



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 2014.

Due by March 31, 2015

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>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.</i>			
Authorized Representative Printed Name Anthony A. Bunkelman P.E.		Authorized Representative Title Assistant Village Engineer / Drainage District Engineer	
Authorized Representative Signature 		Date Signed 3-30-2015	
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 2014 and beyond.

- 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>

Annual Report 2013 – <http://www.caledoniawi.com/MS4%20Annual%20Report%202013.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 has a copy of the Root Pike WIN Annual Report. The Respect our Waters Campaign information can also be found at www.respectourwaters.org.

- 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

In 2015, 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 2014.

- 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 2014 with a total of 33 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 2014. 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 2014, and the budget for 2014 and 2015.

Village of Caledonia	2014 Budget	2014 Expenditures	2015 Budget
Storm Water Permit	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00
Facilities Inspection	\$ 25,000.00	\$ -	\$ 15,000.00
Outreach Involvement	\$ 2,700.00	\$ 2,373.00	\$ 2,500.00
Totals	\$ 30,700.00	\$ 5,373.00	\$ 20,500.00

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.

33 new Erosion and Sediment Control Permits were issued in 2014. 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 2014 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 2014 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 completed the changeover from a Tax Levy funding source to a Storm Water Management User Fee funding source in November of 2013. December 2014 was the first collection of the Storm Water User fees. The Village of Caledonia Storm Water Utility District has revised a portion of the Credit System for the Storm Water Management User Fee by Resolution to provide clarity.

Appendix I
Public Education & Outreach Program



Root-Pike Watershed Initiative Network

2014 Annual Report

July 1, 2013 to June 30, 2014

Connecting People to Protect, Restore, &
Sustain the Root-Pike Watershed Ecosystem

We Recognize Our Supporters

July 1, 2013 through June 30, 2014

Sustainers (1,000-\$125,000)

Fund for Lake Michigan
SC Johnson Fund
SE Wisconsin Clean Water Network
WI Coastal Management

Racine Community Foundation
Brookwood Foundation
EC Styberg Foundation
Great Lakes Restoration Initiative

Kenosha Community Foundation
Kenosha County
Betty Brenneman
David Borzynski

George & Kathryn Seater
Wendy McCalvy

Watershed (\$500-\$999)

Charles H & Ann M Heide
City of West Allis
Paul Gitzlaff
Reva A Holmes Environmental Fund
Gerald & Susan Greenfield

Lake (\$250-\$499)

Educators Credit Union
Eric Schumann
Gabriella Klein
Paula Heide-Waller
Pringle Nature Center
Tom Laken
John & Susan Scripp
Sarah Wright
Mike & Ann Luba

River (\$100-\$249)

Emir Mustafa
Jeff Martinka
Aaron & Rachel Volkening
Daniel Collins
Daniel Stika
David & Ellen Easley
Gregg & Julieann Sinnen
Hawthorn Hollow Nature Sanctuary
and Arboretum
Hey & Associates
Jean Freeman
Jeff Sytsma
Joe & Debbie Huck
John V. O'Connor
Julie A. Rather

River (\$100-\$249) continued

Lisa Scott Ptacek
Nielsen Madsen Barber, S.C.
Pamela & Neil Zimmerman
Pamela A. Holy
Peter Bennett
Pruitt, Ekes & Geary, S.C.
Ralph & Shirley Mandernack
Richard Kinch
Roger Chernik
Sandra Halmo
Sarah Harris
Tim Fulton
Scott Brewer
Heather D. Patti
Racine Unified School District
Snap On, Inc.
Thompson & Associates
Bill & Linda Sasse
Camille Gendusa Bluestein
Herbert H Kohl Charities, Inc.
Imogene Powers Johnson
Melissa & Jay Warner
Michael & Ann Klinkhammer
Natural Resource Technology
W.C. & M.S. Wright

Creek (\$50-\$99)

Paul Bastron
Michael & Catherine Staeck
Cherry & James Wardrip
Kristen Belan
Terry Lynch
Chester Grobschmidt

Creek (\$50-\$99) continued

Connie Hohlfeld Molbeck
David Sanders
Diane Levis
Emily Papara
Gary & Dana Fahl
Howard Stacey
Joan Marti
Joe Fonk
Joe Heck
Joy Wolf
Luan Wells
Margaret Miller
Muellers Tree & Sawmill Service
Nancy Hennessy
Rebecca Belmont
Sandy DeWalt
Scott & Alice Thomson
Sierra Club, SE Gateway Group
Thomas & Rae Wood
Barb & Joe Vass
Lori Artiomow
J.P. Morgan Chase Foundation
Letitia Short
Pi Theta Sorority, Carthage
College
Michael & Julie Schantek

