



VILLAGE OF CALEDONIA

MS4 Annual Report
Permit No. WI-S050059-3

This report is submitted by the Village of Caledonia in compliance with the provisions of The Root River Group **WPDES Permit No. WI-S050059-3**. The co-permittees of The Root River Group is comprised of the City of Racine, City of New Berlin, City of Franklin, Village of Greendale, Village of Hales Corners, Village of Mount Pleasant and the Village of Caledonia. This form is for reporting on activities undertaken in calendar year 2013.

Due by March 31, 2014

SECTION I. Municipal Information

Name of Municipality Village of Caledonia		Facility ID No. (FIN) 31160	
Mailing Address 6922 Nicholson Road	City Caledonia	State WI	Postal Code 53108
County(s) in which Municipality is located Racine	Type of Municipality: (check one) <input type="checkbox"/> County <input type="checkbox"/> City <input checked="" type="checkbox"/> Village <input type="checkbox"/> Town <input type="checkbox"/> Other (specify)		

SECTION II. Municipal Contact Information

Name of Municipal Contact Person Anthony A. Bunkelman P.E.		Title Assistant Village Engineer / Drainage District Engineer	
Mailing Address 6922 Nicholson Road	City Caledonia	State WI	Postal Code 53108
E-mail Address abunkelman@caledoniawi.com	Telephone No. (including area code) 262-835-6416	Fax No. (including area code) 262-835-2388	

SECTION III. Certification

I hereby certify that I am an authorized representative of the municipality covered under MS4 General Permit No. WI-S050059-3 for which this annual report is being submitted and that the information contained in this document 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.

Authorized Representative Printed Name Anthony A. Bunkelman P.E.		Authorized Representative Title Assistant Village Engineer / Drainage District Engineer	
Authorized Representative Signature 		Date Signed 3-27-2014	
E-mail Address abunkelman@caledoniawi.com	Telephone No. (including area code) 262-835-6416	Fax No. (including area code) 262-835-2388	

SECTION IV. General Information

- a. Describe what efforts the municipality has undertaken to invite the municipal governing body, interest groups, and the general public to review and comment on the annual report.

The Village of Caledonia publishes its MS4 Annual Report on its website to notify the public of permit compliance activities and holds monthly Village of Caledonia Storm Water Utility District meetings to accept comments from residents.

- b. Describe how elected and municipal officials and appropriate staff have been kept apprised of the municipal storm water discharge permit and its requirements.

Elected and municipal officials are kept apprised of permit requirements at annual budget authorization meetings in September/October.

- c. Has the municipality prepared its own municipal-wide storm water management plan? Yes No

If yes, title and date of storm water management plan:

Village of Caledonia Stormwater Management Plan, 2006.

- d. Has the municipality entered into a written agreement with another municipality or a contract with another entity to perform one or more of the conditions of the general permit as provided under Section 2.10 of the general permit? Yes No

If yes, describe these cooperative efforts:

Root River Group - Agreement among seven municipalities to cooperatively address water quality concerns whenever feasible.

Root Pike WIN – Agreement between the Root River Group and Root Pike WIN to perform the Public Education and Outreach for 2013.

- e. Does the municipality have an internet website? Yes No

If yes, provide web address:

<http://www.caledoniawi.com/>

- If the municipality has an internet website, is there current information about or links provided to the MS4 general permit and/or the municipality's storm water management program? Yes No

If yes, provide web address:

The Village provides links to its MS4 Permit, Annual Reports and information on its Storm Water Management Program on its website.

MS4 Permit - <http://www.caledoniawi.com/root%20ms4.pdf>

Annual Report 2008 - <http://www.caledoniawi.com/2008%20Annual%20Report.pdf>

Annual Report 2009 - <http://www.caledoniawi.com/Village%20of%20Caledonia%20MS4%202009%20Annual%20Report%20.pdf>

Annual Report 2010 - <http://www.caledoniawi.com/Caledonia%202010%20NR216%20Annual%20Report%20Final.pdf>

Annual Report 2011 - <http://www.caledoniawi.com/Caledonia%20Annual%20Report%202011.pdf>

Annual Report 2012 - <http://www.caledoniawi.com/2012%20MS4%20Annual%20Report%20Final.pdf>

SECTION V. Permit Conditions

a. **Minimum Control Measures:** For each of the permit conditions listed below, provide a description of the status of implementation of program elements, the status of meeting measurable goals, and compliance with permit schedule in section 3 of the MS4 general permit. Be specific in describing the actions that have been taken during the reporting year to implement each permit condition and whether measurable goals have been met, including any data collected to document a measurable goal. Also, explain the reasons for any variations from the compliance schedule in the MS4 general permit.

- Public Education and Outreach

An informational kiosk resides in Village Hall which provides citizens a centrally located source for stormwater and water quality information. The kiosk contains brochures, pamphlets, and maps from the UW-Extension, WI-DNR, NRCS, WI-DATCP, MMSD, and SEWRPC. These materials include information on pesticides and fertilizers, yard waste, car care, runoff rules for farmers, pest waste, urban runoff, the root river watershed, watershed protection, rain gardens, and more.

The Root River Group has also entered into a contract with Root Pike WIN for handling Public Education & Outreach. Appendix I outlines the group's activities for 2013.

- Public Involvement and Participation

Citizens are encouraged to attend Village of Caledonia Storm Water Utility District Meetings where they can address any topics of concern. Additionally, the Village publishes its MS4 Permit and MS4 Annual Reports on its website to notify the public of permit compliance activities.

- Illicit Discharge Detection and Elimination

The Village of Caledonia will follow its Illicit Discharge Detection and Elimination program as outlined in the MS4 Permit. Illicit Discharge Detection and Elimination inspections were not conducted in 2013.

- Construction Site Pollutant Control

The revised Erosion and Sediment Control Ordinance was adopted in September 2005. Inspection of construction sites is currently shared between staff of the Caledonia Engineering Department and the Caledonia Building Inspection Department. Violations of the existing ordinance have been enforced through the Engineering Department and the Building Inspection Department. Development of a new Erosion Control Enforcement Program was completed in 2007 and enacted in 2008. The program consists of guidelines, procedures, and forms for permit applicants and Village staff related to Construction Site Pollutant Control. The Village continued to implement the program in 2013 with a total of 22 approved Erosion and Sediment Control Permits.

- Post-Construction Storm Water Management

The Post-Construction Storm Water Management Ordinance was adopted in September 2005 and has since been approved. Revisions to the ordinance were concluded in 2008 and adopted in 2009. The Village continues to require compliance and enforce the provisions of this Ordinance through the Storm Water Management Plan reviews performed by the Engineering Department.

