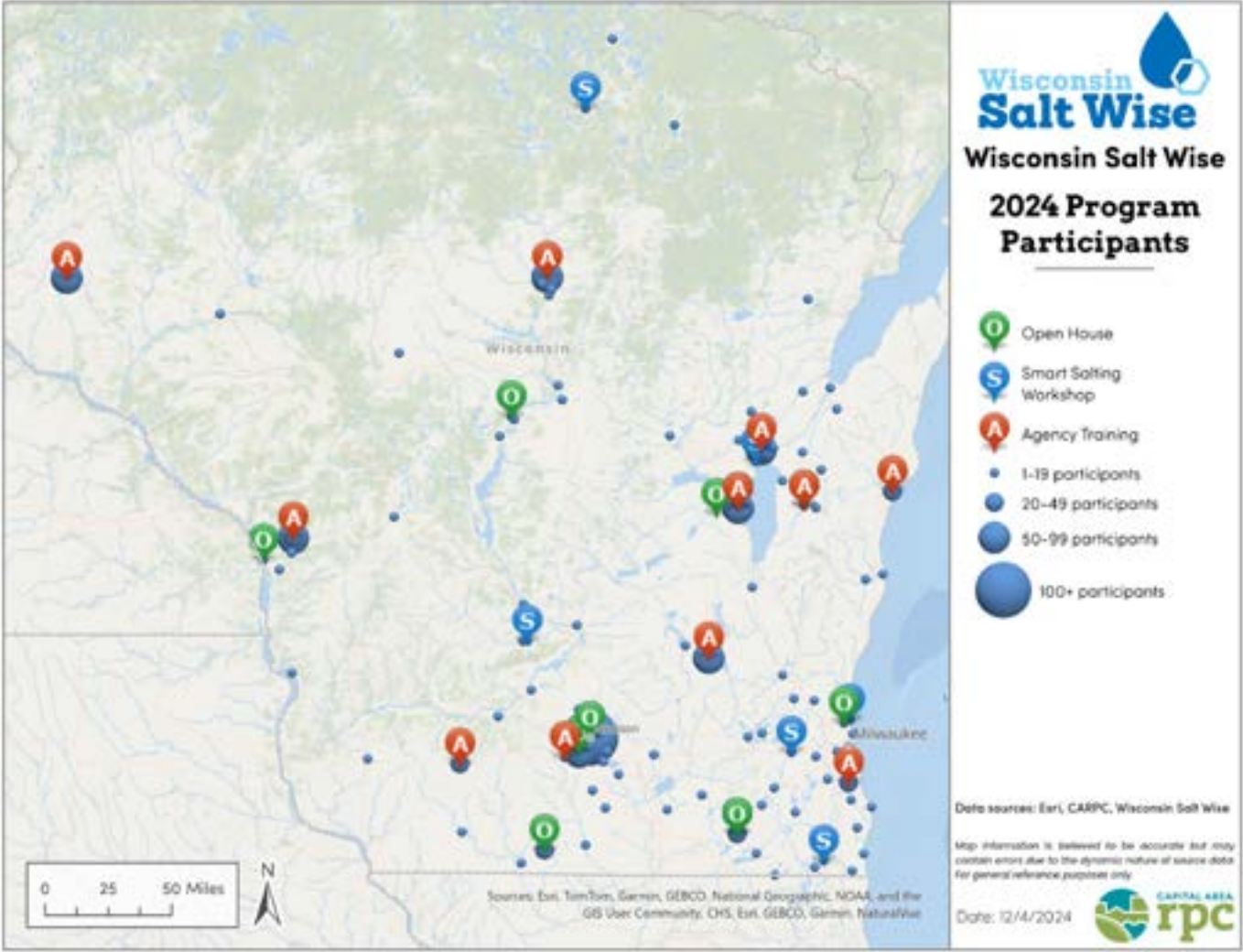
Our leadership on the limited liability legislation (funded by other partners) attracted the attention of the Snow and Ice Management Association and opened doors to collaborations in their publications and educational resources. Yes, **Wisconsin Salt Wise made the cover of Snow Business (Nov. 2024)!**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

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

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

Thank you for your critical support!
Allison Madison

SALT WISE EVENTS



Eleven
agency trainings



Nine
open houses



Sixteen
Workshops

*Six workshops in Madison

WINTER SALT WEEK 2024

The debut of a “national” awareness week



WINTER SALT AWARENESS WEEK
Jan. 22–26, 2024

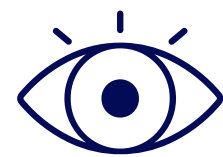
Daily Livestreams 12:30–1 p.m. CT

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

For more information, visit wisaltwise.com

Wisconsin Salt Wise

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



2,144

Webinar Views

WINTER SALT WEEK 2025

A new website for a growing week.