Tributary (\$25-\$49)

Arthur & Vikki Rothschild
Barbara Meyocks
Barry Thomas
Isabel C. Rossey
Jerold & Joyce Hershberger

Tributary (\$25-\$49) continued

Jim & Kristin Miller
Joann Sustachek
Joanne Wansart
Kay Krause
Kirsten A. Miller
Diane Lembck
Mr. & Mrs. Paul Guenther
Peter & Alice Schwalbe
Travis & Mabel Du Priest
Warren DeKraay Jr.
Paula & Peter Touhey
Allison Thielen

Brook (\$5-\$24)

Joshua Sopczak
Steven Wikner
Donna & Clarence Peterson
Joan Bennett
Julie Kinzelman
Mark Giese

In-Kind & Technical Assistance

UW-Cooperative Extension
Hawthorn Hollow Nature
Sanctuary & Arboretum

Who Are We?

Mission

The mission of the Root-Pike Watershed Initiative Network is to protect, restore & sustain the ecosystem in the Root River and Pike River watersheds through grant funding and facilitation of a regional network of locally initiated projects.

Vision

Foster the Root-Pike and adjacent Lake Michigan watersheds where the integrity of the land, water, and air resources are protected and enhanced, while maintaining the strength and sustainability of the regional economy, and contributing to the health and social well being of all community members.

Board of Directors

Bill Sasse, President & Interim Executive Director

Mike Luba, Vice President

Todd Brennan, Secretary

Bob Eaton, Member

Jim Mueller, Member

Heather Patti, Member

John Scripp, Member

Stephanie Sklba, Member

Brett Neylan, Member

Staff

Susan Greenfield, Former Executive Director

Allison Thielen, Program Manager

Resource Group

Lori Artiomow, Christine Blaine, Todd Brennan, Jack Broughton, Roger Chernik, Bob Eaton, Rick Fox, Dave Giordano, Mari Grobschmidt, Mike Hahn, Craig Helker, Julie Kinzelman, Stephan Kurdas, Jamie Lambert, Mike Luba, Mike Marek, Wendy McCalvy, Chris Meier, Stefanie Meiri, Jim Mueller, Heather Patti, Muffy Petrick, Rachel Sabre, Bill Sasse, Kristy Schwab-Jacobs, John Scripp, Letitia Short, Rob Smage, Jeff Stelzer, Dan Treloar, Aaron Volkening, Melissa Warner, Steve Wikner, Andy Yencha

A Letter from Our Board & Staff

Dear Friends of Root-Pike WIN,

It is with excitement and gratitude that we share our 2014 Annual Report with you. The 2014 fiscal year that ended June 30, 2014 was one of transition, outreach, planning and partnerships. Root-Pike WIN continued to make progress that would not be possible without the support of our many partners, contributors and volunteers.

Through our founding initiative, the Watershed-based Grant program, we funded four more community projects totaling \$22,747 in January of 2014. All of the projects were evaluated by our Resource Group and strongly support our mission and vision.

Summer of 2014 marked the third year of the Respect Our Waters media and outreach campaign. The campaign is conducted on behalf of 36 local governments and the University of Wisconsin-Parkside and reached over 1.6 million households in southeastern Wisconsin, teaching the public actions they can take to reduce stormwater runoff pollution in our watersheds. In addition to the eight television ads featuring Sparkles the Water Spaniel, the campaign's message is delivered by way of a website, social media, a monthly e-newsletter, community events, TV and radio interviews, feature stories, and hands on homeowner workshops.

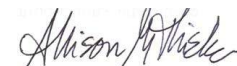
Watershed planning was a primary focus in the 2013-2014 fiscal year. The Pike River Watershed Restoration Plan was completed and introduced to the public in September of 2013. The plan was reviewed by the Environmental Protection Agency and was determined to meet the Nine Elements of a Watershed Plan. We raised initial funding to implement the plan, beginning with municipal adoption. By the end of June 2014, the Root River Watershed Restoration Plan was in its final draft stage with plans to introduce it to the public at a July meeting at the Johnson Foundation at Wingspread. The Root River plan was written over the course of four years and is the first updated plan for its watershed in over 50 years. Planning for the Wind Point watershed moved into Phase II with the plan expected to be completed in spring of 2015. It will represent the first plan for the Wind Point watershed.