- Pollution Prevention

The 2007 study to determine the most effective methods to eliminate non-storm water discharges from the Village Hall Complex located on Nicholson Road resulted in the Storm Water Pollution

Prevention Plan completed in 2008. Implementation began in 2008.

b. Storm Water Quality Management: Has the municipality completed a pollutant-loading analysis to assess compliance with the 20% TSS reduction developed urban area performance standard? Yes No

If yes, provide the following: Model used WinSLAMM Version 9.4 Reduction (%) 26.2

Has the municipality completed a pollutant-loading analysis to assess compliance with the 40% TSS reduction developed urban area performance standard? Yes No

If yes, provide the following: Model used WinSLAMM Version 9.4 Reduction (%) 77.51

Has the municipality completed an evaluation of all municipal owned or operated structural flood control facilities to determine the feasibility of retrofitting to increase TSS removal? Yes No If yes, describe:

c. Storm Sewer System Map: Describe any changes or updates to the storm sewer system map made in the reporting year. Provide an updated map.

The Village continued to update the storm sewer map with information from projects that were installed in 2013. Updates also included adding sewer line material and diameter attributes where available.

SECTION VI. Fiscal Analysis

a. Provide a fiscal analysis that includes the annual expenditures for 2010, and the budget for 2010 and 2011.

Village of Caledonia	2013 Budget	2012 Expenditures	2013 Budget
Storm Water Permit	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00
Facilities Inspection	\$ 37,500.00	\$ -	\$ 25,000.00
Outreach Involvement	\$ 3,000.00	\$ 2,373.00	\$ 2,700.00
Totals	\$ 40,500.00	\$ 5,373.00	\$ 30,700.00

b. What financing/fiscal strategy has the municipality implemented to finance the requirements of the general permit? Storm water utility General fund Other _____

c. Are adequate revenues being generated to implement your storm water management program to meet the permit requirements? Yes No

Please provide a brief summary of your financing/fiscal strategy and any additional information that will assist the Department in understanding how storm water management funds are being generated to implement and administer your storm water management program.

The Village of Caledonia utilizes a storm water utility to pay for MS4 Permit related activities. The Village of Caledonia Storm Water Utility District was created in November of 2013 and encompasses the entire Village. The Village of Caledonia Storm Water Utility District replaces the Caledonia Storm Sewer Utility District which was comprised of the Lake Michigan Storm Sewer Utility District and the Root River Storm Sewer Utility District. The Village of Caledonia Storm Water Utility District utilizes a Storm Water Management User Fee to generate funds for storm water operations, maintenance, and projects.

SECTION VII. Inspections and Enforcement Actions

Note: If an ordinance listed below has previously been submitted and has not been amended since that time, a copy does not need to be submitted again. If the ordinance was previously submitted, indicate such in the space provided.

a. As of the date of this annual report, has the municipality adopted a construction site pollutant control ordinance in accordance with subsection 2.4.1 of the general permit? Yes No If yes, attach copy or provide web link to ordinance:

http://www.caledoniawi.com/document_detail.aspx?document_id=51

b. As of the date of this annual report, has the municipality adopted a post-construction storm water management ordinance in accordance with subsection 2.5.1 of the general permit? Yes No If yes, attach copy or provide web link to ordinance:

http://www.caledoniawi.com/document_detail.aspx?document_id=51

c. As of the date of this annual report, has the municipality adopted an illicit discharge detection and elimination ordinance in accordance with subsection 2.3.1 of the general permit? Yes No If yes, attach copy or provide web link to ordinance:

http://www.caledoniawi.com/document_detail.aspx?document_id=51

d. As of the date of this annual report, has the municipality adopted any other ordinances it has deemed necessary to implement a program under the general permit (e.g., pet waste ordinance, leaf management/yard waste ordinance, parking restrictions for street cleaning, etc.)? Yes No If yes, attach copy or provide web link to ordinance:

http://www.caledoniawi.com/document_detail.aspx?document_id=29

http://www.caledoniawi.com/document_detail.aspx?document_id=16

http://www.caledoniawi.com/document_detail.aspx?document_id=22

http://www.caledoniawi.com/document_detail.aspx?document_id=48

http://www.caledoniawi.com/document_detail.aspx?document_id=758

http://www.caledoniawi.com/document_detail.aspx?document_id=78

http://www.caledoniawi.com/document_detail.aspx?document_id=1612

e. Provide a summary of available information on the number and nature of inspections and enforcement actions conducted during the reporting period to ensure compliance with the ordinances described in a. to d. above.

22 new Erosion and Sediment Control Permits were issued in 2013. No written enforcement actions were needed but the Village of Caledonia had meetings with a few Permit holders in regards to maintaining stone tracking pads and for tracking of sediment on Village roads.

SECTION VIII. Water Quality Concerns

a. Does any part of the MS4 discharge to an outstanding resource water (ORW) or exceptional resource water (ERW) listed under s. NR 102.10 or 102.11, Wis. Adm. Code? (A list of ORWs and ERWs may be found on the Department's Internet site at: <http://dnr.wi.gov/org/water/wm/wqs/orwerw/>) Yes No If yes, list:

b. Does any part of the MS4 discharge to an impaired waterbody listed in accordance with section 303(d)(1) of the federal Clean Water Act, 33 USC § 1313(d)(1)(C)? (A list of the most current Wisconsin impaired waterbodies may be found on the Department's Internet site at: <http://dnr.wi.gov/org/water/wm/wqs/303d/303d.html>) Yes No If yes, complete the following:

- Impaired waterbody to which the MS4 discharges:

Root River & Lake Michigan

- Description of actions municipality has taken to comply with section 1.5.2 of the MS4 general permit for discharges of pollutant(s) of concern to an impaired waterbody:

No known PCB discharges within the MS4.

c. Identify any known water quality improvements in the receiving water to which the MS4 discharges during the reporting period.

No additional water quality improvements were identified in the 2013 reporting period.

d. Identify any known water quality degradation in the receiving water to which the MS4 discharges during the reporting period and what actions are being taken to improve the water quality in the receiving water.

No known degradation was identified during the 2013 reporting period.

