

# Submittal of Annual Reports and other Compliance Documents for Municipal Separate Storm Sewer System (MS4) Permits

NOTE: Missing or incomplete fields are highlighted at the bottom of each page. You may save, close and return to your draft permit as often as necessary to complete your application. After 120 days your draft is **deleted**.

## Reporting Information

**Submittal Type:** Annual Report

**Project Name:**

**County:** Milwaukee

**Municipality:** River Hills, Village

**Facility Number:** 31328

**Reporting Year:** 2017

## Required Attachments and Supplemental Information

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

### Annual Report

- Review related web site and instructions for [Municipal storm water permit eReporting](#) [Exit Form]
- Attach the following items as appropriate using the attachments tab above
  - Construction Site Pollution Control Annual Report Summary
  - Illicit Discharge Detection and Elimination Annual Report Summary
  - Leaf and Yard Waste Management
  - Municipal Cooperation Attachment
  - Municipal Facility Inspections
  - Pollution Prevention Annual Report Summary
  - Post-Construction Storm Water Management Annual Report Summary
  - Public Education and Outreach Annual Report Summary
  - Public Involvement and Participation Annual Report Summary
  - Storm Water Consortium/Group Report
  - Storm Sewer Map Annual Report Attachment
  - Storm Water Quality Management Annual Report Attachment
  - TMDL Attachment
  - Winter Road Maintenance
  - Other Annual Report Attachment
- Complete all required forms and upload required attachments
- Sign and Submit form

## Municipal Contact Information- Complete

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

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

### Municipality Information

**Name of Municipality** River Hills, Village

**Facility ID # or (FIN):** 31328

**Updated Information:** ☐ Check to update mailing address information

**Mailing Address:** 7650 N Pheasant Lane

**Mailing Address 2:**

**City:** Milwaukee

**State:** Wisconsin

**Zip Code:** 53217 xxxxx or xxxxx-xxxx

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

☐ Yes ☒ No ☐ Unsure

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

☐ Yes ☒ No ☐ Unsure

### Primary Municipal Contact Person (Authorized Representative for MS4 Permit)

☒ Select to **create new** primary contact

**First Name:** Kurt

**Last Name:** Fredrickson

☐ Select to **update** current contact information

**Title:**

**Mailing Address:** 7650 N Pheasant Lane

**Mailing Address 2:**

**City:** Milwaukee

**State:** WI

**Zip Code:** 53217 xxxxx or xxxxx-xxxx

**Phone Number:** 414-352-0080 Ext: xxx-xxx-xxxx

**Email:** kfredrickson@vil.river-hills.wi.us

### Additional Contacts Information (Optional)

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

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

**First Name:**

Brandon

**Last Name:**

Flunler

**Title:**

Engineer

**Mailing Address:**

759 N. Milwaukee Street, Suite 624

**Mailing Address 2:**

**City:**

Milwaukee

**State:**

WI

**Zip Code:**

53202

xxxxx or xxxxx-xxxx

**Phone Number:**

414-831-2864

Ext:

xxx-xxx-xxxx

**Email:**

Brandon.Flunker@clarkdietz.com

## Minimum Control Measures- Section 1 : Complete

### 1. Public Education and Outreach

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

Mechanism	Quantity (optional)	Est. People Reached (optional)	Regional Effort? (optional)
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**Topic:** Detection and elimination of illicit discharges

Website                      Select...                                            ☒ Yes   ☐ No

**Topic:** Management of materials that may cause storm water pollution from automobiles, pet waste, household hazardous waste and household practices

Social media posts                      Select...                                            ☒ Yes   ☐ No

Active distribution of print media  
(mailings, newsletters, etc)                      Select...                                            ☒ Yes   ☐ No

Educational activities (School  
presentations, summer camps, etc)                      Select...                                            ☒ Yes   ☐ No

Informational booth at event                      Select...                                            ☒ Yes   ☐ No