In addition to these mission-focused programs, we also collaborated with multiple partners to organize a recreational community event: the 4th Annual Root River Paddle. The paddle was enjoyed by 92 people between the ages of 3 and 84.

Together, we are making steady progress toward protecting, sustaining, and restoring the Root-Pike watershed and its ecosystem. We thank everyone who partnered with and contributed to Root-Pike WIN this year, for we could not have done it alone. As you read through this annual report, we hope you are as proud as we are of the past fiscal year's achievements.



Bill Sasse, President



Allison Thielen, Program Manager

Watershed-Based Grants

The 2013-2014 Watershed-based Grant program funded four more community projects totaling \$22,747 in January of 2014. All of the projects were evaluated by our Resource Group and strongly support our mission and vision.

Samuel Myers Park Restoration Project, City of Racine Health Department, \$10,000.00 to support Phase II of the implementation of a holistic, science based re-design plan for the park. The plan promotes nearshore health, restores coastal habitat and removes invasive species. Work on Phase II includes changing the topography of the area, creating dunes and swales along the rear of the beach to intercept stormwater runoff, removing invasive species and replacing them with native species, replacing the current boat launch with a permeable carry in canoe/kayak launch and improving public access to the water through the installation of a permeable access mat.



Photo submitted by Nancy Carlson

We All Take Environmental Responsibility (WATER) Youth Education Program, River Bend Nature Center, Racine County, in cooperation with the Alliance for the Great Lakes, \$4,300.00 to empower 1,450 fourth grade and 600 seventh grade students in Racine Unified School District to make sustainable environmental choices about the Root River watershed and Lake Michigan through hands-on water quality testing and river geology studies. The program includes workshops for teachers to support classroom watershed education.

Hidden Oaks Savanna Restoration, Hunger Task Force, City of Franklin, \$7,042.00 to aid in restoring 15 acres of wetland, prairie, and oak savanna ecosystems within the Root River Corridor, decreasing runoff into the Root River watershed from the Hunger Task Force Farm, and removing and controlling invasive species. Midwestern oak savannas are listed as a globally imperiled ecosystem with only 1/1,000 of 1% remaining on the landscape.

School to Nature Education Program, Caledonia Conservancy, Village of Caledonia, \$1,405.00 to support nature education programs taught by Caledonia Conservancy volunteers on conservancy land to 350 sixth-grade students and 300 fourth-grade students from Racine Unified School District and private schools.



Photo submitted by Sandy DeWalt

Watershed Planning



After over two years of public stakeholder and Advisory Committee meetings, the Pike River Watershed Restoration Plan was completed and introduced to the public in September of 2013. The plan was then submitted to and reviewed by the Environmental Protection Agency and was determined to meet the Nine Elements of a Watershed Plan. It was the first watershed plan to be submitted to EPA for review. Soon after its completion, we raised initial funding to implement the plan, beginning with municipal adoption. To date, most of the local governments within the watershed have adopted the plan. These include Racine County, Kenosha County, City of Racine, Village of Mount Pleasant, Village of Sturtevant, and the Town of Somers. We are tracking several restoration projects that are in progress or in the planning stage, including the Pike River restoration in the Village Mount Pleasant, the Neumiller Woods project in the Town of Somers, the Samuel Myers Park restoration in the City of Racine, and a private restoration of the riparian area along the School Tributary of the Pike River in the Town of Somers.

By the end of June 2014, the Root River Watershed Restoration Plan was in its final draft stage with plans to introduce it to the public at a July 31, 2014 meeting at the Johnson Foundation at Wingspread. The Root River plan was written over the course of four years and is the first updated plan for its watershed in over 50 years. The plan focuses on water quality, recreational use and access, habitat conditions, and flooding and will serve us well for years to come. We are grateful to the members of the Root River Advisory Group who reviewed the draft chapters of the plan at 15+ meetings and provided valuable input over the last four years. The people who live on the river, fish in the river and Lake Michigan, canoe, kayak, hike, farm and otherwise enjoy the river, and the public officials and staff of the 19 municipalities and 4 counties within the watershed, were key to us understanding the Root River Watershed. We are grateful to all of them for the many hours they devoted to this effort.

