Village of Butler

Municipal Separate Storm Sewer System (MS4)
2023 Annual Report

raSmith

CREATIVITY BEYOND ENGINEERING

WPDES Permit No. WI-S065404-2
Effective April 1, 2020 – March 31, 2025

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.**

Form 3400-224(R8/2021)

Reporting Information :

Will you be completing the Annual Report or other submittal type? (•) **Annual Report** ( ) **Other**

Project Name:	2023 Annual Report
County:	Waukesha
Municipality:	Butler Village
Permit Number:	S065404
Facility Number:	31253
Reporting Year:	2023

Is this submittal also satisfying an Urban Nonpoint Source Grant funded deliverable? ( ) **Yes** (•) **No**

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]
- Complete all required fields on the annual report form and upload required attachments
- Attach the following other supporting documents as appropriate using the attachments tab above
  - Public Education and Outreach Annual Report Summary
  - Public Involvement and Participation Annual Report Summary
  - Illicit Discharge Detection and Elimination Annual Report Summary
  - Construction Site Pollution Control Annual Report Summary
  - Post-Construction Storm Water Management Annual Report Summary
  - Pollution Prevention Annual Report Summary
    - Leaf and Yard Waste Management
    - Municipal Facility (BMP) Inspection Report
    - Municipal Property SWPPP
    - Municipally Property Inspection Report
    - Winter Road Maintenance
  - Storm Sewer Map Annual Report Attachment
  - Storm Water Quality Management Annual Report Attachment

- TMDL Attachment
- Storm Water Consortium/Group Report
- Municipal Cooperation Attachment
- Other Annual Report Attachment

- Attach the following permit compliance documents as appropriate using the attachments tab above

  - Storm Water Management Program
    - Public Education and Outreach Program
    - Public Involvement and Participation Program
    - Illicit Discharge Detection and Elimination Program
    - Construction Site Pollutant Control Program
    - Post-Construction Storm Water Management Program
    - Pollution Prevention Program
      - Municipal Storm Water Management Facility (BMP) Inventory
      - Municipal Storm Water Management Facility (BMP) Inspection and Maintenance Plan
  - Total Maximum Daily Load documents *(*If applicable, see permit for due dates.)*
    - TMDL Mapping*
    - TMDL Modeling*
    - TMDL Implementation Plan*
    - Fecal Coliform Screening Parameter *
    - Fecal Coliform Inventory and Map *(S050075-03 general permittees Appendix B B.5.2 – document due to the department by March 31, 2022)*
    - Fecal Coliform Source Elimination Plan *(S050075-03 general permittees Appendix B - document due to the department by October 31,2023)*

- Sign and Submit form

Do not close your work until you SAVE.

Form 3400-224 (R8/2021)

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	Butler Village
Facility ID # or (FIN):	31253
Updated Information:	☐ Check to update mailing address information
Mailing Address:	12621 W. Hampton Ave.
Mailing Address 2:	
City:	Butler Village
State:	WI
Zip Code:	53007 xxxxx or xxxxx-xxxx

Primary Municipal Contact Person (Authorized Representative for MS4 Permit)

The "Authorized Representative" or "Authorized Municipal Contact" includes the municipal official that was charged with compliance and oversight of the permit conditions, and has signature authority for submitting permit documents to the Department (i.e., Mayor, Municipal Administrator, Director of Public Works, City Engineer).

☐ Select to ***create new*** primary contact

First Name:	Benjamin
Last Name:	Hubrich

☐ Select to ***update*** current contact information

Title:	Village Adminstrator/Clerk
Mailing Address:	12621 W Hampton Ave
Mailing Address 2:	
City:	Butler
State:	WI
Zip Code:	53007 xxxxx or xxxxx-xxxx
Phone Number:	262-415-2522 Ext: xxx-xxx-xxxx
Email:	bhubrich@butlerwi.gov

Additional Contacts Information (Optional)

☑ I&E Program

Individual with responsibility for: (Check all that apply)	☑ IDDE Program ☑ IDDE Response Procedure Manual ☑ Municipal-wide Water Quality Plan ☑ Ordinances ☐ Pollution Prevention Program ☐ Post-Construction Program ☐ Winter roadway maintenance

