



MS4 Permit No. WI-S050075-3

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

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

City of Watertown Stormwater Outreach Posts

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



Date: 1/25/2022

19 Comments, 10 Shares, 22 Reactions



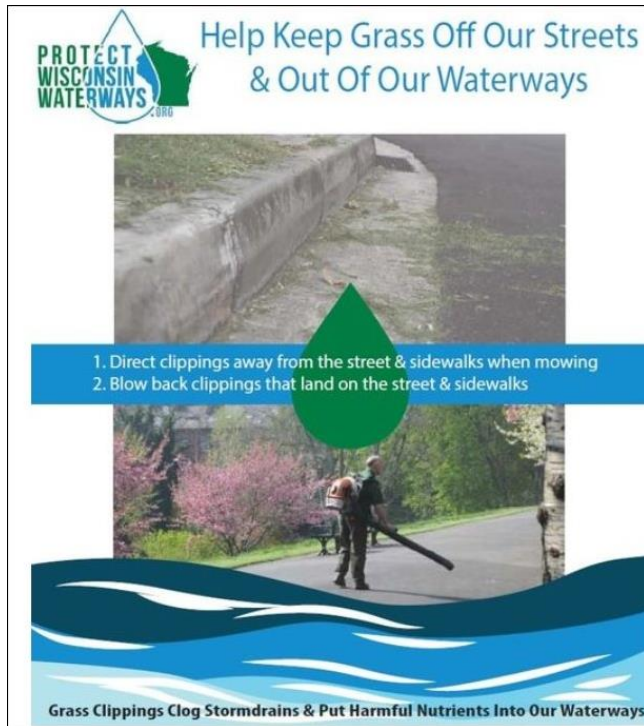
Date: 4/7/2022

22 Comments, 4 Shares, 16 Reactions



Date: 5/28/2022

4 Comments, 8 Shares, 19 Reactions



Date: 9/7/2022

1 Comments, 2 Shares, 9 Reactions



Date: 11/3/2022

27 Comments, 10 Shares, 28 Reactions



Date: September 2022

870 Views, 1 Comment, 11 Likes

YouTube video re: Biofilters & Permeable Pavement installations at new City parking lot, illicit discharge info, and general stormwater system/waterway information.

<https://www.facebook.com/cityofwatertownwi/videos/2132531523601454>

Stormwater Outreach Presentations to School Groups

Date: 1/28/2022

Lincoln STEM School Career Day

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

Date: 3/3/2022

Mayor's Visit to Schurz School

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

Date: 10/26/2022

Lincoln STEM School Erosion Field Trip

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

Stormwater Outreach Presentations to Government

Public Works Commission Meetings

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

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

Stormwater Outreach to Businesses

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

Stormwater Outreach to General Public

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

2022 Waterways Clean-Up

Saturday
Sept. 17

Watertown Riverside Park

Pavilion near Parking Lot
Watertown, WI 53098

10 AM - 12 PM

Keep our local
waterways clean!

Register online by
August 17
to reserve your t-shirt



Splash Appearance

Scan the code below or go to:
protectwiwaterways.org/2022cleanup

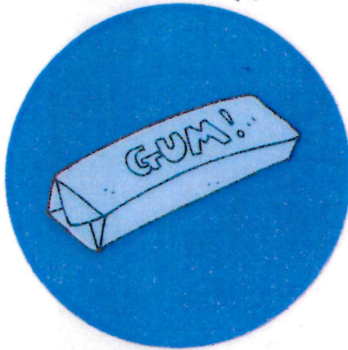


Clean-Up Bingo

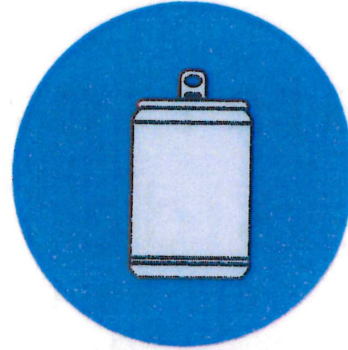
All of these things do not belong in our waterways.
Can you find them all and clean them up to make our waterways
clean again? Cross out the objects you cleaned up during your
cleanup adventure. What other unique items did you find? Take
a photo and share it with us on Facebook:
[@ProtectWisconsinWaterways](#)