Planning for the Wind Point watershed moved into Phase II this year with the plan to be completed in spring of 2015. It will represent the first plan for the Wind Point watershed. Our Advisory Committee of 20 dedicated experts, interested citizens and municipal representatives attended a watershed summit meeting in November of 2013 where they assisted in the visioning that created the goals for the watershed. Regular planning meetings were held in August and October of 2013 and January and March of 2014. In May 2014, 28 people attended a tour of the Wind Point watershed. We are excited about the progress and upcoming completion of the plan.



Respect Our Waters



Each of us can have a positive impact on the health of our rivers & Lake Michigan. In an effort to reduce storm water runoff—the biggest cause of pollution in our waters—Root-Pike Watershed Initiative Network & Southeast Wisconsin Watersheds Trust (Sweet Water) led a 22 week television advertising campaign that began May 2014. This was the third year of the campaign featuring Sparkles the Water Spaniel. More than 1.6 million

adult viewers were exposed to at least one TV spot. A dedicated and newly redesigned Respect Our Waters website, a Facebook page, Twitter feed, YouTube channel, news stories, TV and radio interviews were also part of the media mix & contributed to this year's success. We reinforced the messages with six "how-to" homeowner workshops & nine electronic newsletters that reached over 1,900 people with information on actions they can take in their yards to hold back & clean up storm water runoff before it reaches the street. The campaign is funded by 36 local governments in Washington, Ozaukee, Waukesha, Milwaukee, Racine & Kenosha counties & the Wisconsin Department of Natural Resources.

In addition, Sweet Water & Root-Pike WIN conduct grassroots outreach. During the summer of 2014, the two groups attended more than 20 community events throughout Southeastern Wisconsin to educate residents one-on-one. During those events, the groups distributed pet waste bags, raffled off free rain barrels, and gave away Sparkles activity books, buttons, tattoos & bookmarks featuring actions people can take to reduce pollution in our streams, rivers & lakes.

Visit the new Respect Our Waters website today! Sparkles has a blog that he uses to train humans on ways to keep our water clean. You can also download resources such as our new educational Activity Book for children (fun for adults too!).

Root-Pike WIN conducts this campaign as fulfillment of a contract with the Southeast Wisconsin Clean Water Network, which includes the City of New Berlin, City of Franklin, City of Kenosha, City of Oak Creek, City of Racine, County of Kenosha, Village of Caledonia, Village of Greendale, Village of Hales Corners, Village of Mt. Pleasant, Village of Pleasant Prairie, Village of Silver Lake, Village of Sturtevant, Village of Wind Point, Village of Bristol, Town of Salem, Town of Somers, and the University of Wisconsin-Parkside.

Friends of Myers Park

As a subcontractor for the City of Racine Health Department's Samuel Myers Park restoration project, Root-Pike WIN helped bring together a group of people who care about the future of the park and want to support the project. This group, Friends of Myers Park, began meeting monthly in the fall of 2013. The mission of the group is to support the redevelopment of Samuel P. Myers Park and waterfront through volunteer involvement and community fundraising. The group's vision is to create a unique park and waterfront on the south side of Racine that will be an unrivaled resource for recreation and education. Root-Pike WIN worked directly with this group to organize a rededication ceremony for the park where City of Racine Mayor Dickert, along with Dr. Julie Kinzelman of the Health Department and Mike Frontier of the Friends group, unveiled a semi-permanent sign describing the restoration project.



Root River Paddle

A group of organizations came together again to sponsor the 4th annual Root River Paddle. This river-to-lake paddle was held on Saturday, May 3, 2014 and was attended by 92 people, ages 3 to 84 years, who paddled canoes and kayaks from Island Park to Rooney Park (near the Racine Yacht Club). The event was a success thanks to the Root River Council, River Bend Nature Center, Root River Environmental Education Community Center (REC), Root-Pike Watershed Initiative Network, City of Racine Parks, Recreation & Cultural Services Department, Belle City Coastal Tours, Johnson Outdoors, Racine Yacht Club, Racine County Sheriff's Office Water Safety Patrol and Dive Rescue Team, City of Racine Fire Department and Racine Fire Bells and Educators Credit Union. Participants had a great time enjoying the river view of Racine!