First Name:	Ben
Last Name:	High
Title:	Village Engineer
Mailing Address:	16745 W Bluemound Road
Mailing Address 2:	
City:	Brookfield
State:	WI
Zip Code:	53005 xxxxx or xxxxx-xxxx
Phone Number:	262-317-3273 Ext: xxx-xxx-xxxx
Email:	ben.high@rasmith.com

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:	Jacob
Last Name:	Fincher
Title:	Executive Director
Mailing Address:	600 E Greenfield Ave
Mailing Address 2:	
City:	Milwaukee
State:	WI
Zip Code:	53204 xxxxx or xxxxx-xxxx
Phone Number:	262-716-2211 Ext: xxx-xxx-xxxx
Email:	fincher@swwtwater.org

Municipal Billing Contact Person (Authorized Representative for MS4 Permit)

☑ Select to ***create new*** Billing contact

First Name: Benjamin

Last Name: Hubrich

☑ Select to ***update*** current contact information

Title: Village Administrator

Mailing Address: 12621 West Hampton Ave

Mailing Address 2:

City: Butler

State: WI

Zip Code: 53007 xxxxx or xxxxx-xxxx

Phone Number: 262-415-2522 Ext: xxx-xxx-xxxx

Email: bhubrich@butlerwi.gov

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

◉ Yes ○ No

☑ Public Education and Outreach Southern Wisconsin Watersheds Trust, Inc

☑ Public Involvement and Participation Southern Wisconsin Watersheds Trust, Inc

☐ Illicit Discharge Detection and Elimination

☐ Construction Site Pollutant Control

☐ Post-Construction Storm Water Management

☐ Pollution Prevention

2. 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

Missing Information

Do not close your work until you **SAVE.**

Note: For the minimum control measures, you must fill out all questions in sections 1 through 7.

Form 3400-224 (R8/2021)

Minimum Control Measures- Section 1 : Complete

1. Public Education and Outreach

a. Does MS4 conduct any educational efforts or events independently (not with a group) ◉ Yes ○ No

b. How many total educational events were held during the reporting year: 83

c. Were any of the public education and outreach delivery mechanisms conducted during the reporting year active or interactive? ◉ Yes ○ No

d. Please select all storm water topics, target audiences, and delivery mechanisms used in the reporting year

Public Education and Outreach Delivery Mechanisms (Active and Passive)	
Active/Interactive Mechanisms	**Passive Mechanisms**
☐ Education activities (school presentations, summer camps)	☑ Passive print media (brochures at front desk, posters, etc.)
☐ Information booth at event	☑ Distribution of print media (mailings, newsletters, etc.) via mail or email.
☑ Targeted group training (contractors, consultants, etc.)	☑ Media offerings (radio and TV ads, press release, etc.)
☐ Government event (public hearing, council meeting)	☑ Social media posts
☐ Workshops	☐ Signage
☐ Tours	☑ Website
☐ Other:	☐ Other:

Topics Covered	**Target Audience**
☑ Illicit discharge detection and elimination	☑ General Public
☑ Household hazardous waste disposal/pet waste management/vehicle washing	☑ Public Employees
☑ Yard waste management/pesticide and fertilizer application	☑ Residents
☑ Stream and shoreline management	☑ Businesses
☑ Residential infiltration	☑ Contractors
☑ Construction sites and post-construction storm water management	☑ Developers
☑ Pollution prevention	☐ Industries
☑ Green infrastructure/low impact development	☑ Public Officials
☑ Other: General Watershed Education	☐ Other:

e. Will additional information/summary of these education events be attached to the annual report? ◉ Yes ○ No

If no, please provide additional comment in the brief explanation box below. *Limit response to 250 characters and/or attach supplemental information on the attachments page.*

See attachment for more information about the activities performed in partnership with Sweet Water.

Missing Information

Do not close your work until you **SAVE.**

Note: For the minimum control measures, you must fill out all questions in sections 1 through 7

Form 3400-224 (R8/2021)

Minimum Control Measures - Section 2 : Complete

2. Public Involvement and Participation

a. Permit Activities. Select all of the following topics the Permittee did to engage public participation and involvement.