SECTION IX. Department of Commerce Authority

Section 2.4.1.1.3 of the MS4 general permit requires a permittee that does not already have authority from the Wisconsin Department of Commerce (Commerce) to regulate erosion control at public buildings and places of employment to request such authority from Commerce within 18 months after the start date of permit coverage. However, as of January 1, 2010, responsibility for erosion control administration and enforcement for commercial building sites was transferred from Commerce to the Department of Natural Resources. This transfer took place due to 2009 Wisconsin Act 28, the 2009 state budget legislation, which moved s. 101.1205, Wis. Stats., commercial building construction site soil erosion and sediment control statutory language, to s. 281.33, Wis. Stats. As of January 1, 2010, the State's requirements for erosion control at commercial building construction sites will be administered by the Department of Natural Resources. Accordingly, a permitted municipality that was delegated to serve as an agent for Commerce will continue to serve as an agent for the Department of Natural Resources in accordance

As of January 1, 2010, was the municipality granted authority from the Wisconsin Department of Commerce to regulate erosion control at public buildings and places of employment? Yes No

SECTION X. Reapplication for Permit Coverage

Provide a description of any proposed changes to the municipality's storm water management program and any other relevant change that the municipality plans or anticipates.

The Village of Caledonia has completed the changeover from a Tax Levy funding source to a Storm Water Management User Fee funding source in November of 2013. There is potential that the Village of Caledonia Storm Water Utility District may institute a revised Credit System for the Storm Water Management User Fee.

Appendix I

Public Education & Outreach Program

Written Report to Southeast Wisconsin Clean Water Network for 2013

Report Submitted January 23, 2014 by Susan Greenfield, Root-Pike Watershed Initiative Network

SCOPE OF SERVICE

Target Audience--Based on the results from the household survey administered under this PROJECT, we will target male homeowners 35 to 64 years of age who live in the geographic area served by the S.E. Wisconsin Clean Water Network and perform their own yard work, wash their cars as well as owners of dogs.

Messages we will deliver in news releases, radio interviews, radio spots, workshop presentations, handouts and other venues will discuss stormwater runoff and its impact on our streams, rivers and lakes, how people contribute to it (yard care practices, etc.) and positive actions they can take to reduce the problem. Topics (practices) to be addressed are: rain gardens, rain barrels, stormwater trees and other landscaping, composting, protecting storm drains, use of lawn and garden chemicals, managing pet waste, reducing salt on sidewalks and driveways, car care, role of swales and ditches.

OUTCOMES

TARGET AUDIENCE OUTCOMES

Greener Yards, Cleaner Waters Program

Six how-to "Greener Yards, Cleaner Waters" workshops targeted to homeowners were held in Oak Creek, Sturtevant, City of Kenosha (2) and New Berlin. (How many) people attended the workshops and we gave away six rain barrels in free drawings.

Respect Our Waters Campaign

Primary targets were adult TV viewers, homeowners who perform yard care, pet owners and car owners (see attached ROW report).

MESSAGE OUTCOMES

Greener Yards, Cleaner Waters Program

With its focus on homeowners, yard care, and stormwater runoff and the main slogan, "actions you can take in your yard to protect our precious waters," Root-Pike WIN addressed all of the topics (left side) in its E-newsletters (see below), brochure and poster and workshop presentations, website, and exhibitions.

Respect Our Waters Campaign, with its slogan, "clean water is a matter of proper training," and its spokesperson, a sassy Water Spaniel named "Sparkles", the 2013 campaign focused on the impact of picking up pet waste, using lawn chemical, not sweeping debris into the street, and maintaining autos on the quality of stormwater runoff. In addition to the television spots, messages were carried on a Respect Our Waters Facebook page, Respect Our Waters website, and with "Sparkles" on Milwaukee Journal Sentinel newspaper bags. Further carrying the message were "Sparkles" buttons, "Sparkles" temporary tattoos, and a bookmark listing tips for clean water that were distributed at 47 community events (see attached ROW report).

Topics not addressed by either effort were: role of swales and ditches and protecting storm drains.

SCOPE OF SERVICE

OUTCOMES

<p>Advertising Campaign--Root-Pike WIN will collaborate with the S.E. Wisconsin Watersheds Trust to plan, create and implement a media campaign that will be targeted to our audience and air during between the months of May-October.</p>	<p>ADVERTISING OUTCOMES</p> <p>Respect Our Waters Campaign Root-Pike WIN, representing the SE WI Clean Water Network, and Sweet Water (S.E. WI Watersheds Trust), representing 17 Milwaukee area municipalities, joined together to plan and implement an advertising campaign for the Milwaukee TV viewing area. Working with an advisory group that included members of both municipal groups, Eichenbaum & Associates advertising agency was selected to create the campaign, negotiate a media buy and provide publicity. They negotiated the most exposures with WISN TV 12 in an agreement that included TV spots (836) of 0:15 or 0:30 seconds and a website landing page and advertising on the WISN TV 12 website (see ROW report).</p>
<p>Media Publicity for Greener Yards Program-- Through direct contacts with reporters and the distribution of news releases, Root-Pike WIN will attract media publicity to include radio and television interviews, and newspaper and magazine feature stories.</p>	<p>MEDIA PUBLICITY OUTCOMES</p> <p>Greener Yards, Cleaner Waters, 2013 Journal Times, March 25, 2013 – “Greening Up Your Yard workshops are scheduled throughout April”</p> <p>Kenosha News, April 9, 2013 – “Workshops set to help residents to improve water quality”</p> <p>Kenosha News, June 6, 2013 – “The earth-friendly grass is greener” (Resource list: For Greener Yards, Cleaner Waters workshops and list of sources for native plants: rootpikewin.org)</p> <p>WTMJ-TV, July 1, 12:30 News – Live two-minute interview with Jeff Martinka and Susan Greenfield covering steps the public can take to help protect our waters – rain barrel, native plants and rain gardens.</p> <p>WRJN-AM, “Afternoon News,” July 9, 4:35 p.m. – Live 10-minute interview with Susan Greenfield on rainstorms and how they impact area water, stormwater pollution, actions homeowners can take and actions municipalities have taken.</p> <p>94.5 Lake FM, August 18, 7 a.m. – 13-minute interview with Jeff & Allison discussing water quality and stormwater pollution prevention.</p>