Financial Status

July 1, 2013 through June 30, 2014

Statement of Financial Position as of June 30, 2014 (CPA Reviewed)

ASSETS

Current Assets:

Total Checking/Saving \$23,093

Total Accounts Receivable \$18,343

Total Current Assets \$41,436

Total Fixed Assets \$5,896

Total Assets \$47,332

LIABILITIES & NET ASSETS

Liabilities & Equity:

Accounts Payable \$45,903

Total Current Liabilities \$45,903

Net assets:

Unrestricted \$(131,469)

Temporarily restricted \$132,898

Total net assets \$1,429

Total liabilities and net assets \$47,332

Statement of Financial Income & Expenses (CPA Reviewed)

Income

Individual Contributions \$39,684

Foundations/Grants \$61,839

Corporate Contributions \$6,126

Government Grants \$11,619

Interest/Savings Income \$7

Other Income \$302

Total Income \$119,577

Expense

Salary & Payroll taxes \$76,441

Grants, Contracts, Program Expenses \$177,839

Other Personnel Expenses \$4,170

Non-Personnel Expenses \$9,184

Occupancy \$1,707

Travel & Meetings \$3,534

Depreciation, Amortization \$3,415

Miscellaneous (Insurance, Membership) \$3,645

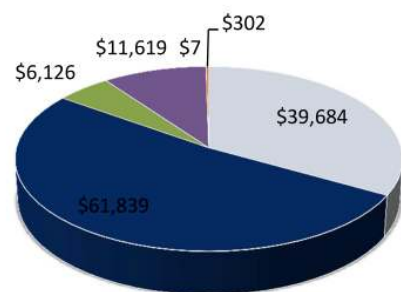
Total Expense \$279,935

Change in Net Assets (\$160,358)

Net Assets—Beginning of year \$161,787

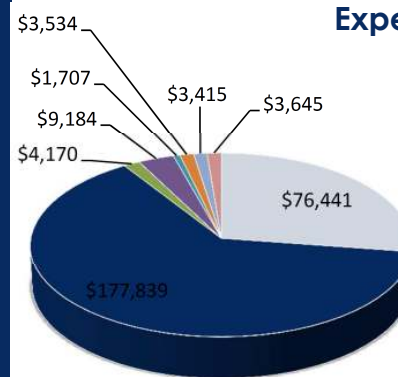
Net Assets—End of year \$1,429

Income Distribution



- Individual Contributions
- Foundations/Grants
- Corporate Contributions
- Government Grants
- Interest/Savings Income
- Other Income

Expense Distribution



- Salary & Payroll taxes
- Grants, Contracts, Program Expenses
- Other Personnel Expenses
- Non-Personnel Expenses
- Occupancy
- Travel & Meetings
- Depreciation, Amortization
- Miscellaneous (Insurance, Membership)

Root-Pike Watershed Initiative Network

800 Center Street, Racine, WI 53403

PO Box 044164, Racine, WI 53404



www.rootpikewin.org

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262.898.2055



Our Major Funders:



Our Partners:

Southeastern Wisconsin Watersheds Trust, Inc.

City of Racine Health Department

Milwaukee Metropolitan Sewerage District

Hawthorn Hollow Nature Sanctuary & Arboretum

University of Wisconsin-Extension

Racine Zoological Gardens

City of Racine Parks, Recreation & Cultural Services

Root River Council

University of Wisconsin-Parkside

River Bend Nature Center



**Respect Our Waters
2014 Campaign Highlights
December 15, 2014**

- Eichenbaum/Associates Introductions
 - Steve Eichenbaum, Creative
 - Neal Bardele, Client Services
 - Kristen Johnson, Media
 - Monica Baer, Public Relations

- New TV Commercials in 2014
 - Negative behavior – dumping paint
 - Positive behavior – rain garden & rain barrel

- WITI/Fox 6 winning TV station bidder, yielding approximately 3:1 return on cash media expenditures.

- Aggressive media relations, yielding significant coverage in TV, radio and print.



**Respect Our Waters
Paid Media Summary Report
December 15, 2014**

Media expenditure = \$75,000

Estimated total value = \$230,110

Estimated 1.5 million adults were exposed to advertising

- WITI Television Schedule
 - June 2, 2014 through September 28, 2014 (17 weeks)
 - Spot lengths: :30 & :15
 - Demo: Adults 25+
 - Total GRPs: 1,805
 - Estimated market reach = 86.8%
 - Estimated average frequency = 20.6x
 - Total spots: 777

- Online
 - June 2, 2014 through September 28, 2014 (17 weeks)
 - Fox6Now.com: Display, Mobile, and Pre-Roll video ads
 - Total impressions delivered: 1,050,199
 - Clicks: 9,495
 - Overall click-thru rate: 0.90%
 - Mobile ads had click-thru rate of 0.96%
 - Pre-Roll video ads had click-thru rate of 2.99%

- Event Partnership
 - June 21-22, 2014
 - Full Page, 4-color print ad and booth/exhibit space at event
 - Unfortunately, both event dates were canceled due to extreme fog/rain this year. It is estimated that most program booklets were handed out to people waiting until the show was officially canceled. (Show was delayed several times until the official announcement was made each day.)