Topics Covered	Target Audience	Estimated People Reached (Optional)	Regional Effort (Optional)
☑ MS4 Annual Report ☐ Storm Water Management Program ☐ Storm Water related ordinance ☐ Other:	☑ General Public ☐ Public Employees ☐ Residents ☐ Businesses ☐ Contractors ☐ Developers ☐ Industries ☐ Public Officials ☐ Other	101 +	○ Yes ◉ No

b. Volunteer Activities. Select all of the following audiences targeted for volunteer involvement and participation related to storm water.

☐ NA (Individual Permittee)

Topics Covered	Target Audience	Estimated People Reached (Optional)	Regional Effort (Optional)
Volunteer Opportunity	☑ General Public ☐ Public Employees ☑ Residents ☐ Businesses ☐ Contractors ☐ Developers ☐ Industries ☐ Public Officials ☐ Other	101 +	◉ Yes ○ No

c. Brief explanation on Public Involvement and Participation reporting. *Limit response to 250 characters and/or attach supplemental information on the attachments page.*

MS4 Annual Report is posted to the Village website. See Sweet Water Attachment for more information about the Adopt Your Drain Program.

Missing Information

Do not close your work until you **SAVE.**

Note: For the minimum control measures, you must fill out all questions in sections 1 through 7

Minimum Control Measures - Section 3 : Complete

3. Illicit Discharge Detection and Elimination

a.	How many total outfalls does the municipality have?	12
b.	How many outfalls did the municipality evaluate as part of their routine ongoing field screening program?	12
c.	From the municipality's routine screening, how many were confirmed illicit discharges?	0
d.	How many illicit discharge complaints did the municipality receive?	0
e.	From the complaints received, how many were confirmed illicit discharges?	0
f.	How many of the identified illicit discharges did the municipality eliminate in the reporting year (from both routine screening and complaints)? (If the sum of 3.c. and 3.e. does not equal 3.f., please explain below.)	0

g. What types of regulatory mechanisms does the municipality have available to compel compliance with this program? Check all that are available and how many times each were used in the reporting year.

☑ Verbal Warning	0
☑ Written Warning (including email)	0
☑ Notice of Violation	0
☑ Civil Penalty/ Citation	0

Additional Information:

h. Brief explanation on Illicit Discharge Detection and Elimination reporting. *If you marked Unsure for any questions above, justify the reasoning. Limit response to 250 characters and/or attach supplemental information on the attachments page.*

Refer to the attachments for inspection results.

Missing Information

Do not close your work until you **SAVE.**

Note: For the minimum control measures, you must fill out all questions in sections 1 through 7

Minimum Control Measures - Section 4 : Complete

4. Construction Site Pollutant Control

a. How many total construction sites with one acre or more of land disturbing construction activity were active at any point in the reporting year? 1

b. How many construction sites with one acre or more of land disturbing construction activity did the municipality issue permits for in the reporting year? 1

c. How many erosion control inspections did the municipality complete in the reporting year (at sites with one acre or more of land disturbing construction activity)? 4

d. What types of regulatory mechanisms does the municipality have available to compel compliance with this program? Check all that are available and how many times each were used in the reporting year.

☑ Verbal Warning	1
☑ Written Warning (including email)	3
☑ Notice of Violation	0
☑ Civil Penalty/ Citation	0
☑ Stop Work Order	0
☑ Forfeiture of Deposit	0
☐ Other - Describe below	

e. Brief explanation on Construction Site Pollutant Control reporting . *If you marked Unsure for any questions above, justify the reasoning. Limit response to 250 characters and/or attach supplemental information on the attachments page*.

raSmith staff inspects all sites greater than an acre in disturbance on behalf of the Village.

Missing Information

Do not close your work until you **SAVE.**

Note: For the minimum control measures, you must fill out all questions in sections 1 through 7

Minimum Control Measures - Section 5 : Complete

5. Post-Construction Storm Water Management

a. How many new structural storm water management Best Management Practice (BMP) have received local approval ? 0

*Engineered and constructed systems that are designed to provide storm water quality control such as wet detention ponds, constructed wetlands, infiltration basins, grassed swales, permeable pavement,

b. Does the MS4 have procedures for inspecting and maintaining private storm water facilities? ◉ Yes ○ No

c. If Yes, how many privately owned storm water management facilities were

inspected in the reporting year ? Inspections completed by private landowners should be included in the reported number. 0

d. Does the municipality utilize privately owned storm water management BMP in its pollutant reduction analysis? (●) Yes ( ) No

e. Does MS4 have maintenance authority on these privately owned BMPs?
Yes

f. How many municipally operated (private) storm water management BMPs were inspected in the reporting year? 0

g. 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.