SCOPE OF SERVICE

OUTCOMES

<p>Municipal Newsletters--Root-Pike WIN will provide news releases and articles for municipal newsletters and websites on the topics areas. Materials will be submitted electronically in January (Spring newsletters), April (Summer newsletters), June (Fall newsletters), August (winter newsletters).</p>	<p>MUNICIPAL NEWSLETTER OUTCOMES</p> <p>February 25, 2013, "Village of Mount Pleasant Website, "Greener Yards, Cleaner Waters Workshops Announced".</p>
<p>Electronic Newsletter--Root-Pike WIN will send monthly electronic newsletters to municipal residents on our topic areas to include articles, announcements of upcoming workshops and grant opportunities. Municipalities will be invited to submit information for the newsletter. Email addresses will be gathered from people who attended workshops and/or applied for grants associated with Root-Pike WIN and from other lists, such as UW-Extension.</p>	<p>ELECTRONIC NEWSLETTER OUTCOMES</p> <p>The Greener Yards, Cleaner Waters electronic newsletter was emailed/published eight times in February, March, April, May, June, July, August, September 2013 to over 1,000 people (email addresses). The list includes people who have attended a workshop or have been awarded a rain garden grant; municipal members of the SE WI Clean Water Network; Root-Pike WIN board members; Resource Group members and grant recipients from our Watershed-based Grant Program; participants in the Pike River and Root River Watershed planning; participants in the annual Root River Paddle; those who visited the Respect Our Waters booth at exhibition/community events and others who asked to be emailed the newsletter. The February and March issues announced tree, shrub and seed programs offered by municipalities and counties in southeast Wisconsin.</p>
<p>Speakers Bureau--Root-Pike WIN will be available to give presentations to service and professional groups about the S.E. WI Clean Water Network and its role in reducing polluted stormwater runoff. A Powerpoint presentation and handout will be created and made available to members of the Network.</p>	<p>SPEAKERS BUREAU OUTCOMES</p> <p>On March 15, 2013, Root-Pike WIN offered a professional landscapers workshop that attracted 37 people.</p> <p>Greener Yards, Cleaner Waters Workshops</p> <p>The following workshops held in 2013 attracted 83 people:</p> <p>Oak Creek, Thursday, April 4, 2013 from 5:30 to 7:30PM at Oak Creek Community Center – 8580 South Howell Ave, Oak Creek, WI</p> <p>Sturtevant, Saturday, April 13, 2013 from 10:00 to Noon at SCJ iMET Auditorium Room #104 2320 Renaissance Blvd Sturtevant, WI 53177</p> <p>Kenosha, Saturday April 13, 2013 from 10:00 to Noon at Kenosha Public Museum - 5500 1st Ave, Kenosha WI 53140</p>

SCOPE OF SERVICE

OUTCOMES

<p>Exhibitions--Root-Pike WIN will participate in fairs and conferences as an exhibitor. We will create new artwork for the display unit and a handout for distribution at the events. The S.E. Wisconsin Clean Water Network will be prominently recognized on these materials. The exhibit will be made available to municipalities for display. A second tabletop display will be purchased if there is a large call from municipalities for the display.</p>	<p>Kenosha, Saturday April 20, 2013 from 10:00 to Noon at Gateway Technical College, Kenosha Campus Technical Building, 3520 30th Avenue Room T130. <i>In partnership with GTC's Celebrate Earth Day Fair</i></p> <p>New Berlin, Saturday April 27, 2013 from 10:00AM to Noon at New Berlin - City Hall Council Chambers, 3805 S. Casper Drive, New Berlin, WI 53151</p>
<p>Exhibitions--Root-Pike WIN will participate in fairs and conferences as an exhibitor. We will create new artwork for the display unit and a handout for distribution at the events. The S.E. Wisconsin Clean Water Network will be prominently recognized on these materials. The exhibit will be made available to municipalities for display. A second tabletop display will be purchased if there is a large call from municipalities for the display.</p>	<p>EXHIBITIONS OUTCOMES</p> <p>Greener Yards, Cleaner Waters Fairs & Exhibits</p> <p>April 13, 2013, Exhibit at Kenosha Public Museum in conjunction with workshop</p> <p>April 20, 2013, <i>Earth Day Fair</i>, sponsored by Gateway Technical College, Kenosha)</p> <p>May 11, 2013, <i>Bird Day</i>, Kenosha Public Museum</p> <p>August 17, 2013, <i>Camp Lake Annual Meeting</i>, Salem Town Hall</p>
<p>Meetings--Root-Pike WIN will plan and attend quarterly meetings of the Network, scheduled to be held on the third Thursday in March, June, September, December, and will organize one or more additional meetings on a topic of general interest to the group. In addition, RPW will be available to meet with Tony Beyer on issues related to this contract.</p>	<p>MEETINGS OUTCOMES</p> <p>Root-Pike WIN planned and coordinated the following meetings of the Clean Water Network January 1, 2013-December 31, 2013:</p> <p>March 21, 2013, 10:00 a.m.-noon, Milwaukee County Sports Complex, Franklin, included a special presentation: Permeable Interlocking Concrete Pavement, Sean Hayes, PE, Environmental Engineer, Milwaukee County</p> <p>June 20, 2013, 10:00 am-noon, The Energy Exchange, Milwaukee, included a special presentation & tour by Bryan Simon: Energy Exchange: Harvesting Rainwater and Reducing Energy Use</p> <p>September 19, 2013, 10:00 am-noon, New Berlin City Hall, 3805 S. Casper Drive, New Berlin, included a presentation & tour: Naturalization of stormwater detention ponds in the Park Central residential development, by Tom Slawski, resident</p> <p>December 19, 2013, 10:00 am-noon, Wisconsin Department of Natural Resources Conference Room, Sturtevant, included a presentation by Chris Litzau, President, Great Lakes Community Conservation Corps and a Respect Our Waters update by Susan Greenfield.</p>

SCOPE OF SERVICE

OUTCOMES

<p>Written Progress Reports--Root-Pike WIN will submit a written report twice a year describing progress of the project. In September RPW will send an email listing the cost share for the following year.</p>	<p>WRITTEN PROGRESS REPORTS OUTCOMES</p> <p>Reports--Root-Pike WIN submitted a final written and financial report to the Village of Mount Pleasant, the 2013 fiscal agent, on January 23, 2014. Root-Pike WIN also prepared a report on the Respect Our Water campaign that was submitted to Tony Beyer of the Village of Mount Pleasant in October 2013.</p>
<p>Evaluation--Root-Pike WIN will create and distribute an evaluation instrument to gather input from municipal members about the project for the purpose of improving the program and increasing its effectiveness.</p>	<p>EVALUATION</p> <p>Root-Pike WIN is working with Andy Yenchu of UW-Extension to develop a web-based survey to evaluate Root-Pike WIN's Keep Our Waters Clean outreach program. The survey is planned for February 2014.</p>

2013 RAIN GARDENS & RAIN BARRELS

Greener Yards, Cleaner Waters--While rain gardens and rain barrels were not part of the Scope of Service for the 2013 Program, they were one of the measurable outcomes of the effort. Although Root-Pike WIN was not funded for a rain garden program in 2013, rain gardens funded in 2010, 2011, and 2012 were monitored in the summer of 2013. 40 total gardens were monitored and 4 will be abandoned, leaving 36 functional gardens from 2010-2012. They represent a total of 10,521 square feet of garden space in four counties. Approximately 420,840 gallons of rain and snow-ice melt is held back, infiltrated and evaporated annually by these gardens alone. The majority of the gardens monitored are healthy. Many of the gardens had less than a 3" layer of hardwood mulch at the time of monitoring, allowing weeds to encroach on the garden. Several garden owners had moved water sources away from gardens and were advised to return them; others have added additional water sources and were advised to remove them. All garden owners were provided with a monitoring report and advice on how to better maintain their garden if needed. There was an instance in which a rain garden was moved from its original location to a different location with no water source. That garden will be abandoned and the sign removed.

