

Due by March 31, 2013

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 (DNR) by March 31 of each year to report on activities for the previous calendar year. This form is being provided by the DNR for the user's convenience. 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.].

This form is for reporting on activities undertaken in calendar year 2012.

Instructions: Complete each section of the form that follows. If additional space is needed to respond to a question, attach additional pages. Provide descriptions that explain the program actions taken to comply with the general permit. Complete and submit the annual report by March 31, 2013, to the appropriate address indicated on the last page of this form.

SECTION I. Municipal Information			
Name of Municipality City of Beloit		Facility ID No. (FIN) 31039	
Mailing Address 100 State Street	City Beloit	State WI	ZIP Code 53511
County(s) in which Municipality is located Rock	Municipality Type: (select one) <input type="radio"/> County <input checked="" type="radio"/> City <input type="radio"/> Village <input type="radio"/> Town <input type="radio"/> Other (specify)		

SECTION II. Municipal Contact Information			
Name of Municipal Contact Person William Frisbee, P.E.		Title Storm Water Engineer	
Mailing Address 2400 Springbrook Ct.	City Beloit	State WI	ZIP Code 53511
Email frisbeew@ci.beloit.wi.us	Phone Number (include area code) (608) 364-6699	Fax Number (include area code) (608) 364-2879	

SECTION III. Certification			
<p><i>I hereby certify that I am an authorized representative of the municipality covered under MS4 General Permit No. WI-S050075-1 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></p>			
Authorized Representative Printed Name Larry N. Arft	Authorized Representative Title City Manager / Interim Public Works Director		
Signature of Authorized Representative	Date		
Email ArftL@ci.beloit.wi.us	Phone Number (include area code) (608) 364-6614	Fax Number (include area code) (608) 364-6756	

SECTION IV. General Information			
<p>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 annual report is presented to City Council and a copy of the report is available on the City's website.</p>			
<p>b. Describe how elected and municipal officials and appropriate staff have been kept apprised of the municipal storm water discharge permit and its requirements. Storm water permit issues are discussed at various Public Works meetings. Engineering staff works closely with other departments/divisions (Planning, Economic Development, City Manager, DPW) in the City to assure everyone is on the same page.</p>			
<p>c. Has the municipality prepared its own municipal-wide storm water management plan? <input type="radio"/> Yes <input checked="" type="radio"/> No</p> <p>If yes, title and date of storm water management plan:</p>			

SECTION IV. General Information (continued)

- 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:

The City of Beloit is a member of the Rock River Stormwater Group (RRSG). The group collectively implements an annual work plan to meet the requirements of the permit for public education and outreach as well as public involvement and participation.

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

If yes, provide web address:

www.ci.beloit.wi.us

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:

www.ci.beloit.wi.us

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. Provide an evaluation of program compliance with the general permit, the appropriateness of identified best management practices, and progress towards achieving identified measurable goals. 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

See attached RRSg plan summary

The City of Beloit held its annual Public Works Open House on May 19th. At this event kids were educated on storm water using an Enviroscape model. Adults received education via brochures, stickers for lawn mowers and conversations with staff.

2 other groups of kids were also educated on storm water with the Enviroscape model on separate occasions.

- Public Involvement and Participation

See attached RRSg plan summary

- Illicit Discharge Detection and Elimination

The City of Beloit performed dry weather outfall inspections on the major outfalls that discharge to Turtle Creek and Springbrook.

The City of Beloit has an illicit discharge ordinance.

The RRSg held an illicit discharge education presentation at a group meeting. Pete Wood presented. Began working on a new illicit discharge program that will be completed and implemented in 2013. The new program will better define roles and documentation while responding to potential discharge notifications.

- Construction Site Pollutant Control

The City has a construction site erosion and sediment control ordinance and permit. All required site plans are reviewed to assure compliance.

Construction sites are inspected for compliance weekly or after each rainfall event of 1/2" or greater.

- Post-Construction Storm Water Management

The City has a post construction storm water ordinance.

Site plans are reviewed for compliance.

A procedure needs to be established for recording maintenance agreements. Currently an ordinance requires BMPs to be maintained.