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



WINTER SALT WEEK 2025

Partners and Allies



Maryland
Department of
the Environment



WINTER SALT WEEK 2025

DAILY LIVE STREAMS

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

WINTERSALTWEEK.ORG

OPEN HOUSES

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



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

SALT WISE INSTRUCTION

Public Workshops and Agency Trainings for 550+ industry professionals

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

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

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



COURSE EVALS

Smart Salting Workshops

2024 Course Evaluation

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

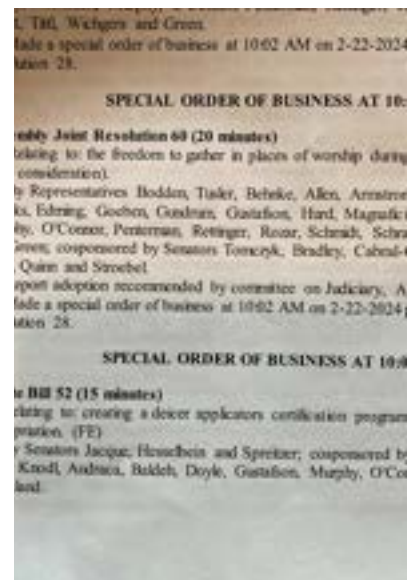
- At an *individual level*, what is one Salt Wise step that you can take this winter?
As a company we are testing 5 Madison, WI area stores using a brine solution rather than Full salt only
- At an *organizational level*, what is one Salt Wise step that your agency can take this winter?
I will definitely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

LIABILITY LEGISLATION

Rally for Senate Bill 52/Assembly Bill 61

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

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



STATEWIDE GRANT PROGRAM PROPOSAL

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

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

SALT POLLUTION REDUCTION
GRANT PROGRAM PROPOSAL

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

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

PROGRAM COST	FORECASTED BENEFITS
<ul style="list-style-type: none"> \$4.5 million grant dollars 0.25 FTE for grant program administration 	<ul style="list-style-type: none"> Salt reduction of 10,000 Tons/year Salt savings of \$5 million/year Reduced infrastructure damage of \$10-30 million/year 35,000 Olympic swimming pools of freshwater protected each year

SIMILAR PROGRAMS
GROW in 2024, Ohio EPA awarded \$4.4 million to local units of government to fund upgrades to road salt application equipment and storage facilities through their H2Ohio Rivers Initiative.

WISCONSIN: The Wisconsin Pollution Control Agency offers grant funding to support local coordination of chloride pollution reduction efforts. Eligible recipients include governmental agencies, for-profit businesses, and NGOs, that will develop and implement chloride reduction action plans in communities or industrial facilities.

AMPLIFYING THE POWER OF BEST PRACTICES

To ensure the greatest impact of program dollars, all applicants should complete the Wisconsin SPWR Excellence in Snow and Ice Control self-assessment as a pre- and post-measure of practices. This self-assessment requires evidence of calibration for each salt spreader. Calibration alone consistently cuts salt use by 20-80%.

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

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

EXAMPLES OF QUALIFIED EQUIPMENT

- Fluorant temperature sensors
- Sectional or line-edge blades
- Subsized blades
- Remote weather stations
- Pre-wet systems
- Anti-clog systems
- Storage tanks

SALT LEVELS: PAST, CURRENT, FUTURE

Average Chloride Levels in Lakes, Rivers, and Streams

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

Today, chloride levels are commonly in the 10's to 100's ppm found and, spike into the 1,000's in our urbanized streams. (The public drinking water wells exceed 100 mg/L, the preventative action limit for chloride.

NEW AWARD



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

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

2024 Award Winners:

Town of Linn, Wisconsin Rapids, Walworth County

NEW CONFERENCE

100+ attendees from public agencies and private companies

Waukesha County Technical College
Pewaukee, Wisconsin



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

TRADE JOURNALS, etc.



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

UW SYSTEM REPORT

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

SALT USE SUMMARY					
Campus	Area* (acres)	Salt (T)	Brine (gal)	Sand (T)	Salt/acre** (T/acre)
Stevens Point	52	300	100	0	4.23
Parkside	41	300	8,000	1	2.58
Whitewater	59	125	31,000	30	3.33
Green Bay	66	80	5,000	0	1.3
Eau Claire	42	44	3,800	1	1.15
Stout	50	20	5	0	0.4
Oshkosh	47	12	0	0	0.26
River Falls	46	5	0	0	0.11

Self-reported average annual material data from Winter 2023-24.
 *Area is combined road, sidewalk, and park.
 **The calculation of Salt/acre includes both

University of Wisconsin-Green Bay

BACKGROUND

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

OVERVIEW

Salt Savings:
 Winter 2018-2019: 125 tons
 Winter 2019-2020: 80 tons
 Winter 2020-21: 44 tons
 Total Reduction: 80%

Budget Numbers:
 \$45,000 in salt savings over two years
 Labor needs and costs decreased

CHLORIDE REDUCTION STRATEGIES

New Methods:

- In-house training by all available staff and student workers on the environmental impacts of salt, salt-use best practices, and the new policies.
- Emphasis on mechanical removal only until melting with salt during the storm.
- Frequent monitoring of pavement temperature to inform salt application rates.