Respect Our Waters—A rain barrel drawing was offered at each of the community outreach events where Sweet Water and Root-Pike WIN set up an exhibit, and 19 people won rain barrels from RPW. One lucky winner received a box of pet waste bags at the GRKC Annual All-Breed AKC Conformation Show in Racine. A list of the winners is below.

SCOPE OF SERVICE

OUTCOMES

Winner Name	Municipality of Residence	County
Bette Arey	Hales Corners	Milwaukee
Kevin Blunt	Racine	Racine
Monica Coey	Sturtevant	Racine
Sara Eckert	Oak Creek	Milwaukee
Donovan Fannin	Sturtevant	Racine
Linda Fifarek	Kenosha	Kenosha
Ken Flanum	Mukwonago	Waukesha
Vickie Galich and Chantelle Rompre	Silver Lake	Kenosha
Ken and Sue Gauresch	Waterford	Racine
Penny Griffiths	Racine	Racine
Cindy Hapanowicz	Kenosha	Kenosha
Mary Hess	Trevor	Kenosha
Dan Lloyd	Bristol	Kenosha
Gordon and Sandra Oakes	Waukegan	Lake, IL
Marcie Raymond	Trevor	Kenosha
Ed and Marcie Raymond	The Villages	Sumter, FL
Norman Schultz	Racine	Racine
Paul and Christine Uebe	Racine	Racine
Dennis Whyte	Kenosha	Kenosha



Respect Our Waters
Paid Media Summary Report
October 30, 2013

Media expenditure = \$105,000
Estimated total value = \$399,000
Estimated 1.6 million adults were exposed to advertising

- **Television Schedule**
 - May 6, 2013 through October 9, 2013
 - Spot lengths: :30 & :15
 - Total GRPs: 2,518
 - Estimated market reach = 97.6%
 - Estimated average frequency = 13.7x
 - Total spots: 836

- **Online**
 - May 6, 2013 through September 29, 2013

 - WISN.com: Web ads
 - Total impressions delivered: 1,673,641
 - Clicks: 1,992
 - Click-thru rate: 0.12%

 - WISN.com: WeatherWatch
 - Total unique visitors: 2,864
 - Average time spent on page: 2+ minutes



Respect Our Waters
Public Relations Coverage Report
October 30, 2013

Public Relations Summary

- \$67,080 in estimated advertising value
- 60 hits of media coverage
 - Significant TV exposure with 10 feature stories or interviews
 - Exposure in all daily newspapers – Milwaukee Journal Sentinel, Kenosha News and Racine Journal Times
 - Feature story with 88.9 Radio Milwaukee and lengthy interviews on WRJN-AM
- Penetrated all media
 - newspaper
 - online
 - television
 - radio
 - web
- Sustained media coverage for four months
- Coverage throughout southeastern Wisconsin – cities of Milwaukee, Racine, Kenosha and surrounding suburbs and communities of Mount Pleasant, Sturtevant, Oak Creek, Greenfield, Franklin, South Milwaukee, Caledonia, St. Francis, Brookfield, Wauwatosa, Elm Grove, Waukesha, Menomonee Falls and Shorewood

Coverage Details

\$Feature interviews, articles or exposure

=Community coverage

Broadcast Coverage

\$WTMJ-TV, July 1, 12:30 News – Live two-minute interview with Jeff Martinka and Susan Greenfield covering steps the public can take to help protect our waters – rain barrel, native plants and rain gardens.

\$WRJN-AM, “Afternoon News,” July 9, 4:35 p.m. – Live 10-minute interview with Susan Greenfield on rainstorms and how they impact area water, stormwater pollution, actions homeowners can take and actions municipalities have taken.

\$WRJN-AM, “Afternoon News,” August 12, 5:30 p.m. – Live 10-minute interview with Susan Greenfield on Wind Point Watershed Restoration Planning Meeting and other area water issues.

\$94.5 Lake FM, August 18, 7 a.m. – 13-minute interview with Jeff & Allison discussing water quality and stormwater pollution prevention.

\$WISN-TV, Channel 12, August 18, 8:45 a.m. – Live three-minute interview with Jeff on Respect Our Waters and steps the public can take to help improve water quality. Station aired a Sparkles spot at the beginning of the interview.

\$WDJT-TV, CBS58, September 4, 5:35, 5:45, 6:15 & 6:45 a.m. – Four, three-minute live segments from the Menomonee River with Stephanie Brown and various interviewees representing different aspects of water quality and education

Jeff Martinka, Executive Director, *Sweet Water* - the Southeastern Wisconsin Watersheds Trust, Inc.

Themes – There are many ways the public can help with actions related to the yard (rain barrel, fertilizer and engine oil)

Melissa Cook, Manager, Hank Aaron State Trail

Themes – Pet owners can help by picking up after their pets.

Val Klump, Ph.D., Professor and Associate Dean of Research, UWM School of Freshwater Sciences