SECTION V. Permit Conditions (continued)

• Pollution Prevention

- 2.6.1 - All storm water management facilities are inspected at least once per year. Any maintenance required to maintain operating efficiency will be performed in a timely matter. If the required maintenance is a major expense, the correction may wait for correction to allow proper funding to be budgeted.
- 2.6.2 - All streets are swept routinely.
- 2.6.3 - Street sweeping and catch basin waste is screened. The trash is taken to the dump and the organic matter is composted. A plan for beneficial reuse will be complete in 2013.
- 2.6.4 - Road salt is kept to a minimum. The City of Beloit uses salt brine which is more efficient at removing ice and preventing it from forming. This allows for less salt to be applied. The City of Beloit also uses beet juice to prevent icing from taking place.
- 2.6.5 - Leaves and grass clippings are mulched and left on site for City properties. The City has a leaf-vac program where we vacuum leaves from the gutters in the fall. The City also offers curbside collection of bagged yard waste. When leaves and grass clippings are collected, they are taken to a local composting site.
- 2.6.6 - Each facility has a Spill Control Plan. Pollution Prevention Plans will be developed in 2013.
- 2.6.7 - Will verify plans are in place in 2013.
- 2.6.8 - Site specific PPP will be developed in 2013. Staff at each facility will be trained to implement the plans.

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 SLAMM Version 9.2.4 Reduction (%) 31

If no, include a description of any actions the municipality has undertaken during 2012 to help achieve the 20% standard.

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:

Existing dry ponds were evaluated. The cost was cheaper to build new ponds at the golf course. No more BMPs are needed for compliance after the 40% requirement was removed. Retrofitting may be a possibility for TMDL compliance.

c. Best Management Practices Maintenance: Does the municipality have a maintenance program for installed storm water best management practices? Yes No

If yes, describe the maintenance program and any maintenance activities that have occurred for best management practices in 2012. If available, attach any additional information on the maintenance program.

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

The map was updated for changes to the storm sewer. No drainage basins or outfalls were changed.

SECTION VI. Fiscal Analysis

a. Provide a fiscal analysis that includes the annual expenditures for 2012, and the budget for 2012 and 2013. A table to document fiscal information is provided on page 6.

See attached Storm Water Utility budget.

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

SECTION VI. Fiscal Analysis (continued)

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 City of Beloit has a storm water utility to finance storm water operations. The wastewater and operating budgets have supplemented the storm water budget because adequate revenues are not being generated by the storm water utility.

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:

Previously submitted.

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:

Previously submitted.

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:

Previously submitted.

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:

Previously submitted.

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.

299 erosion control inspections were conducted on commercial projects. There were no enforcement actions taken. On several occasions the contractors had to be told to make repairs or changes to their erosion control. No violations were serious enough to require enforcement.

Inspections on municipal projects were conducted weekly by Engineering inspectors. Any deficiencies were addressed immediately. No enforcement actions were taken on these projects either.

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/topic/SurfaceWater/orwerw.html>) Yes No If yes, list:

Turtle Creek - ERW

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/water/impairedsearch.aspx?status=303d>) Yes No If yes, complete the following:

• Impaired waterbody to which the MS4 discharges:

Rock River

• 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:

The City has two street sweepers that run whenever weather permits. One sweeper is a vacuum sweeper.

No sand is applied to the streets in winter.

A fall leaf collection program is in place to remove leaves in a timely manner.

Constructed 4 storm water ponds in 2010-2011 to remove TSS and Phosphorous.

SECTION VIII. Water Quality Concerns (continued)

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

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.
unknown

SECTION IX. Proposed Program Changes

Describe any proposed changes to the storm water management program being contemplated by the municipality for 2013 and the schedule for implementing those changes. Proposed program changes must be consistent with the requirements of the general permit.

Develop site specific SWPPP for all municipal facilities. April - June 2013

Develop a beneficial reuse pal for street sweepings. April - June 2013

Develop a more detailed plan for illicit discharge response procedures - March - April 2013

Fiscal Analysis Table. Complete the fiscal analysis table provided below.

Program Element	Annual Expenditure 2012	Budget		Source
		2012	2013	
Public Education and Outreach				
Public Involvement and Participation				
Illicit Discharge Detection and Elimination				
Construction Site Pollutant Control				
Post-Construction Storm Water Management				
Pollution Prevention				
Storm Water Quality Management (including pollutant-loading analysis)				
Storm Sewer System Map				
Other:				