Website                      Select...                                            ☒ Yes   ☐ No

Other                      Select...                                            ☒ Yes   ☐ No

**Topic:** Beneficial onsite reuse of leaves and grass clippings/proper use of lawn and garden fertilizers and pesticides

Social media posts                      Select...                                            ☒ Yes   ☐ No

Active distribution of print media  
(mailings, newsletters, etc)                      Select...                                            ☒ Yes   ☐ No

Educational activities (School  
presentations, summer camps, etc)                      Select...                                            ☒ Yes   ☐ No

Informational booth at event                      Select...                                            ☒ Yes   ☐ No

Website                      Select...                                            ☒ Yes   ☐ No

Other                      Select...                                            ☒ Yes   ☐ No

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

Direct one-on-one communication                      Select...                                            ☒ Yes   ☐ No

Select...                                            ☒ Yes   ☐ No

Active distribution of print media  
(mailings, newsletters, etc)

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

Social media posts      Select...            ☒ Yes   ☐ No

Active distribution of print media  
(mailings, newsletters)      Select...            ☒ Yes   ☐ No

Educational activities (School presentations, summer camps, etc)      Select...            ☒ Yes   ☐ No

Informational booth at event      Select...            ☒ Yes   ☐ No

Website      Select...            ☒ Yes   ☐ No

Other      Select...            ☒ Yes   ☐ No

Mechanism	Quantity (optional)	Est. People Reached (optional)	Regional Effort? (optional)
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**Topic:** Inform and where appropriate educate those responsible for the design, installation, and maintenance of construction site erosion control practices and storm water management facilities on how to design, install and maintain the practices

Direct one-on-one communication      Select...            ☐ Yes   ☐ No

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

Direct one-on-one communication      Select...            ☐ Yes   ☐ No

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

Did not focus on this topic this reporting year      Select...            ☐ Yes   ☐ No

**Topic:** Other (describe):

Select...      Select...            ☐ Yes   ☐ No

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

## 2. Public Involvement and Participation

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

Elected Officials

The annual report will be presented at Village Board meetings with public comment.

Municipal Officials

The annual report will be presented at Village Board meetings with public comment.

Appropriate Staff

The annual report will be presented at Village Board meetings with public comment.

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

Mechanism	Quantity (optional)	Est. People Reached (optional)	Regional Effort? (optional)
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**Topic:** Storm Water Management Plan and/or updates

Government Event (Public Hearing,  
Council Meeting, etc)

Select...

☐ Yes ☒ No

**Topic:** Storm water related ordinance and/or updates

Presentation of Storm Water Information

Select...

☐ Yes ☒ No

**Topic:** MS4 Annual Report

Website

Select...

☐ Yes ☒ No

**Topic:** Volunteer Opportunities

Presentation of Storm Water Information

Select...

☒ Yes ☐ No

Clean-up events

Select...

☒ Yes ☐ No

Storm drain stenciling

Select...

☒ Yes ☐ No

**Topic:** Other (describe) :

Select...

Select...

☐ Yes ☐ No

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

**Minimum Control Measures - Section 3 : Complete****3. Illicit Discharge Detection and Elimination**

- a. How many total outfalls does the municipality have?  ☐ Unsure
- b. How many outfalls did the municipality evaluate as part of their routine ongoing field screening program?  ☐ Unsure
- c. How many were confirmed illicit discharges?  ☐ Unsure
- 
- d. How many illicit discharge complaints did the municipality receive?  ☐ Unsure
- e. How many were confirmed illicit discharges?  ☐ Unsure
- f. How many of the identified Illicit discharges did the municipality eliminate in the reporting year?  ☐ Unsure
- 
- g. How many of the following enforcement mechanisms did the municipality use to enforce its illicit discharge ordinance? ☒ Unsure
- ☐ Verbal Warning
- ☐ Written Warning (including email)
- ☐ Notice of Violation
- ☐ Civil Penalty/ Citation
- h. Any other Illicit Discharge Detection and Elimination program information for inclusion in the Annual Report may be added here or attached on the attachments page.