New Equipment:

- Tires put on sufficient with ground speed control air and pavement temp. sensor.
- New plows for front loaders enable the more efficient movement of snow.
- A 16-ton snow blower that is enough to power down an intersection.
- Blowers for and snows produced a better result in less time.

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

Salt Wise

SALT DAMAGE ON CAMPUSES

OVERCOMING BARRIERS TO CHANGE

Respondents identified the following as the primary barriers to reducing campus salt use:
 1 secondary barrier: no uniformed salt applications by non-grounds employees



EXPECTATIONS/COMPLAINTS
 Key to reducing complaints and saving the users. We have shared additional support for your campus.

HIGH COST OF ALTERNATIVES
 Implementing Salt Wise practices (purchasing & from a local vendor) approach to begin utilizing the

LARGE AREA TO MAINTAIN
 Industry-accepted best practice. The goal is to apply salt only to



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

BEST PRACTICES

Practices employed across all participating campuses



Practices employed on most campuses



Practices employed on a couple campuses



SUMMARY

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

PUBLIC OUTREACH

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



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

SOCIAL MEDIA



Facebook

1.1K followers
29.9K reach



Instagram
596 followers
12.8K reach



YouTube

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

MEDIA COVERAGE

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

MEDIA COVERAGE

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

MEDIA COVERAGE

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

MEDIA COVERAGE

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



WELCOME
WISCONSIN
SaltWise
ATTENDEES
ENTER

THANKS FOR
YOUR
CONTINUED
SUPPORT!

allisonm@capitalarearpc.org
608-334-8698





MS4 Permit No. WI-S050075-3

Section 1.5.1 Impaired Waters Strategy & Program

November 2020

Summary

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

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

Bi-Annual Impaired Waters List Review

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

WDNR Impaired Waters Map

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

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

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

Tracking and Reporting

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

Program Contact

Maureen McBroom, Stormwater Project Manager

mmcbroom@watertownwi.gov

920-206-4264



Impaired Waters in the City of Watertown 2024

Including Rock River, Silver Creek and Riverside Park Creek



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

Notes:

Service Layer Credits:
EN Basic Basemap WTM Ext:



Map projection: NAD 1983 HARN Wisconsin TM

Map: 0 4,000 8,000 Feet
0 1,000 2,000 Meters

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

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

Date Printed: 2/13/2025 1:28 PM



MS4 Permit No. WI-S050075-3

Section 2.6.3 SWPPPs for Municipal Properties

March 2025

Summary

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

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

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

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

These SWPPPs address materials and equipment stored outside that may contribute to pollutant loads in local streams, lakes and wetlands due to exposure to rain and snow melt. The plans, which designate specific areas of these sites for dedicated storage and activities, requires inspections and maintenance designed to the overall amount of Total Suspended Solids (TSS), Total Phosphorus (TP) and other pollutants from reaching the Rock River, Silver Creek, Silver Creek Pond, Lake Victoria, Heiden Pond, and other local tributaries and wetlands, per Section 2.6.3 of the MS4 Permit.

Program Timelines

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

MS4 Permit No. WI-S050075-3

Section 2.6.3 SWPPPs for Municipal Properties

March 2025

Locations

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

MS4 Permit No. WI-S050075-3

Section 2.6.3 SWPPPs for Municipal Properties

March 2025

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

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

Tracking and Reporting

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

Program Contact

Maureen McBroom, Stormwater Project Manager

mmcbroom@watertownwi.gov

920-206-4264



Stormwater Pollution Prevention Plan

City Yard Waste Site

Updated-March 2025

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

Contact Info: **Stacy Winkelman, Operations**
Manager 920-262-4080
swinkelman@watertownwi.gov