NORTHERN REGION COUNTIES			WEST CENTRAL REGION COUNTIES		
Ashland	Langlade	DNR Service Center	Adams	Marathon	DNR Service Center
Barron	Lincoln	Attn: Storm Water Program	Buffalo	Monroe	Attn: Storm Water Program
Bayfield	Oneida	5301 Rib Mountain Rd.	Chippewa	Pepin	5301 Rib Mountain Rd.
Burnett	Polk	Wausau, WI 54401	Clark	Pierce	Wausau, WI 54401
Douglas	Price	Phone: (715) 359-4522	Crawford	Portage	Phone: (715) 359-4522
Florence	Rusk		Dunn	St. Croix	
Forest	Sawyer		Eau Claire	Trempealeau	
Iron	Taylor		Jackson	Vernon	
	Vilas		Juneau	Wood	
	Washburn		La Crosse		

NORTHEAST REGION COUNTIES			SOUTH CENTRAL REGION COUNTIES		
Brown	Marquette	DNR Northeast Region	Columbia	Jefferson	DNR South Central Region
Calumet	Menominee	Attn: Storm Water Program	Dane	LaFayette	Attn: Storm Water Program
Door	Oconto	2984 Shawano Ave.	Dodge	Richland	3911 Fish Hatchery Rd.
Fond du Lac	Outagamie	Green Bay, WI 54313	Grant	Rock	Fitchburg, WI 53711
Green Lake	Shawano	Phone: (920) 662-5100	Green	Sauk	Phone: (608) 275-3266
Kewaunee	Waupaca		Iowa		
Manitowoc	Waushara				
Marinette	Winnebago				

SOUTHEAST REGION COUNTIES		
Kenosha	Sheboygan	DNR Service Center
Milwaukee	Walworth	Attn: Storm Water Program
Ozaukee	Washington	141 NW Barstow Street,
Racine	Waukesha	Room 180
		Waukesha, WI 53188
		(262) 574-2100

DEPARTMENT OF PUBLIC WORKS

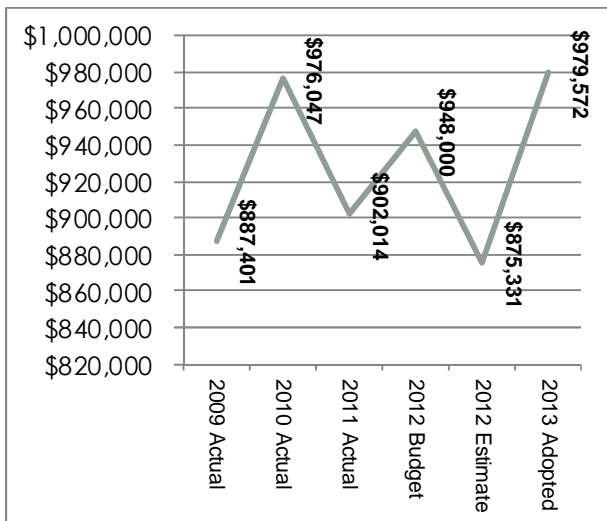
2013 CITY OF БЕЛОIT OPERATING BUDGET

Enterprise Fund –

Storm Water Description:

The Storm Water Utility was created in 2007 to establish funding to meet the requirements of the DNR’s new pollution discharge elimination permit and accounts for the operation of the physical storm water discharge system and collection of storm water fees. Activities include a street sweeping program, yard waste collection, and the cleaning and maintenance of approximately 172 miles of storm water mains, thousands of catch basins, and various public storm water ponds. Efforts also include inspection of construction related erosion control systems, public education on reducing storm water runoff pollution, etc.

Revenue sources include residential and commercial user fees based upon the amount of impervious area on the user’s property. Units of impervious area are based upon the average single-family residential unit (SFU) amount of 3347 square feet. The current user charge is \$3.00 per SFU there is no increase in this fee for next year.