Plastic bottle



Chewing gum



Soda can



Mask



Juice box



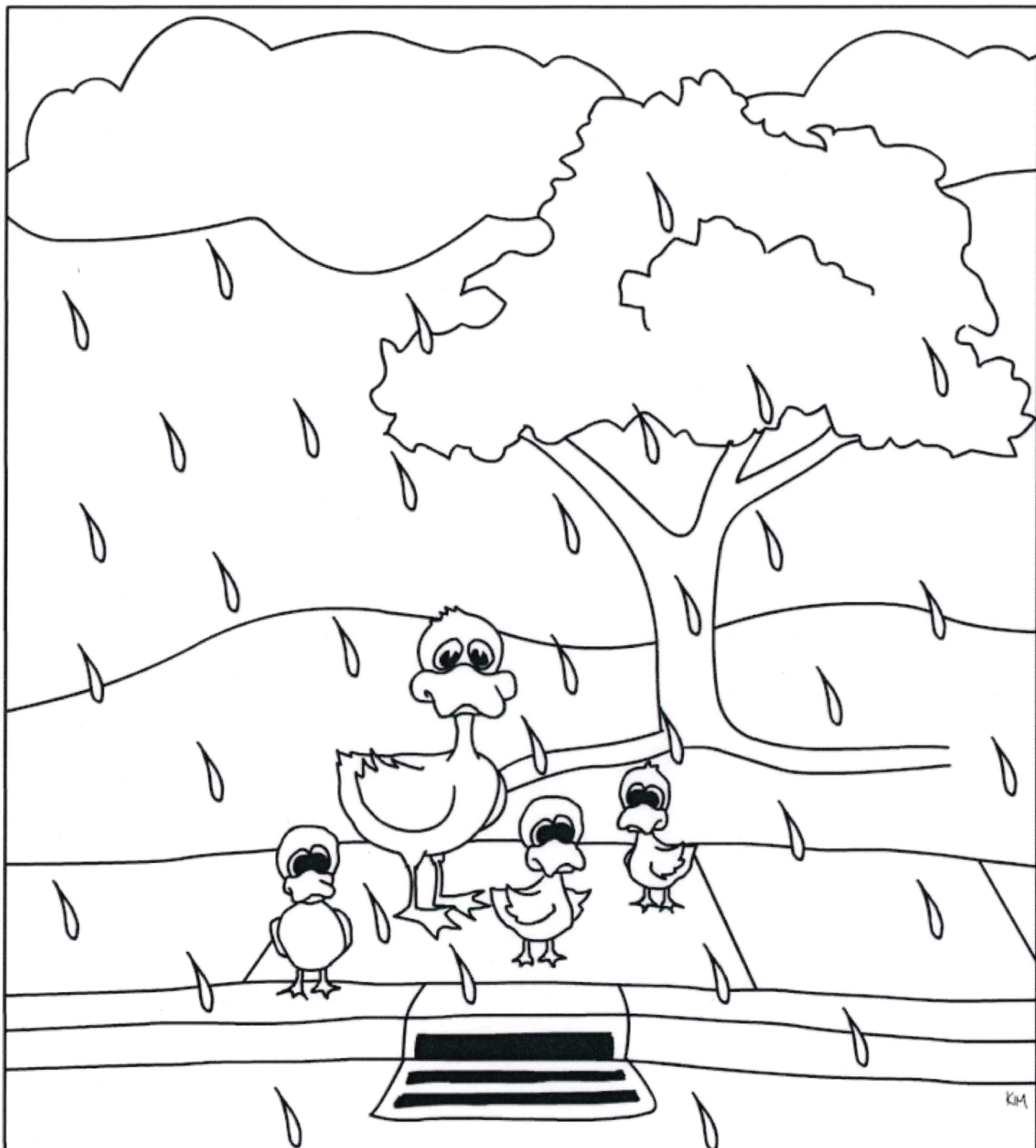
Bottle cap



Cardboard or paper

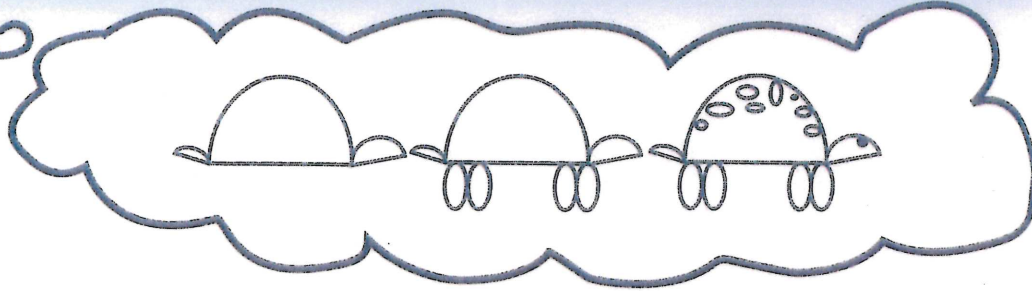
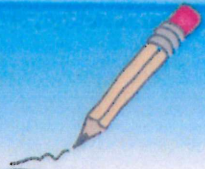