**Minimum Control Measures - Section 4 : Complete****4. Construction Site Pollutant Control**

- a. How many total construction sites were active at any point in the reporting year?  ☐ Unsure
- b. How many construction sites did the municipality issue permits for in the reporting year?  ☐ Unsure
- c. Do the above numbers include sites <1 acre? ☒ Yes ☐ No ☐ Unsure
- 
- d. How many erosion control inspections did the municipality complete in the reporting year?  ☒ Unsure
- 
- e. What types of enforcement actions does the municipality have available to compel compliance with the regulatory mechanism? Check all that apply and enter the number of each used in the reporting year. ☐ Unsure

<input checked="" type="checkbox"/> Verbal Warning	0
<input checked="" type="checkbox"/> Written Warning (including email)	0
<input checked="" type="checkbox"/> Notice of Violation	0
<input type="checkbox"/> Civil Penalty/ Citation	
<input checked="" type="checkbox"/> Stop Work Order	0
<input type="checkbox"/> Forfeiture of Deposit	
<input type="checkbox"/> No Authority	
<input type="checkbox"/> Other - Describe below	

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

Form 3400-224 (09/17)

## Minimum Control Measures - Section 5 : Complete

### 5. Post-Construction Storm Water Management

- a. How many new construction sites with new structural storm water management practices have received local approvals ?  ☐ Unsure
- b. How many privately owned storm water facility inspections were completed in the reporting year ?  ☐ Unsure

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

<input type="checkbox"/> Verbal Warning	
<input type="checkbox"/> Written Warning (including email)	
<input type="checkbox"/> Notice of Violation	
<input type="checkbox"/> Civil Penalty/ Citation	
<input type="checkbox"/> Forfeiture of Deposit	
<input type="checkbox"/> Complete maintenance	
<input type="checkbox"/> Bill responsible part	
<input type="checkbox"/> No Authority	
<input type="checkbox"/> Other - Describe below	

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



**Minimum Control Measures - Section 6 : Complete****6. Pollution Prevention**Storm Water Management Facility Inspections (ponds, biofilters, etc.) ☒ Not ApplicablePublic Works Yards & Other Municipally Owned Properties (SWPPP Plan Review) ☐ Not Applicablee. How many inspections of municipal properties been conducted in  ☐ Unsure  
the reporting year?f. Have amendments to the SWPPPs been made? ☐ Yes ☒ No ☐ UnsureCollection Services - *Street Sweeping / Cleaning Program* ☒ Not ApplicableCollection Services - *Catch Basin Sump Cleaning Program* ☒ Not ApplicableCollection Services - *Leaf Collection Program* ☐ Not Applicablen. Does the municipality conduct curbside leaf collection? ☒ Yes ☐ No ☐ Unsureo. Does the municipality notify homeowners about pickup? ☒ Yes ☐ No ☐ Unsure

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

- ☒ Pile on terrace ☐ Pile in street ☐ Bags on terrace ☐ Unsure  
☐ Other - Describe

p. What is the frequency of collection?

Monthly between April and November

q. Is collection followed by street sweeping/cleaning? ☐ Yes ☒ No ☐ UnsureWinter Road Management ☐ Not Applicable

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

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

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

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

Oct  Nov  Dec  Jan  Feb  March\* 

Liquids (gallons) (ex. brine)

Oct  Nov  Dec  Jan  Feb  March\* t. Was salt applying machinery calibrated in the reporting year? ☒ Yes ☐ No ☐

Unsure

- u. Have municipal personnel attended salt reduction strategy training in the reporting year?

☒ Yes ☐ No ☐

Unsure

If yes, describe what training was provided:

In-House Training

When: Fall 2017

How many attended: 6

#### Internal (Staff) Education & Communication

- v. Have training or education on SWPPPs for municipal facilities been held for municipal or other personnel?