City of Beloit 2013 BUDGET SUMMARIES

	2011 ACTUAL	2012 BUDGET	2012 ESTIMATE	2013 ADOPTED	CHANGE	PERCENT CHANGE
STORM WATER UTILITY						
27707508						
REVENUES						
CASH & PROPERTY INC.	(\$61,068)	(\$3,000)	(\$4,690)	(\$34,572)	(\$31,572)	1052.40%
DEPARTMENTAL EARNINGS	(\$945,989)	(\$945,000)	(\$944,808)	(\$945,000)	\$0	0.00%
Total	(\$1,007,057)	(\$948,000)	(\$949,498)	(\$979,572)	(\$31,572)	3.33%
EXPENDITURES						
PERSONNEL SERVICES	\$367,943	\$381,691	\$373,304	\$411,750	\$30,059	7.88%
CONTRACTUAL SERVICE	\$113,858	\$158,428	\$129,906	\$151,718	(\$6,710)	-4.24%
MATERIALS & SUPPLIES	\$17,021	\$18,900	\$15,180	\$20,200	\$1,300	6.88%
FIXED EXPENSES	\$21,000	\$21,000	\$21,000	\$22,000	\$1,000	4.76%
DEBT SERVICE	\$127,438	\$220,941	\$220,941	\$245,208	\$24,267	10.98%
DEPRECIATION	\$254,754	\$115,000	\$115,000	\$115,000	\$0	0.00%
RESERVE/SUBSIDY	\$0	\$32,040	\$0	\$13,696	(\$18,344)	-57.25%
Total	\$902,014	\$948,000	\$875,331	\$979,572	\$31,572	3.33%

Budget Modifications: \$7,700 is budgeted for Wage adjustments for Salary Survey results. 5% health insurance premium increase. There are no user fee changes for 2013.

Personnel Schedule Summary	2011	2012	2013
Position	FTE	FTE	FTE
Project Engineer	1.00	1.00	1.00
Water Seasonal	0.38	0.38	0.38
TOTAL	1.38	1.38	1.38

PERCENTAGE OF POSITION ALLOCATED TO FUNDS

<i>Department/Division</i>	<i>FY Proposed 2013 FTE Equivalent</i>	<i>Position Status</i>	<i>Budgeted Fund</i>	<i>Percentage Allocated</i>
PROJECT ENGINEER	1.00	FT	Enterprise Fund - Storm Water Utility	100%
WATER SEASONAL	0.38	Casual	Enterprise Fund - Storm Water Utility	100%
STORM WATER UTILITY	1.38			

PERFORMANCE MEASURES THAT ILLUSTRATE PROGRESS & 2012 STRATEGIC GOAL ACCOMPLISHMENTS

PROGRAM STRIVES TO OBTAIN COUNCIL STRATEGIC OBJECTIVE:

- Proactively partner with individuals and businesses to promote a safe and healthy community, minimize personal injury, prevent loss of life and protect property and natural resources.

	<u>PROGRAM OBJECTIVES:</u>	<u>PERFORMANCE INDICATORS:</u>	<u>2010</u>	<u>2011</u>	<u>2012</u>	<u>2013</u>
			<u>Actual</u>	<u>Actual</u>	<u>Target</u>	<u>Target</u>
Workload:	1. Clean and remove debris from Storm Water Conveyance System.	# of feet of Storm Water Conveyance System cleaned annually.	1,166	3,343	2,000	3,500
	2. Televisе Storm Water Conveyance System and inlets prior to street construction and overlay program to assure system integrity.	# of feet of televising performed on Storm Water Conveyance System.	968	9,802	8,000	10,000
Efficiency & Effectiveness:	3. Enter Storm Water System information into Geographical Information System (GIS) Database.	% of storm water system information into GIS by the end of the year.	99%	99%	99%	99%
	4. Improve Storm Water Conveyance System through effective preventative Maintenance.	Meet 40% total suspended solids reduction in storm water conveyance system by 11-13-13	21.2%	29.18%	29.1%	30%
		Dry Weather Outfall Inspections	16	16	16	16
		Catch basins cleaned	0	167	170	170

	<u>PROGRAM</u> <u>OBJECTIVES:</u>	<u>PERFORMANCE</u> <u>INDICATORS:</u>	<u>2010</u>	<u>2011</u>	<u>2012</u>	<u>2013</u>
			<u>Actual</u>	<u>Actual</u>	<u>Target</u>	<u>Target</u>
<u>2012 Strategic Goal(s)</u> <u>Report:</u>	Reduce storm water pollution to protect our surface water bodies and groundwater supply and comply with all State & Federal storm water regulations.	Detect and eliminate illicit discharges	100%	100%	100%	100%
		Continue to implement public education and outreach program through the Rock River Stormwater Group.	100%	100%	100%	100%

CITY OF BELOIT

2013 STRATEGIC PLAN

Department of Public Works

Department: Public Works

City of Beloit Strategic Goal: 1

Program: Storm Water Utility Operations.

Objective:

- Continue to manage the economic and environmental performance of the Storm Water Utility.
- Reduce storm water pollution to protect surface water bodies and groundwater supply.
- Comply with all State & Federal storm water regulations.
- Comply with Wisconsin Pollution Discharge Elimination System (WPDES) MS4 permit requirements.