Cigarette butt

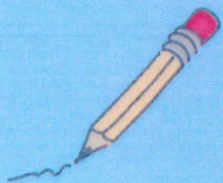
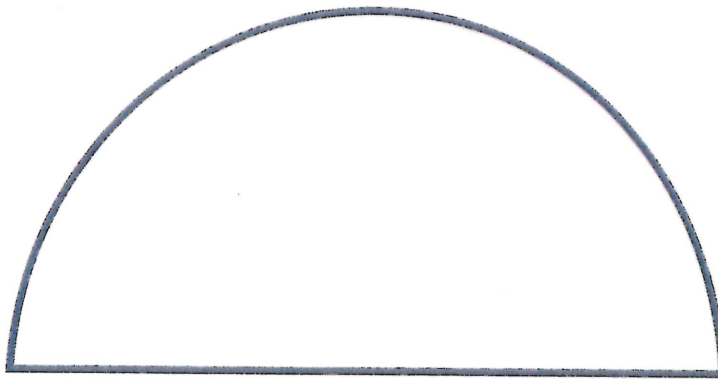



Only rain in the storm drain!


Drawing is Easy!




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

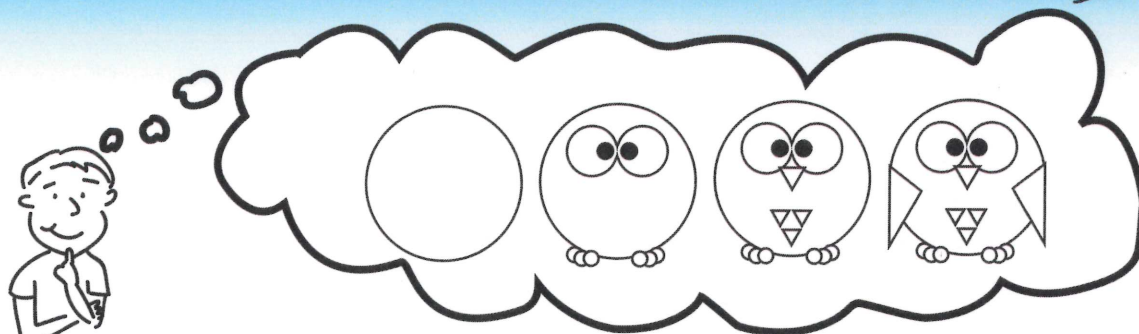


How many  did you draw? _____

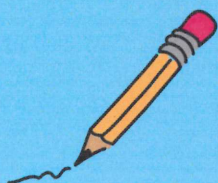
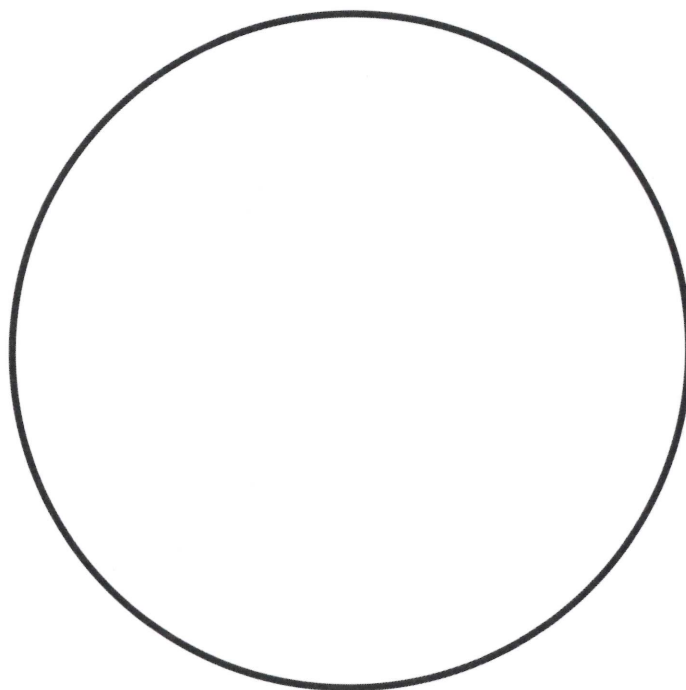
How many  did you draw? _____

How many  did you draw? _____

Drawing is Easy!