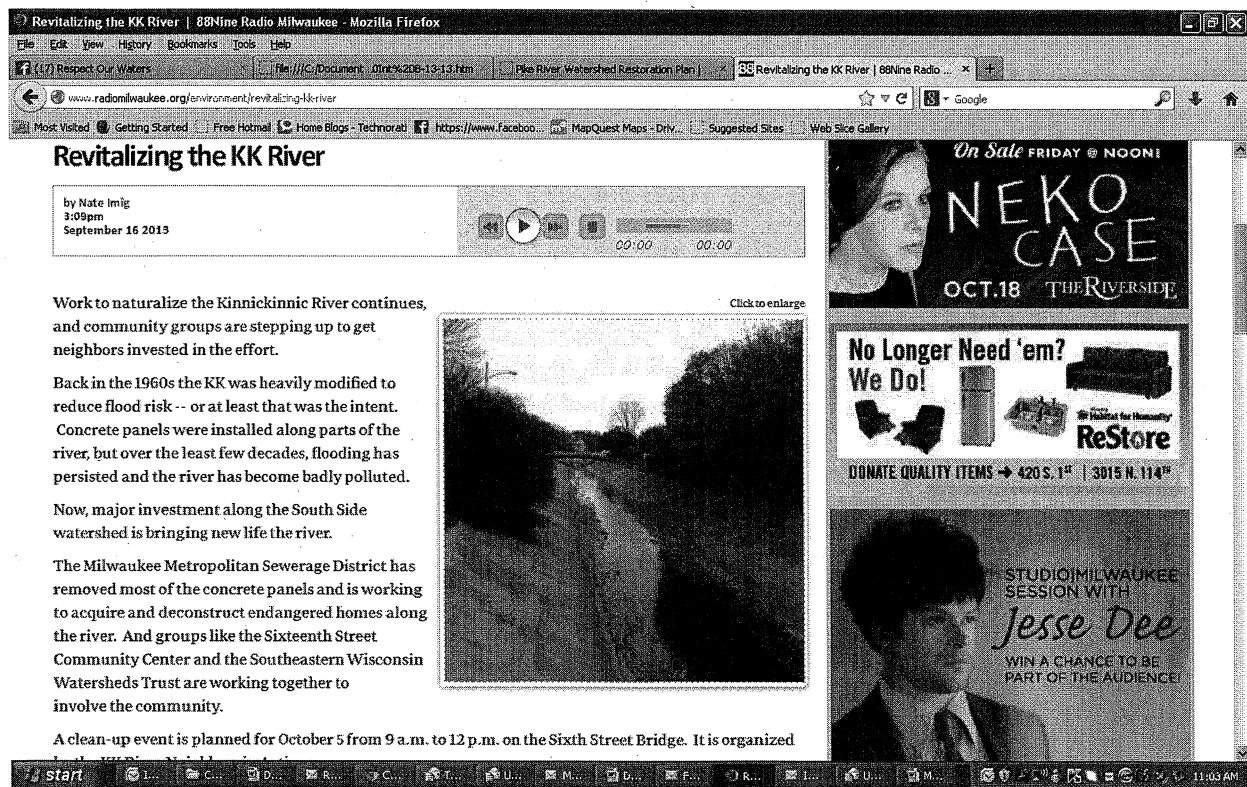
Themes – Water research can help in correcting water pollution challenges, recent examples from the UWM SFS work include Miller Park bacteria fixes and improvements at the Bradford and South Shore beaches on Lake Michigan

Joe Rath, Water Quality Specialist, Milwaukee Riverkeeper, two monitoring volunteers and wrap up by Jeff Martinka.

Themes – Volunteers can boost local water quality improvements through volunteer monitoring and river cleanups. Jeff provided final thoughts on actions people can take to help our waterways.

\$Detroit Public TV, September 11 – Lengthy interview with Jeff during Great Lakes Water Week on Sweet Water, Respect Our Waters Sparkles' campaign and how individual actions help our waters

\$88.9 Radio Milwaukee, September 16 - 23 – Community feature story on KK river naturalization, clean up and resident involvement. Highlighted on home page for more than a week



\$WISN-TV, Channel 12, September 24, 6 p.m. News – 3-minute feature story on the Menomonee River Revitalization

\$WTMJ-TV, Channel 4, September 28, 10 p.m. News – Feature story on release of sturgeon into Lake Michigan.

\$WDJT-TV, CBS58 "Making Milwaukee Great," October 19, 10 p.m. News – 3-minute feature story on the Menomonee River Revitalization.

Thought Leader Exposure

\$Healing Our Waters, September 12 – Presentation at conference by Susan and Jeff on Respect Our Waters Sparkles' campaign

Print Coverage

\$Kenosha News, September 24 – Article titled "What Do Rivers Need? More Attention."

\$Racine Journal Times, September 26 – Front page article above the fold with photo of restored portion of the Pike River – "Protect the Pike."

\$Kenosha News, September 20 – Article on results of Pike River pollution tests.

\$Milwaukee Journal Sentinel, "Your Views," August 11

You're paying for Sparkles' nonsense

Help! I'm being harassed on a near daily basis by a sock puppet. The puppet, a.k.a. Sparkles the Water Spaniel, informs me and other homeowners/citizens/taxpayers nearly every time we turn on the television how bad we are for over-fertilizing our lawns, not picking up after our dogs, etc.

Who is this cute but deceptive spokespuppet? He represents the views of Respect Our Waters, which is a partnership between Sweet Water and Root-Pike Watershed Initiative Network. On the surface, clean water seems to be a fine goal, but below the surface lurks more.

I wonder why Sparkles never mentions the dumping of millions of gallons of raw sewage regularly into Lake Michigan by the Milwaukee Metropolitan Sewerage District? He and his human backers are funded by 28 different municipalities and the state Department of Natural Resources. Yes, we and other citizens are paying for this attack on ourselves via your taxes. MMSD gets a free pass. I guess it's difficult to criticize an agency and ignore facts if taxpayer money is being doled out to you.

James Collins
Cudahy

\$Milwaukee Journal Sentinel, "Your Views," August 17

Wise-acre water spaniel doing his job

We're glad Sparkles the Water Spaniel got the attention of James Collins, because most people don't think about storm water pollution ("You're paying for Sparkles' nonsense," Your Views, Aug. 12).

Through humor, our ads communicate simple steps people can take to keep our rivers and lakes clean and healthy. Most people don't know their individual actions contribute to storm water pollution. In 2010, we surveyed households in southeastern Wisconsin, and the majority of respondents believed sewer overflows and industrial wastes were the major source of water pollution, when, in fact, 90% of water pollution comes from storm water runoff.

When it rains, water runs across our lawns, driveways and parking lots, picking up lawn chemicals, vehicle fluids, pet waste, yard waste and whatever else people dump in the street. That polluted water flows into storm sewers and discharges untreated directly into our streams, rivers and lakes.

That's why our wise-cracking puppet encourages people to pick up pet waste, leave grass clippings on the lawn, use lawn chemicals and fertilizer sparingly and check for auto leaks. Tiny changes, one by one and neighbor by neighbor, can have a huge cumulative impact. For more information on how you can help, go to respectourwaters.org.

Jeff Martinka

Executive director

Sweet Water — the Southeastern Wisconsin Watersheds Trust Inc.

Milwaukee

Susan Greenfield

Executive director

Root-Pike Watershed Initiative Network

Racine

Online Coverage

\$OnMilwaukee.com, July 21 – Feature story on the Respect Our Waters campaign including quotes from Susan and Jeff.

\$Mark Belling web site, July 1 & 2 – Mark Belling's web site included a link to the Respect Our Waters Sparkles' TV ads.

=Mount Pleasant-Sturtevant Patch, July 1 – Local announcement that Respect Our Waters will be at an upcoming community event along with list of actions residents can take to help protect our waters.

=Waukesha Patch, July 1 – Local announcement that Respect Our Waters will be at an upcoming community event along with list of actions residents can take to help protect our waters.

=Oak Creek Patch, July 2 – Local announcement that Respect Our Waters will be at an upcoming community event along with list of actions residents can take to help protect our waters.