Action Steps:

1. Partner with neighboring communities through the Rock River Stormwater Group to educate the citizens of the Rock River Watershed as to storm water pollution concerns.
2. Partner with citizens and community organizations to clean existing and reduce future pollution to the storm water conveyance system.
3. Detect and eliminate illicit discharges.
4. Administer the storm water pollution prevention program used at all municipal facilities.
5. Improve storm water conveyance system through effective preventative maintenance.
6. Televisе storm water conveyance system prior to street construction projects to assure system integrity.
7. Track construction site erosion control inspections and enforcement actions.
8. Monitor all City owned non-structural storm water facilities.
9. Monitor all major storm sewer outfalls.

Mission Statement:

The Department of Public Works exists to serve the public need through cost effective operations and quality service, while providing for enhanced public safety and quality of life for today and tomorrow.

Rock River Stormwater Group 2012 Year in Review

Internal RRSB Communications

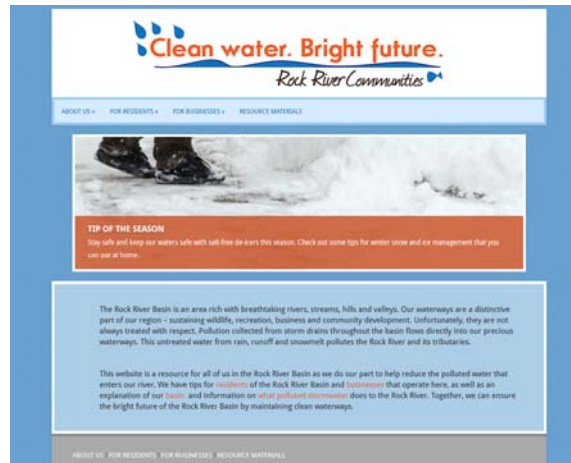
- 3 peer-to-peer presentations to internal RRSB Group, covering topics agreed to in 2012 work plan:
 - March (Permeable Pavement)
 - May (Illicit Discharges)
 - July (Enforcement)

Public RRSB Education and Outreach

- 4 Rock River Reflections articles:
 - Spring - Reducing lawn chemicals and TMDL
 - Summer - Illicit Discharge Names
 - Winter 2013 - Illicit Discharge Follow-up
- Fertilizer Campaign: “More isn’t always better”
 - Press release on lawn chemicals/fertilizer
 - Printed 500 fertilizer brochures: distributed to the RRSB members to hand out
- Lawnmower Campaign
 - Sent letters with mower stickers to 126 landscape companies within the RRSB service area
 - Ft. Atkinson requested (and distributed) additional mower stickers w/info cards (~125)
- Composting Campaign
 - Developed, printed and distributed 1,000 composting tear away cards
 - Lake Sinnessippi Association, Jefferson, Ft. Atkinson, and Whitewater distributed in their communities
 - Meg delivered a WaterStar webinar regarding lawn and leaf waste in September
- City of Jefferson requested a suite of existing RRSB materials (general stormwater info) to distribute at August festival



- Complete re-design of the RRSB website with best management practice resources for homeowners and developers



Developer, Business and Industry Education and Outreach

- Developer Education
 - Developed a stormwater ponds factsheet for distribution at permit office – delivered electronically
 - Developed NR-151 rule changes factsheet; 20 copies printed for each municipality and delivered electronically
- Workshops
 - Beloit promoted “Winter Road Management Workshop”
 - RRSB hosted TMDL workshop in February 2012

Activities Not Completed in 2012

- Building relationships with schools: research on existing curriculum started, but relationship-building meetings not begun
- Developers/Designers Outreach: mailing list started, but not complete. Neither newsletter template nor content developed or distributed

Rock River Basin Stormwater Group 2012 Education Plan Summary of Accomplishments

Highlights

Throughout 2010 and 2011, the Rock River Stormwater Group (RRSG) developed systems, tools and resources that were designed to be used and completed over multiple years. Developer factsheets and folders, for example, allow municipal staff to customize information for developers as they apply for permits. In 2012, we added two subject-specific factsheets to these folders: one regarding changes to the WDNR's NR-151 rule and one regarding Stormwater Ponds. Limited copies of the factsheets were printed, but they all remain available on the website and the online portfolio, and were distributed via email to the group.