☑ Verbal Warning	0
☑ Written Warning (including email)	0
☑ Notice of Violation	0
☑ Civil Penalty/ Citation	0
☑ Forfeiture of Deposit	0
☑ Complete Maintenance	0
☑ Bill Responsible Party	0
☐ Other - Describe below	

e. Brief explanation on Post-Construction Storm Water Management reporting . *If marked 'Unsure' on any questions above, justify your reasoning. Limit your response to 250 characters and/or attach supplemental information on the attachments page*.

There were no new stormwater management facilities constructed in 2023.

Missing Information

Do not close your work until you **SAVE.**

Note: For the minimum control measures, you must fill out all questions in sections 1 through 7

Form 3400-224 (R8/2021)

Minimum Control Measures - Section 6 : Complete

6. Pollution Prevention

Storm Water Management Best Management Practice Inspections ☐ Not Applicable

a. Enter the total number of municipally owned or operated (i.e., privately owned BMPs) structural storm water management best management practices. 2

b. How many new municipally owned storm water management best management practices were installed in the reporting year ? 2

c. How many municipally owned (public) storm water management best management practices were inspected in the reporting year? 0

d. What elements are looked at during inspections (250 character limit)?

Defects such as: overgrown vegetation, erosion, pipe/joint damage, sediment accumulation, soft spots/animal burrows, functionality of BMP

e. How many of these facilities required maintenance? 0

f. Brief explanation on Storm Water Management Best Management Practice inspection reporting. *If you marked Unsure for any questions above, justify the reasoning. Limit response to 250 characters and/or attach supplemental information on the attachments page*.

Public Works Yards & Other Municipally Owned Properties that require a stormwater pollution prevention plan (SWPPP)* ☐ Not Applicable

g. How many municipal properties require a SWPPP? 2

h. How many inspections of municipal properties have been conducted in the reporting year? 8

i. Have amendments to the SWPPPs been made?

○ Yes ◉ No

j. If yes, describe what changes have been made. Limit response to 250 characters and/or attach supplemental information on the attachment page:

k. Brief explanation on Storm Water Pollution Prevention Plan reporting. *If you marked Unsure for any questions above, justify the reasoning. Limit response to 250 characters and/or attach supplemental information on the attachments page.*

Refer to the attachments for the facility inspection results.

* Any municipally owned property that has the potential to generate stormwater pollution should have a SWPPP. For example, if a municipal property stores compost piles, material storage, yard wastes, etc., outside and can contaminate stormwater runoff—a SWPPP is required.

Collection Services - *Street Sweeping Program* ☐ Not Applicable

l. Did the municipality conduct street sweeping during the reporting year?

◉ Yes ○ No

m. If known, how many tons of material was removed? 73

n. Does the municipality have a low hazard exemption for this material? ○ Yes ◉ No

o. If street sweeping is identified as a storm water best management practice in the pollutant loading analysis, was street cleaning completed at the assumed frequency?

◉ Yes - Explain frequency The frequencies follow current Village practices.

○ No - Explain _____

○ Not Applicable

Collection Services - *Catch Basin Sump Cleaning Program* ☐ Not Applicable

p. Did the municipality conduct catch basin sump cleaning during the reporting year? ◉ Yes ○ No

q. How many catch basin sumps were cleaned in the reporting year? 18

r. If known, how many tons of material was collected? 3

s. Does the municipality have a low hazard exemption for this material? ○ Yes ◉ No

t. If catch basin sump cleaning is identified as a storm water best management practice in the pollutant loading analysis, was cleaning completed at the assumed frequency?

○ Yes- Explain frequency _____

○ No - Explain _____

◉ Not Applicable

Collection Services - *Leaf Collection Program* ☐ Not Applicable

u. Does the municipality conduct curbside leaf collection? ◉ Yes ○ No

v. Does the municipality notify homeowners about pickup? ◉ Yes ○ No

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

☑ Pile on terrace ☑ Pile in street ☐ Bags on terrace

☐ Other - Describe _____

x. What is the frequency of collection?