**Respect Our Waters
Public Relations Coverage Report
12/15/14**

Public Relations Summary

- \$60,834 in estimated advertising value
- Concentration of TV exposure with 11 feature stories and interviews
 - Established excellent relationship with Chris Gloninger from Channel 12 who is interested in environmental stories
- Sustained media coverage end of May through beginning of October
- Coverage throughout southeastern Wisconsin

Public Relations Detailed Coverage

- Fox 6, Real Milwaukee, Oct. 1, 9 a.m. hour
 - [Feature story](#) by Chip Brewster on Respect Our Waters school program and rain barrel painting
- Channel 12, 6 p.m. News, Sept. 30
 - [Feature story](#) by Chris Gloninger on Milwaukee River revitalization work, extension of riverwalk
- Channel 12, 5 p.m. News, Sept. 17
 - [Feature story](#) by Chris Gloninger on Root River invasive species removal and bluff stabilization program with AmeriCorps crew

- Fox 6, Weekend WakeUp News, Sept. 14, 8 a.m. hour
 - In-studio interview with Bret Lemoine on fall actions to help our lakes and rivers
- Channel 12, 6 p.m. News, August 26
 - [Feature story](#) by Chris Gloninger on permeable pavers at Greenfield City Hall and impact on the nearby Honey Creek
- Channel 12, 10:30 p.m. News, August 26
 - [Feature story](#) by Chris Gloninger on permeable pavers at Greenfield City Hall and impact on the nearby Honey Creek
- Fox 6, Weekend WakeUp News, Aug. 10, 8 a.m. hour
 - In-studio interview with Bret Lemoine on household do's and don'ts to protect our waters
- Fox 6, 5 p.m. News, Aug. 6
 - [Feature story](#) by Laura Langemo on containing stormwater runoff with residential rain gardens and rain barrels
- Fox 6, 9 p.m. News, Aug. 6
 - [Feature story](#) by Laura Langemo on containing stormwater runoff with residential rain gardens and rain barrels
- 94.5 Lake FM, Aug. 3, 7 a.m.
 - 13-minute interview with Allison Thielen on value of our waterways and actions residents can take to help keep our water resources clean and healthy
- Greenfield Patch, July 1
 - Local announcement that Respect Our Waters will be at an upcoming community event along with list of actions residents can take
- 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

- Oak Creek Patch, July 1
 - Local announcement that Respect Our Waters will be at an upcoming community event along with list of actions residents can take
- Greendale Patch, July 1
 - Local announcement that Respect Our Waters will be at an upcoming community event along with list of actions residents can take
- Caledonia Patch, July 1
 - Local announcement that Respect Our Waters will be at an upcoming community event along with list of actions residents can take
- Fox 6, 5:30 p.m. News, June 20
 - [Feature story](#) and live report from Derica Williams on Milwaukee Riverkeepers' work with Sable to sniff out human sewage in stormwater system
- Menomonee Falls Patch, June 18
 - Local announcement that Respect Our Waters will be at an upcoming community event along with list of actions residents can take
- Fox Point-Bayside Patch, June 18
 - Local announcement that Respect Our Waters will be at an upcoming community event along with list of actions residents can take
- Whitefish Bay Patch, June 18
 - Local announcement that Respect Our Waters will be at an upcoming community event along with list of actions residents can take
- Shorewood Patch, June 18
 - Local announcement that Respect Our Waters will be at an upcoming community event along with list of actions residents can take
- Greendale Patch, June 18
 - Local announcement that Respect Our Waters will be at an upcoming community event along with list of actions residents can take

- Oak Creek Patch, June 18
 - Local announcement that Respect Our Waters will be at an upcoming community event along with list of actions residents can take
- Wauwatosa Patch, June 18
 - Local announcement that Respect Our Waters will be at an upcoming community event along with list of actions residents can take
- Greenfield Patch, June 18
 - Local announcement that Respect Our Waters will be at an upcoming community event along with list of actions residents can take
- Fox 6, Real Milwaukee, May 29, 9 a.m. hour
 - [Feature story](#) by Chip Brewster on the Respect Our Waters campaign, actions residents can take and two new ads focused on rain barrels and stormsewer dumping