A new program was initiated in 2012 to share stories, tips and ideas among the group and between peers about best management practices and other permit area topics. During these presentations, we heard peer input from Jeff Woods about a permeable pavement project in Ft. Atkinson; a presentation with Q&A from Pete Wood about the WDNR's new illicit discharge detection and elimination program guidelines; and a presentation and conversation with Fay Amerson regarding construction site enforcement.

New fertilizer and composting public education pieces were developed, designed, printed and distributed this year, as well as standard education efforts via press releases and newsletter articles. A big achievement in 2012 was the redevelopment of the RRSG website www.cleanwaterbrightfuture.org. The RRSG also participated in producing a very well attended and informative TMDL workshop with the WDNR in February.

The Education Coordinator also delivered and participated in presentations about the RRSG's work, including a meeting of statewide stormwater educators working in the same capacity in other regions and the Wisconsin WaterStar webinar series.

Work Plan Details

Included below is a catalog of all the activities completed by the RRSG in 2012. The chart is an updated version of the comprehensive work plan, which includes all the issues the RRSG focuses on. The sections highlighted in gold show the key activities and campaigns that RRSG members approved as priorities for 2012.

RRSG Comprehensive Education and Outreach Plan, by Permit Section

Sections highlighted in gold = Approved 2012 key campaigns/focus areas

Sections highlighted in red = Approved Key Areas Not Address in 2012

Sections highlighted in green = Additional activities pursued in 2012

Audience	Activities	Implementation	Measures of Success	Activities Completed
2.1 Public Education and Outreach - The permittee shall implement a public education and outreach program to increase the awareness of storm water pollution impacts on waters of the state to encourage changes in public behavior to reduce such impacts. The program shall establish measurable goals and, at a minimum, include the following elements:				
<i>2.1.1 Promote detection and elimination of illicit discharges and water quality impacts associated with such discharges from municipal separate storm sewer systems.</i>				
Municipal Staff	Municipalities hold internal in-field, individual consultations and lessons as needed to correct municipal operation errors	Municipal staff, supervisors, or engineers	# of meetings held	
Internal RRSB	March: Permeable Pavement May: Illicit Discharges July: Enforcement	Peer to peer discussion, preceded by topic presentation from identified speaker	# attended meeting March: 10 May: 12 July: 13	Presentations from Jeff Woods in March; Pete Wood in May; Fay Amerson in July
<i>2.1.2 Inform and educate the public about the proper management of materials that may cause storm water pollution from sources including automobiles, pet waste, household hazardous waste and household practices.</i>				
General public	Newspaper press releases	Press releases sent to newspapers, radio stations and TV channels throughout Rock River region on topics like: lawn chemicals, Make a Difference Day, grass cutting	# of releases sent	<ul style="list-style-type: none"> • Fertilizer press release sent 4/24

Audience	Activities	Implementation	Measures of Success	Activities Completed
General public	Promote storm drain stenciling	Citizen groups	# of groups stenciling	
Student groups Community groups	<ul style="list-style-type: none"> • Stenciling or other student activity like a river clean up in Whitewater creek. • EC participates in planning meetings with Whitewater 	<ul style="list-style-type: none"> • Activity incorporated into Make a Difference Day, April 20, 2012. Theme is Rivers • Milton –researching possibility of doing something similar. City clean up day possible 	# of students participating	
<i>2.1.3 Promote beneficial onsite reuse of leaves and grass clippings and proper use of lawn and garden fertilizers and pesticides.</i>				
Homeowners - Reducing Lawn Chemicals “Reduce use, not on sidewalks”	<ul style="list-style-type: none"> • Newsletter articles • Brochure/ mailing with calendar reminder stickers • Water bills – small blurb in spring mailing • Healthy lawn webpage on RRSB site 	<ul style="list-style-type: none"> • EC works with municipal editors (Watertown City Connection in March and August, BD city paper and website) • Garden club/civic groups/municipal distribution (Janesville through Rotary Club) • Jefferson, Milton include in mailing 	<ul style="list-style-type: none"> • # articles published • # brochures distributed • # people receiving mailing 	<ul style="list-style-type: none"> • Rock River Reflections article Spring 2012 • Press release 4/24 • 500 Fertilizer brochures printed
Homeowners- “Keep grass out of streets”	Re-use, continue to distribute mower stickers handed out at public events and through clubs or groups	Members and collaborating nonprofits	# of people receiving grass message	Letters and stickers sent to 126 landscape companies