Use circles and triangles to draw an owl.



How many



did you draw? _____

How many



did you draw? _____

Maureen McBroom

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

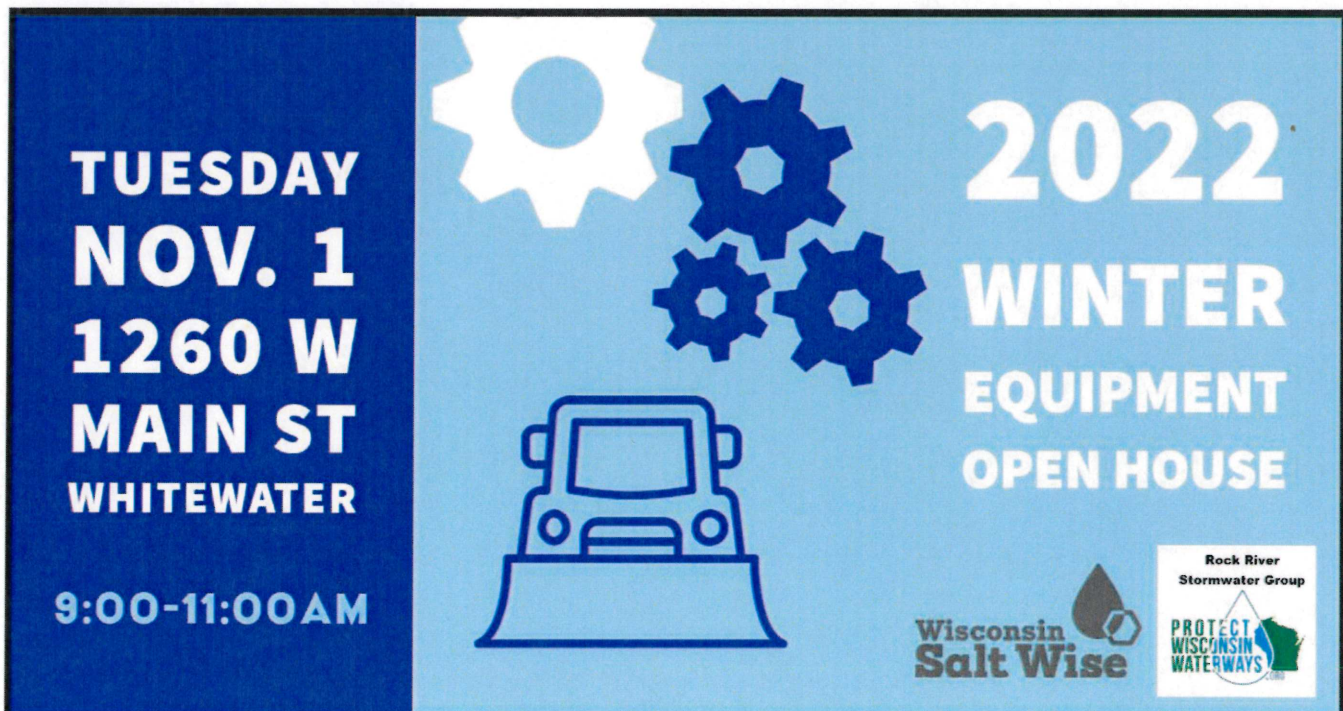
Hi Bonnie-

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

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

Whitewater Salt Wise Winter Equipment Open House – Register Here

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



The poster is divided into two main color sections: a dark blue left side and a light blue right side. On the left, white text reads: **TUESDAY
NOV. 1
1260 W
MAIN ST
WHITEWATER
9:00-11:00AM**. The right side features a light blue background with several dark blue gear icons of varying sizes. Below the gears is a dark blue line-art icon of a snowplow. To the right of the gears, white text reads: **2022
WINTER
EQUIPMENT
OPEN HOUSE**. At the bottom right, there are two logos: 'Wisconsin Salt Wise' with a water drop icon, and 'Rock River Stormwater Group' with a logo that says 'PROTECT WISCONSIN WATERWAYS' and shows a map of Wisconsin.

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

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

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

Thank you!
-McB

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





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

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

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

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

N14 W24140 Tower Pl, Pewaukee, WI 53072

Course description

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

This course will cover:

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

Who should attend

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

Registration

Training only Registration- \$329

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

Training Registration with DSPS Exam- \$349

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

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

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

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

Wisconsin Department of Safety & Professional Services (DSPS) Credentials

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

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

This training is in partnership with:



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