☒ Yes ☐ No ☐

Unsure

If yes, describe what training was provided

Inspection Training

When: Spring 2017

How many attended: 4

#### Additional Pollution Prevention Information

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

Form 3400-224 (09/17)

### Minimum Control Measures - Section 7 : Complete

#### 7. Storm Sewer System Map

- a. Did the municipality update their storm sewer map this year? ☐ Yes ☒ No ☐ Unsure

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

- ☐ Storm water treatment facilities  
☐ Storm pipes  
☐ Vegetated swales  
☐ Outfalls  
☐ Other - Describe below

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

**Final Evaluation - Complete****Fiscal Analysis**

Complete the fiscal analysis table provided below. For municipalities that do not break out funding into permit program elements, please enter the monetary amount to your best estimate of what funding may be going towards these programs.

<b>Annual Expenditure</b> Reporting Year	<b>Budget</b> Reporting Year	<b>Budget</b> Upcoming Year	<b>Source of Funds</b>
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**Element:** Public Education and Outreach

0	0	0	<u>Other</u>
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**Element:** Public Involvement and Participation

0	0	0	<u>Other</u>
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**Element:** Illicit Discharge Detection and Elimination

0	0	0	<u>Other</u>
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**Element:** Construction Site Pollutant Control

0	0	0	<u>Other</u>
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**Element:** Post-Construction Storm Water Management

0	0	0	<u>Other</u>
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**Element:** Pollution Prevention

0	0	0	<u>Other</u>
---	---	---	--------------

**Element:** Storm Water Quality Management

0	0	0	<u>Other</u>
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**Element:** Storm Sewer System Map

0	0	0	<u>Other</u>
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**Other** (describe)

Non-itemized budget related to stormwater expenditures
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30300	20000	30600	<u>General revenue fund</u>
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**Water Quality**

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

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

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

☐ Yes ☒ No ☐ Unsure

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

☐ Yes ☒ No ☐ Unsure

### Additional Information

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

A grant was received in 2018 to update the Village Stormwater Management Plan in preparation for TMDL regulations.

**Requests for Assistance on Improving Permit Programs**

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

Please select all that apply:

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

Required Attachments and Supplemental Information

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


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

\*Required Item

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

Attach Documents

AR MuniFacInspFIN

 File Attachment

[2017YardInspections.pdf](#)

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

## Sign and Submit Your Application

### Steps to Complete the signature process

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

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

### Terms and Conditions

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

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

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

Authorized Signature.

☒ I accept the above terms and conditions.

Signed by : i:0#.f|wamsmembership|ktfred on 2018-04-03T07:32:16

You have already signed and submitted this application to the DNR. Please [contact the Wisconsin DNR](#) for assistance.

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



**Village of River Hills**  
**DPW Yard Quarterly Inspection Form**  
North Shore Group  
WPDES Permit No. WI-S061565-2

**ClarkDietz**  
Engineering Quality of Life

Date Inspected: 2/20/17

Location: DPW Yard/Garage located at 7650 N. Pheasant Lane

Date of Last Rainfall (must be at least 24 hrs after any 0.1" rainfall): 2/7/17  
(Source: The Weather Channel/River Hills, WI)

Signs of NonStormwater Flows? (if yes, complete information below) : No

Water Color: \_\_\_\_\_  
Turbidity (visual) : \_\_\_\_\_  
Surface Sheen: \_\_\_\_\_  
Odor: \_\_\_\_\_  
Potential Source: \_\_\_\_\_

Change in drainage conditions from SWPPP?

No

Change in potential pollutant sources from SWPPP?

No

BMP's prescribed in SWPPP are being implemented, properly operated, and properly maintained?