Audience	Activities	Implementation	Measures of Success	Activities Completed
Municipal Staff “Keep grass out of streets	stickers and handout for training packets	<ul style="list-style-type: none"> Information materials given by training staff in Beloit and Janesville Verbal, seasonal reminders for staff in other municipalities 		125 Stickers w/info cards distributed to Ft. Atkinson Delivered WaterStar webinar presentation
Homeowners – Re-use and/or mow and chop into yard; Outreach for new municipal composting rules if implemented	“4 ways to compost” flyer/tear away cards showing different methods of reusing and composting leaves, from easy to advanced Can be tied in with fertilizer message	<ul style="list-style-type: none"> Community groups Environmental committees Janesville Rotary, possible partnership in outreach Re-use only message for Jefferson, BD, Fort, Milton, Watertown who do municipal composting. 	<ul style="list-style-type: none"> # of people receiving re-use and compost message # of people receiving compost message 	1000 Composting Cards printed; 650 Mailed to Sinissippi Lake Association; balance distributed by municipal staff
DNR Compost rules are changing – coming soon	Municipal updates online, articles and events if and when the rules change to inform people what is now allowed.	Jefferson, BD, Fort, Milton, Watertown do municipal composting.		

Audience	Activities	Implementation	Measures of Success	Activities Completed
<i>2.1.4 Promote the management of streambanks and shorelines by riparian landowners to minimize erosion and restore and enhance the ecological value of waterways.</i>				
Individual shoreline property owners	<ul style="list-style-type: none"> • Possible Waterstar partnership – hold Waterstar webinar about streambanks and promote past streambank webinars • Letter to HOA mailing list • Permit/city guide for residents who have questions or concerns: what to expect to do on the streambank – vegetation guidance and who to contact at DNR and what permits or permissions may be needed • Presentation to RRSB members from DNR staff to clarify permitting and questions about streambanks 	<ul style="list-style-type: none"> • Watertown, Whitewater, Beaver Dam have a lot of privately held shorelines. Garden club, lake groups or other partner to distribute information • Beloit may include industrial property owners • Janesville, Fort and Milton have majority city-owned and maintained shores. Could use for internal training or pond bank outreach 		Factsheet developed and distributed to RRSB members to include in permit packets
<i>2.1.5 Promote infiltration of residential storm water runoff from rooftop downspouts, driveways and sidewalks.</i>				
Homeowners	Disconnect downspout outreach campaign	<ul style="list-style-type: none"> • Continue demonstration project when needed, with aquascape or other in-person events • Continued use of flyer 	# of flyers distributed	
General Public	Continued use of website and portfolio for distributing information on rain gardens.			Website revamped in 2012

Audience	Activities	Implementation	Measures of Success	Activities Completed
<i>2.1.6 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>				
Builders	<ul style="list-style-type: none"> Continued use of builder/developer materials including field guide, factsheets and folders 2 new factsheets – shoreline and inspection/maintenance 	<ul style="list-style-type: none"> Municipal permit departments Municipal field staff meetings 	<ul style="list-style-type: none"> # of members using factsheets # of field guides distributed 	Developed NR-151 factsheet; printed and distributed to RRSB members
Developers/ Designers	<ul style="list-style-type: none"> Promote other low impact development opportunities, like UW design courses Create mailing list of consultants that work in communities with a “tip of the month” – example: why not to use some approved devices like orifice plates 	<ul style="list-style-type: none"> Any new or current professionals put onto list. When new designers come for permits, they will be added to list to help remind/guide as they work in the area. 	<ul style="list-style-type: none"> # newsletters opened # newsletters sent 	Mailing list created
Facility managers and maintenance staff Facility owners Homeowner associations that manage basins	<ul style="list-style-type: none"> Distributing “how to maintain long term storm water facilities” guide Create template maintenance agreement for RRSB members to use to start creating or filling out records of agreements in municipality. Include operations and maintenance example 	<ul style="list-style-type: none"> Mailing or postcard to facilities that are listed in municipalities Fort and Whitewater have lists, Milton creating, Janesville, Beloit, Town Beloit and Watertown use as needed in department Whitewater using in meetings with pond owners as needed 	<ul style="list-style-type: none"> # brochures distributed # managers or owners talked with 	