=Waukesha Now, July 2 – Local announcement that Respect Our Waters will be at an upcoming community event along with list of actions residents can take to help protect our waters.

=Wauwatosa Now, July 2 – Local announcement that Respect Our Waters will be at an upcoming community event along with list of actions residents can take to help protect our waters.

=Wauwatosa Patch, July 2 – Local announcement that Respect Our Waters will be at an upcoming community event along with list of actions residents can take to help protect our waters.

=Oak Creek Now, July 2 – Local announcement that Respect Our Waters will be at an upcoming community event along with list of actions residents can take to help protect our waters.

=Oak Creek Patch, July 2 – Local announcement that Respect Our Waters will be at an upcoming community event along with list of actions residents can take to help protect our waters.

=Franklin Now, July 2 – Local announcement that Respect Our Waters will be at an upcoming community event along with list of actions residents can take to help protect our waters.

=Greenfield Now, July 2 – Local announcement that Respect Our Waters will be at an upcoming community event along with list of actions residents can take to help protect our waters.

=Greenfield Patch, July 2 – Local announcement that Respect Our Waters will be at an upcoming community event along with list of actions residents can take to help protect our waters.

=Brookfield Patch, July 2 – Local announcement that Respect Our Waters will be at an upcoming community event along with list of actions residents can take to help protect our waters.

=Elm Grove Now, July 7 – Local announcement that Respect Our Waters will be at an upcoming community event, along with list of actions residents can take to help protect our waters.

=**Brookfield Patch, July 9** – Local announcement that Respect Our Waters will be at an upcoming community event, along with list of actions residents can take to help protect our waters.

=**Wauwatosa Now, July 9** – Local announcement that Respect Our Waters will be at an upcoming community event, along with list of actions residents can take to help protect our waters.

=**Franklin Now, July 14** – Local announcement that Respect Our Waters will be at an upcoming community event, along with list of actions residents can take to help protect our waters.

=**Greenfield Now, July 14** – Local announcement that Respect Our Waters will be at an upcoming community event, along with list of actions residents can take to help protect our waters.

=**Greenfield Patch, July 14** – Local announcement that Respect Our Waters will be at an upcoming community event, along with list of actions residents can take to help protect our waters.

=**Wauwatosa Now, July 17** – Local announcement that Respect Our Waters will be at an upcoming community event along with list of actions residents can take to help protect our waters.

=**Menomonee Falls Patch, July 18** – Local announcement that Respect Our Waters will be at an upcoming community event along with list of actions residents can take to help protect our waters.

=**Greenfield Patch, July 18** – Local announcement that Respect Our Waters will be at an upcoming community event along with list of actions residents can take to help protect our waters.

=**Greenfield Patch, July 22** – Local announcement that Respect Our Waters will be at an upcoming community event along with list of actions residents can take to help protect our waters.

=**South Milwaukee Patch, July 31** – Local announcement that Respect Our Waters will be at an upcoming community event along with list of actions residents can take to help protect our waters.

=**South Milwaukee Now, July 31**– Local announcement that Respect Our Waters will be at an upcoming community event along with list of actions residents can take to help protect our waters.

=**St. Francis Now, July 31** – Local announcement that Respect Our Waters will be at an upcoming community event along with list of actions residents can take to help protect our waters.

=**Elm Grove Now, July 31** – Local announcement that Respect Our Waters will be at an upcoming community event along with list of actions residents can take to help protect our waters.

=**Brookfield Patch, July 31** – Local announcement that Respect Our Waters will be at an upcoming community event, along with list of actions residents can take to help protect our waters.

=**Oak Creek Patch, July 31** – Local announcement that Respect Our Waters will be at an upcoming community event along with list of actions residents can take to help protect our waters.

=**Wauwatosa Now, August 2** – Local announcement that Respect Our Waters will be at an upcoming community event along with list of actions residents can take to help protect our waters.

=**Wauwatosa Now, August 9** – Local announcement that Respect Our Waters will be at an upcoming community event along with list of actions residents can take to help protect our waters.

=**Menomonee Falls Patch, August 12** – Local announcement that Respect Our Waters will be at an upcoming community event along with list of actions residents can take to help protect our waters.

=**Shorewood Patch, August 12** – Local announcement that Respect Our Waters will be at an upcoming community event along with list of actions residents can take to help protect our waters.

=**Waukesha Patch, August 12** – Local announcement that Respect Our Waters will be at an upcoming community event along with list of actions residents can take to help protect our waters.

=**Brookfield Now, August 12** – Local announcement that Respect Our Waters will be at an upcoming community event along with list of actions residents can take to help protect our waters.

=**Caledonia Patch, September 5** – Local announcement that Respect Our Waters will be at an upcoming community event along with list of actions residents can take to help protect our waters.

=Menomonee Falls Patch, September 5 – Local announcement that Respect Our Waters will be at an upcoming community event along with list of actions residents can take to help protect our waters.

=Brookfield Patch, September 5 – Local announcement that Respect Our Waters will be at an upcoming community event along with list of actions residents can take to help protect our waters.

=Wauwatosa Now, September 6 – Local announcement that Respect Our Waters will be at an upcoming community event along with list of actions residents can take to help protect our waters.



Roster of Community Events
Respect Our Waters Stormwater Outreach Media Campaign
June - October, 2013

<i>June</i>		
Community	Event Name & Location	Date and Time
Greendale	<i>Nourish Expo</i> Greendale High School 6801 Southway	May 11, 11am – 2:30pm
Menomonee Falls	<i>Menomonee Falls Stormwater Expo</i> Fire Station #3 W140N7501 Lilly Road	May 15, 9am – 2:30pm
Milwaukee	<i>Locust Street Festival of Music & Art</i> East Locust Street between Humboldt & Holton Streets	June 9, 11:30am – 8pm
Milwaukee	<i>Chill on the Hill Go Green Night</i> Humboldt Park 3000 S. Howell Ave.	June 11, 6pm – 8pm
Belgium	<i>Treasures of Oz</i> Forest Beach Migratory Preserve 4970 Country Club Road	June 15, noon – 5:30pm
Milwaukee	<i>Fondy Farmers Market</i> 2200 W. Fond du Lac Ave.	June 22, 9:00am – 2pm
Milwaukee	<i>East Side Green Market</i> North & Oakland Avenues (Beans & Barley Restaurant Parking Lot)	June 29, 10am – 2pm