Yes

Additional Comments/Observations:

Salt, leaves, woodchip and dirt piles tidy. No sign of oil or gas runoff or spills. Topsoil and yard waste pile around back has a steep slope down to creek on north edge of property.

Name of Inspector: Andy Ashley

Signature of Inspector:





**Village of River Hills**  
**DPW Yard Quarterly Inspection Form**  
North Shore Group  
WPDES Permit No. WI-S061565-2

**ClarkDietz**  
Engineering Quality of Life

Date Inspected: 5/5/17

Location: DPW Yard/Garage located at 7650 N. Pheasant Lane

Date of Last Rainfall (must be at least 24 hrs after any 0.1" rainfall): 5/1/2017  
(Source: The Weather Channel/River Hills, WI)

Signs of NonStormwater Flows? (if yes, complete information below) : No

Water Color: \_\_\_\_\_  
Turbidity (visual) : \_\_\_\_\_  
Surface Sheen: \_\_\_\_\_  
Odor: \_\_\_\_\_  
Potential Source: \_\_\_\_\_

Change in drainage conditions from SWPPP?

No

Change in potential pollutant sources from SWPPP?

No

BMP's prescribed in SWPPP are being implemented, properly operated, and properly maintained?

Yes

Additional Comments/Observations:

Yard is clean, dirt and woodchips have been reduced in size.

Name of Inspector: Brandon Flunker

Signature of Inspector:



**Village of River Hills**  
**DPW Yard Quarterly Inspection Form**  
North Shore Group  
WPDES Permit No. WI-S061565-2

**ClarkDietz**  
Engineering Quality of Life

Date Inspected: 8/14/17

Location: DPW Yard/Garage located at 7650 N. Pheasant Lane

Date of Last Rainfall (must be at least 24 hrs after any 0.1" rainfall): 8/7/2017  
(Source: The Weather Channel/River Hills, WI)

Signs of NonStormwater Flows? (if yes, complete information below) : No

Water Color: \_\_\_\_\_  
Turbidity (visual) : \_\_\_\_\_  
Surface Sheen: \_\_\_\_\_  
Odor: \_\_\_\_\_  
Potential Source: \_\_\_\_\_

Change in drainage conditions from SWPPP?

No

Change in potential pollutant sources from SWPPP?

No

BMP's prescribed in SWPPP are being implemented, properly operated, and properly maintained?

Yes

Additional Comments/Observations:

Yard is clean of debris, Dirt and Woodchips in back are gone.

Name of Inspector: Brandon Flunker

Signature of Inspector:



**Village of River Hills**  
**DPW Yard Quarterly Inspection Form**  
North Shore Group  
WPDES Permit No. WI-S061565-2

**ClarkDietz**  
Engineering Quality of Life

Date Inspected: 12/7/17

Location: DPW Yard/Garage located at 7650 N. Pheasant Lane

Date of Last Rainfall (must be at least 24 hrs after any 0.1" rainfall): 11/17/2017  
(Source: The Weather Channel/River Hills, WI)

Signs of NonStormwater Flows? (if yes, complete information below) : No

Water Color: \_\_\_\_\_  
Turbidity (visual) : \_\_\_\_\_  
Surface Sheen: \_\_\_\_\_  
Odor: \_\_\_\_\_  
Potential Source: \_\_\_\_\_

Change in drainage conditions from SWPPP?

No

Change in potential pollutant sources from SWPPP?

No

BMP's prescribed in SWPPP are being implemented, properly operated, and properly maintained?

Yes

Additional Comments/Observations:

Yard is clean of debris, Dirt and Woodchips in back are gone. Salt is covered.