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

Locations

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

Updates to 2016 SWPPP

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

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

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

Program Contacts

Stacy Winkelman, Operations Manager

920-262-4080

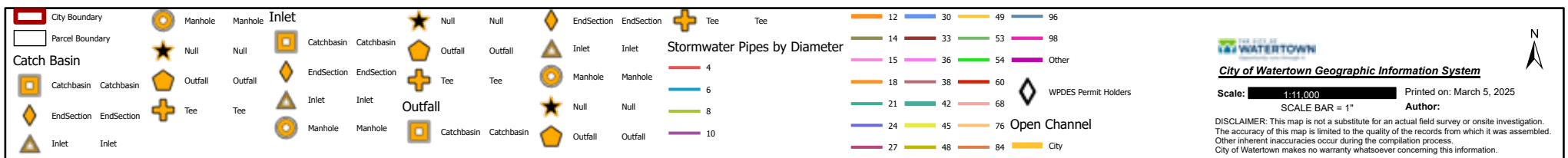
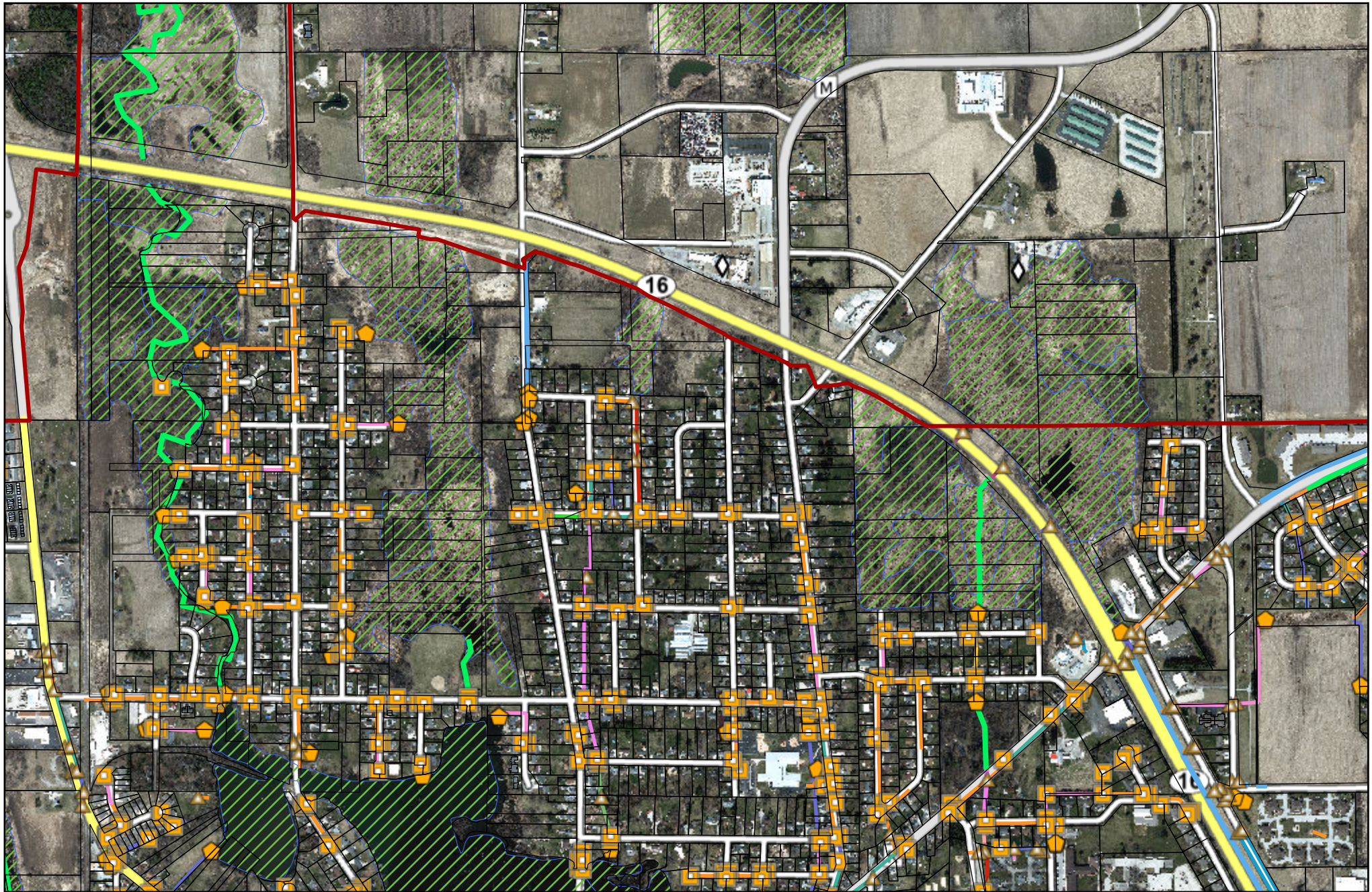
swinkelman@watertownwi.gov

Maureen McBroom, Stormwater Project Manager

mmcbroom@watertownwi.gov

920-206-4264

City of Watertown-North Annexation 2024





2024 Year-End Report

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

2024 Highlights:

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



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

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

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

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