<i>July</i>		
Community	Event Name & Location	Date and Time
Greenfield	City of Greenfield Farmers Market Konkel Park 5151 W. Layton Avenue	July 14, 10am – 2pm
Milwaukee	Art en Fleurs Milwaukee Public Museum 800 West Wells Street	July 19, 5:30 – 9pm July 20 & 21 all day
West Allis	National Night Out At Farmers Market 6501 W. National Ave.	July 22, 5pm – 9pm
Fox Point	Fox Point Farmers Market 7300 N. Lombardy Road (Stormonth School parking lot)	July 27, 8am - noon
Brown Deer	Brown Deer's Night Out for Justice Brown Deer Police Station 4800 W. Green Brook Drive	July 30, 5pm – 10pm

<i>August</i>		
Community	Event Name & Location	Date and Time
South Milwaukee	South Milwaukee Downtown Market 11 th Ave & Milwaukee Ave in downtown South Milwaukee	August 1, 3pm – 7pm
St. Francis	National Night Out Vretenar Municipal Park 4224 S. Kirkwood Ave. (Near Packard & Denton)	August 7, 6pm – 9pm
Milwaukee	Hank Aaron State Trail 5k Run / Walk 2013 500 S. 44 th Street / Klement Sausage Haus-east end of Miller Park Stadium	August 10, 7:30am – 10am
Elm Grove	Tunes on Tuesdays Village Park / Gazebo 13600 Juneau Park Road	August 13, 6:30pm-8:30pm
Menomonee Falls	Humane Animal Welfare Society Pet Fair Rotary Park W156N8480 Pilgrim Rd. West of Lilly Rd between Fond du Lac Ave & Menomonee Ave	August 17, 9am – 4pm

West Milwaukee	National Night Out West Milwaukee Intermediate School 5104 W. Greenfield Avenue	August 23, 5pm – 9pm
Whitefish Bay	Farmers Market Berkely Blvd. at Silver Spring Drive	August 24, 8am - noon

September		
Community	Event Name & Location	Date and Time
Brookfield	Wagfest Mitchell Park 19900 River Road	September 7, 11am – 5pm
Milwaukee	UWM-SFS Open House/Reception for HOW/Great Lakes Restoration Conference 600 East Greenfield Avenue	September 11, 5:30pm – 7:30pm
Germantown	St. John United Church of Christ Arts & Crafts Fair N104 W14181 Donges Bay Road	September 14, 9am – 4pm
Milwaukee	UW-School of Freshwater Sciences Doors Open Milwaukee 600 East Greenfield Avenue	September 21, 10am-5pm
Milwaukee	Sturgeon Fest Lakeshore State Park (Lake Michigan downtown shoreline east of Summerfest Grounds & south of Discovery World)	September 28, 11am – 3pm

October		
Community	Event Name & Location	Date and Time
Milwaukee	Great Lakes Distillery 616 W Virginia Street	October 9, 5:30pm – 8pm
Racine	Root River Steelhead Facility Open House 2200 Domanik Dr.	October 12, 9am – 3pm
Wauwatosa	Tosa Green Summit Wauwatosa Civic Center 7725 W. North Avenue	October 26, 1pm – 4pm



2013 *Respect Our Waters* Community Events

MAY

KENOSHA

Saturday, May 11, 2013, 10:00 a.m.-2:00 p.m.

Bird Day

Kenosha Public Museum

SILVER LAKE

Sunday, July 14, 2013, 5:00-7:00 p.m.

Concerts in the Park

498 E Wisconsin Ave, Silver Lake, WI 53170

JUNE

RACINE

Saturday, June 1, 2013, 2:00 p.m.

Root River Paddle

Island Park Pavilion

TREVOR

Saturday July 20, 2013, 12:00-2:30 p.m.

Rock Lake Annual Picnic

Lubeno Park, 25401 121st St.

Trevor, WI

SOMERS

Saturday, June 1, 2013, 8:00-10:00 a.m.

Petrifying Springs Dam Removal Dedication

RACINE COUNTY

Friday, July 26, 2013, 2:00-10:00 p.m.

Racine County Fair

County Fairgrounds, Hwy 11, Union Grove, WI

HALES CORNERS

Saturday, June 22, 2013, 8:00 a.m.-noon

Harvest at the Homestead

Respect Our Waters booth/table at farmer's market

9724 W Forest Home Ave, Hales Corners, WI 53130

KENOSHA

Saturday, July 27, 2013, 9:00 a.m.-2:00 p.m.

Getting Green by the Lake Festival

Kenosha Harbor Market

Kenosha, WI

FRANKLIN

Sunday, June 23, 2013, 1:00-4:00 P.M.

Concerts in the Park

Loomis Rd. & Legend Dr.

AUGUST

RACINE

Friday, August 2, 2013, 6:00-9:00 p.m.

First Fridays

524 Monument Square, Suite 100 (in front of Root River Council office)

Racine, WI

RACINE

Tuesday, August 6, 2013, 5:00 p.m.

National Neighborhood Night Out

1648 Michigan Blvd, Racine, WI 53402

RACINE

Sunday, August 11, 2013, 8:00-4:00

GRKC Annual All-Breed AKC Conformation Shows

Pershing Park

800 Pershing Park Drive

Racine, WI

STURTEVANT

Wednesday, July 3, 2013, 3:00-9:00 p.m.

2013 Sturtevant Fireworks

Fireman's Park, Charles St between Wisconsin St. and 90th St., Sturtevant, WI

SALEM

Saturday, August 17, 2013, 9:00 a.m.-Noon

Camp Lake Annual Meeting

9814 Antioch Rd, Salem Town Hall, Salem, WI 53168

OAK CREEK

Wednesday, July 10, 2013, 7:00 p.m.

Oak Creek Summer Concert Series (Pat McCurdy)

8580 S. Howell Ave., Oak Creek, WI

SEPTEMBER

SOMERS

Saturday, September 7, 2013, 10:00 a.m.-4:00 p.m.

Walk in the Woods Art Fair

Hawthorne Hollow, 880 Green Bay Road, Kenosha, WI
53144

CALEDONIA

Saturday, September 15, 2013, 11:00 a.m.- 4:00 p.m.

2nd Annual Caledonia Conservancy Community Day

King's Corner (Hwy 31 & 5 Mile Road)

BRISTOL

Saturday, September 21, 2013, 11:00 a.m.-3:00 p.m.

Pringle Nature Center Fall Fun Fest

9800 160th Avenue, Bristol, WI 53104

SOMERS

Saturday, September 21, 2013, 8:30 a.m.-4:00 p.m.

Pike River Cleanup

Petrifying Springs Park, 761 Green Bay Rd., Kenosha, WI,
Picnic Shelter #1

RACINE

Saturday, October 12, 2013, 9:00 a.m.-3:00 p.m.

Root River Steelhead Facility Open House

2200 Domanik Dr., Racine, WI 53404