Name of Inspector: Brandon Flunker

Signature of Inspector:

March 20, 2018

## BOARD OF DIRECTORS

**Neil Palmer, Chair**  
Village of Elm Grove

**Todd Ambts, Vice Chair (Secretary)**  
Healing Our Waters-Great Lakes Coalition

**Nathan Brenn, CPA, Vice Chair (Treasurer)**  
Brady Corporation

**Benjamin Benninghoff**, Wisconsin Dept.  
of Natural Resources (non-voting advisor)

**Jennifer Bolger Breceda**  
Milwaukee Riverkeeper

**Brian Depies**  
Short Elliott Hendrickson Inc. (SEH)

**Joan Giuliani**  
MillerCoors

**Elizabeth Hellman, P.E.**  
WEC Energy Group

**Laura Kletti Herrick, P.E., CFM**  
Southeastern Wisconsin Regional  
Planning Commission (non-voting advisor)

**Matthew Howard**  
Alliance for Water Stewardship-North America

**Maureen A. McBroom**  
Ruekert & Mielke, Inc.

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Milwaukee Metropolitan Sewerage District

**Alyssa Schmitt**  
Stormwater Solutions Engineering, LLC

**Marian Singer**  
WellIntel, Inc.

**Andrew Struck**  
Ozaukee County

## STAFF

**Linda Reid**, Executive Director

600 East Greenfield Avenue  
Milwaukee, WI 53204-2944

(414) 382-1766  
[swwtwater.org](http://swwtwater.org)

Dear *Respect Our Waters* Municipal Partner,

Southeastern Wisconsin Watersheds Trust, Inc. (Sweet Water) would like to thank you for your participation in the 2017 *Respect Our Waters* public education and information outreach and public involvement campaign. Thanks to many of you, the 2017 campaign was very successful, especially in terms of outreach and education! We have attached an annual report that summarizes the 2017 campaign activities, outputs, and results.

As you know, your 2017 MS4 annual e-report is due at the end of the month. If you haven't already submitted your report, we encourage you to use the information we have supplied in the attached *Respect Our Waters* report to complete the public education and information outreach and public involvement sections. The 2017 annual report is organized in a way that should make it easy for you to do so. In future years, the *Respect Our Waters* annual report will be made available to you at an earlier date, again in a format aligned with the MS4 annual e-report.

If you would like additional assistance completing the public education and information outreach and/or public involvement sections of your 2017 MS4 e-report, please contact Sweet Water's Stormwater Program Manager, Jacob Fincher at [fincher@swwtwater.org](mailto:fincher@swwtwater.org) or by phone at 262-716-2211.

The focus of the 2018 *Respect Our Waters* campaign will be to better understand the best way to help your municipality comply with your NR 216 public education and information outreach requirements. We'd also like to help you do a better job sharing information about your stormwater management plan, stormwater ordinances, the MS4 reporting process, and related activities, all important aspects of the public involvement process. We would like to do what makes most sense for your community as well as highlight the good work that you are doing!

**We will be following up with you in April with more details about the 2018 campaign.** Please don't hesitate to reach out if you have questions or concerns in the meantime.

We also wanted to send a quick note to let you know that Sweet Water will be offering scholarships this year to cover the \$100 registration cost for our **Clean Rivers, Clean Lake Conference** on April 26<sup>th</sup> at Alverno College. For more information about the conference -- theme "Innovating for Shared Prosperity" -- please follow this [link](#) or check out the attached agenda.

We are hoping to increase the number of professionals from **area municipalities** attending the conference, so we encourage you to complete the (very brief!) online application using this [link](#). There are a limited number of scholarships available, so we encourage you to apply soon -- **March 31st** is our initial scholarship deadline.

If you have any questions about the conference, please contact Dave Libert at 414-331-4113 or [libert@swwtwater.org](mailto:libert@swwtwater.org).

Kind regards,



Linda Reid, Executive Director

Please note: **text listed in red is relevant information but it will not be included in your report. Please provide additional information that is specific to your individual municipality and not part of the regional Respect Our Waters effort.**

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

Note: Compliance items must be submitted separately from this report to the Department.