Audience	Activities	Implementation	Measures of Success	Activities Completed
<i>2.1.7 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 2.1.1				
Internal RRSB	<ul style="list-style-type: none"> • Work with members, and survey other municipal enforcement staff for needs • Outreach for cross connections in meeting topic • Share research with RRSB about cross connections 	Topic for May meeting		
Internal RRSB	Plan in meetings for a workshop that covers ID and enforcement			
Contractors/small project workers	Concrete washout requirements education	<ul style="list-style-type: none"> • RRSB members meeting with inspection staff at regular meetings • Distribute materials as needed 		
Industrial and Large Commercial Pollution Prevention.	<ul style="list-style-type: none"> • Research needs and audience for industrial outreach. • Presentation from DNR staff to members about possible topics: good housekeeping, No Exposure Certifications, what type of industry • Incorporate into ID and enforcement meeting what to look for when at an industrial site 	<ul style="list-style-type: none"> • Beloit – meeting or presentation at some industrial meetings 		

Audience	Activities	Implementation	Measures of Success	Activities Completed
Professionals	RRSG members, the RRSWEC and RRBE will promote training opportunities, developed by others, including snow removal and salt for construction or stormwater professionals	RRSG members	# opportunities promoted	Winter Road Mgmt workshop in Beloit (also in Oshkosh)
Municipal elected officials and administrators	Each municipality will encourage their elected officials to participate, when appropriate, in events and workshops			
Landscapers	Lawnmower outreach with stickers directing to point away from street.	RRSG members	# stickers used	Sent letters w/mower stickers to 126 landscape companies Ft. Atkinson requested (and distributed) additional mower stickers w/info cards - ~125 (remaining supply) sent
<i>2.1.8 Promote environmentally sensitive land development designs by developers and designers.</i>				
Developers/ Designers	<ul style="list-style-type: none"> Promote other low impact development opportunities. Like UW design courses Create mailing list of consultants that work in communities “tip of the Month” 	<ul style="list-style-type: none"> Any new or current professionals put onto list. When new designers come for permits, they will be on list to help remind/guide as they work in the area. 	<ul style="list-style-type: none"> # newsletters opened # newsletters sent 	Mailing list created.

Audience	Activities	Implementation	Measures of Success	Activities Completed
2.2 Public Involvement and Participation - The permittee shall implement a program to notify the public of activities required by this permit and to encourage input and participation from the public regarding these activities. This program shall include measurable goals for public involvement and participation and comply with applicable state and local public notice requirements.				
Schools	<ul style="list-style-type: none"> • Plan, research and build relationships with school in 2012. • Research current storm water programs and curriculum and other successful K-12 programs. • Talk to administrators – some teachers would want it. 	<ul style="list-style-type: none"> • Janesville is looking to build more into schools, already have middle school engineer program • Jefferson will start building a relationship, not there now. • Beaver – FWS – green group educates students. Drawing contests, adopt an inlet program. Possibly promote credit for schools doing education. 	# meetings held with schools	Existing curriculum research began
Elected officials	<ul style="list-style-type: none"> • TMDL outreach • If needed with TMDL changes - Public official meetings to explain what and where the rules are for this year compared to last year 	<ul style="list-style-type: none"> • Host meetings for RRSB and other basin municipalities, if DNR is able. • Possible elected official outreach letter or meeting as implementation plans are revealed. 		TMDL Meeting held February

Audience	Activities	Implementation	Measures of Success	Activities Completed
Developers	NR 151 changes factsheet	Distribute in permitting departments		Each member received printed and electronic copies
Public	<ul style="list-style-type: none"> • Quarterly Rock River Reflections articles written and issues distributed to municipalities. • Four newsletter articles written and distributed to members and press. Articles formatted to send as press releases when appropriate • Permittees maintain RRSR stormwater materials in public locations. Additional UWEX/DNR materials available in public places and as links on the website. • RRSR members support other environmental groups when possible to build their capacity • Possible support or sponsorship of Rock River Sweep or other event. 	<ul style="list-style-type: none"> • Articles to be used in internal municipal venues. Future of RRR unknown, but will use quarterly if available • Jefferson – senior center newsletter twice a year, Watertown library newsletter possible. Beloit Friday <i>Beloit Report</i> on website, Town Beloit – annual newsletter, Whitewater online community paper 	<ul style="list-style-type: none"> • # of articles published in local papers • # of articles published in municipal publications 	<ul style="list-style-type: none"> • 4 Rock River Reflections articles written • Press release on 4/24 • City of Jefferson distributed series of RRSR materials at public event in August
Public/Developers	<ul style="list-style-type: none"> • Professionals webpage with fact sheets and other materials created by EC. 	Website		Website completely redeveloped