Part I. Municipal Contact Information				
This form covers the activities during calendar year 20				
Name of Municipality	Facility ID No. (FIN)	<input type="checkbox"/> Check to update mailing address information		
Mailing Address	City	State	ZIP Code	
Municipal Contact Information <input type="checkbox"/> Check to update contact information				
Name of Municipal Contact Person	Title			
Mailing Address	City	State	ZIP Code	
Phone Number (include area code)	Email			
[+] Additional contacts information (optional) [Select from drop down menu]				
Contact Information for:				
First & Last Name	Title			
Mailing Address	City	State	ZIP Code	
Phone Number (include area code)	Email			
Does the municipality rely on another government entity to satisfy some of the permit requirements? <input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> Unsure				
Has there been any changes to the municipality's participation in group efforts towards permit compliances (i.e., the municipality has added or dropped consortium membership)? <input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> Unsure				

Part II. Storm Water Program Evaluation – Minimum Control Measures				
1. Public Education and Outreach				
a. Complete the following information on Public Education and Outreach Activities related to storm water. Select the Mechanism that best describes how the topic message was conveyed to your population. Use the [+] to add multiple Mechanisms. For Quantity, choose the range for the number of Mechanisms chosen (i.e., number of workshops, events). Quantity and Estimated People Reached are both optional.				
Topics	Mechanism	Quantity (optional)	Estimated People Reached (optional)	Regional Effort?
Detection and elimination of illicit discharges	<i>While we do not manage communities' illicit discharge programs, we do educate community members about the water quality impacts associated with the discharge from municipal separate storm sewer systems.</i>			

# Annual Report Under Municipal Separate Sewer System (MS4) Permit

Form 3400-224 (R 12/17)

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Topics	Mechanism	Quantity (optional)	Estimated People Reached (optional)	Regional Effort?
Management of materials that may cause storm water pollution from automobiles, pet waste, household hazardous waste and household practices	Social media posts	10-19		
	Media offerings (radio and TV ads, press release, etc.)	50+	1,305,394	
	Educational activities (School presentations, summer camps, projects, etc.)	1-9	1,000	
	Informational booth at event	20-49	250,000	
	Website – <i>if your municipalities website has a link to the <a href="http://www.respectourwaters.org">www.respectourwaters.org</a> site, you may include this in your report</i>			
	[Other] Household waste targeted email	1-9	50,000	
	[Other] Respect Our Waters digital "banner ad campaign"	50+	431,621	
	[Other] Digital video pre-roll that includes all Respect Our Waters educational topics	50+	68,560	
	[Other] Special PSA created to address all ROW topics and distributed via "geofencing" digital advertising technique	50+	202,859	
Beneficial onsite reuse of leaves and grass clippings/proper use of lawn and garden fertilizers and pesticides	Social media posts	10-19		
	Media offerings (radio and TV ads, press release, etc.)	50+	880,382	
	Educational activities (School presentations, summer camps, projects, etc.)	1-9	1,000	
	Informational booth at event	20-49	250,000	
	Website – <i>see above section</i>			
	[Other] Lawn and leaf targeted email	1-9	50,000	
	[Other] Respect Our Waters digital "banner ad campaign"	50+	431,621	
	[Other] Digital video pre-roll that includes all Respect Our Waters educational topics	50+	68,560	
	[Other] Special PSA created to address all ROW topics and distributed via "geofencing" digital advertising technique	50+	202,859	

# Annual Report Under Municipal Separate Sewer System (MS4) Permit

Form 3400-224 (R 12/17)

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Topics	Mechanism	Quantity (optional)	Estimated People Reached (optional)	Regional Effort?
Management of streambanks and shorelines by riparian landowners to minimize erosion and restore and enhance the ecological value of waterways	Direct one-on-one communication <i>Not specifically addressed in campaign but one-on-one conversations have taken place during community events</i>	50+		<b>Yes</b>
	<i>Respect Our Waters is building the capacity to incorporate this subject into one of its core topics in 2018</i>			
Infiltration of residential storm water runoff from rooftop downspouts, driveways and sidewalks	Social media posts	10-19		<b>Yes to All</b>
	Media offerings (radio and TV ads, press release, etc.)	50+	425,012	
	Educational activities (School presentations, summer camps, projects, etc.)	1-9	1,000	
	Informational booth at event	50+	250,000	
	Website - <i>see above section</i>			
	[Other] Runoff targeted email	50+	50,000	
	[Other] Respect Our Waters digital "banner ad campaign"	50+	431,621	
	[Other] Digital video pre-roll that includes all Respect Our Waters educational topics	50+	68,560	
Inform and where appropriate educate those responsible for the design, installation, and maintenance of construction site erosion control practices and storm water management facilities on how to design, install and maintain the practices	<i>Although there is not a formal approach to reaching this target audience, Respect Our Waters would be willing to assist in the facilitation of webinars or informational sessions related to this topic.</i>			
	<i>See Above</i>			
Identify businesses and activities that may pose a storm water contamination concern, and where appropriate, educate specific audiences on methods of storm water pollution prevention	<i>See above</i>			
Promote environmentally sensitive land development designs by developers and designers, including green infrastructure and low impact development	<i>See above</i>			
Other				

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

Unique to 2017, the Respect Our Waters campaign participated in a collaborative messaging opportunity known as "Thursday Night Lights. Our media broadcast vendor organized a television show that broadcast local high school

# Annual Report Under Municipal Separate Sewer System (MS4) Permit

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football games on live television. We were able to spread our message through this programming in several ways including an educational table at various football games, live television interviews at half-time, a sponsored "watershed moment" of the game that featured our logo, message, and various digital advertising opportunities. Since this was a joint effort and did not solely feature the Respect Our Waters campaign, the number of impressions (or people reached) has been broken out into this section. The final number of individuals that viewed this program reached 5,386,761. This includes impressions made via digital media, television viewers, and informative conversations held with residents during the football games.

## 2. Public Involvement and Participation

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

Elected officials

*Not officially apart of the Respect Our Waters program but we would be more than happy to work with you regarding this matter in 2018.*

Other municipal officials

*Not officially apart of the Respect Our Waters program but we would be more than happy to work with you regarding this matter in 2018.*

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

*Not officially apart of the Respect Our Waters program but we would be more than happy to work with you regarding this matter in 2018.*

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

Topics	Mechanism	Quantity (optional)	Estimated People Reached (optional)	Regional Effort?
Storm Water Management Plan and/or updates	Government Event (Public Hearing, Council Meeting, Etc.) <i>Southeastern Wisconsin Watersheds Trust, Inc. worked with a few, individual municipalities on this point but not as part of the ROW campaign. If we worked with you in 2017, include this in your report.</i>	1-9		No
Storm water related ordinance and/or updates	Presentation of Storm Water Information by Others <i>See above</i>	1-9		No
MS4 Annual Report	-			
Volunteer Opportunities	Presentation of Storm Water Information by Others	1-9		Yes
	Clean-up events	1-9		Yes
	Storm drain stenciling	1-9	2,000	Yes
	*AASD community block parties	1-9		Yes
Other				

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

\* New to 2017, Respect Our Waters launched the "Adopt-A-Storm Drain" initiative that encourages direct involvement from individuals living in southeastern Wisconsin. Despite being in its pilot phase, the Adopt-A-



**Annual Report Under Municipal Separate  
Sewer System (MS4) Permit**

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Storm Drain program allowed us to host four community block parties that utilized volunteers to stencil more than 500 stormdrains, distribute more than 2,000 informational door hangers during events, and allow stormdrain "adopters" to mark the location of their stormdrain on our interactive map on the Respect Our Waters website. While not directly involving the public, we were able to deliver 318,630 impressions via digital banner ads and targeted emails to raise awareness about the initiative.