Twice a month from April to October

y. Is collection followed by street sweeping? ◉ Yes ○ No

z. Brief explanation on Collection Services reporting. *Limit response to 250 characters and/or attach supplemental information on the attachments page*

Winter Road Management ☐ Not Applicable

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

aa. How many lane-miles of roadway is the municipality responsible for doing snow and ice control? (*One mile of a two-way road equals two lane miles*.) 38

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

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

Product	Oct	Nov	Dec	Jan	Feb	Mar
Salt	0	25	5	185	23	20

Liquids (gallons) (ex. brine)

	Oct	Nov	Dec	Jan	Feb	Mar

None

ac. Was salt applying machinery calibrated in the reporting year? (•) Yes ( ) No

ad. Have municipal personnel attended salt reduction strategy training in the reporting year? (•) Yes ( ) No

Training Date	Training Name	# Attendance
11/1/2023	Salt Reduction	4

ae. Brief explanation on Winter Road Management reporting. *If you marked Unsure for any questions above, justify the reasoning. Limit response to 250 characters and/or attach supplemental information on the attachments page*

Staff attended salt reduction training.

Internal (Staff) Education & Communication

af. Has the municipality provided an opportunity for internal training or education to staff implementing the municipality's procedures for each of the pollution prevention program element ? (•) Yes ( ) No

If yes, describe what training was provided (250 character limit):

Importance of air and road temperature when salting. As well as meetings with Sweet Water.

ag. Describe how the municipality has kept the following local officials and municipal staff aware of the municipal storm water discharge permit programs, procedures and pollution prevention program requirements.

Elected Officials

Board meeting updates

Municipal Officials

Emails and conversations between the Village's consultant engineer and officials

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

Meetings with Southeastern Wisconsin Watersheds Trust, Inc.

ah. Brief explanation on Internal Education reporting. *If you marked Unsure for any questions above, justify the reasoning. Limit response to 250 characters and/or attach supplemental information on the attachments page.*

See attachment for more information about the activities performed in partnership with Sweet Water.

Missing Information

Do not close your work until you **SAVE.**

Note: For the minimum control measures, you must fill out all questions in sections 1 through 7

Minimum Control Measures - Section 7 : Complete

7. Storm Sewer System Map

a. Did the municipality update their storm sewer map this year?

(●) Yes ( ) No

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

- [x] Storm water treatment facilities
- [ ] Storm pipes
- [ ] Vegetated swales
- [ ] Outfalls
- [ ] Other - Describe below

b. Brief explanation on Storm Sewer System Map reporting. *If you marked Unsure for an question for any questions above, justify the reasoning. Limit response to 250 characters and/or attach supplemental information on the attachments page*.

The Village map was updated as part of the Waste Load Attainment Analysis Report that has previously been submitted to WDNR. A copy of this report has been attached with the annual report.

Missing Information

Do not close your work until you SAVE.

Form 3400-224 (R8/2021)

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.

Annual Expenditure Reporting Year	**Budget** Reporting Year	**Budget** Upcoming Year	**Source of Funds**
Element: Public Education and Outreach			
4255	433	4300	Storm water utility
Element: Public Involvement and Participation			
4255	433	4300	Storm water utility
Element: Illicit Discharge Detection and Elimination			
7140	500	7200	Storm water utility
Element: Construction Site Pollutant Control			
2000	500	2000	Storm water utility
Element: Post-Construction Storm Water Management			
2000	500	2000	Storm water utility
Element: Pollution Prevention			
13375	32000	13400	Storm water utility
Other (describe)			
Stormwater Quality Management			
36869	5000	5000	Storm water utility

Please provide a justification for a "0" entered in the Fiscal Analysis. *Limit response to 250 characters*.

Water Quality

a: Were there any known water quality improvements in the receiving waters to which the

municipality's storm sewer system directly discharges to?
○ Yes ◉ No ○ Unsure If Yes, explain below:

b : Were there any known water quality degradation in the receiving waters to which the municipality's storm sewer system directly discharges to?
○ Yes ◉ No ○ Unsure If Yes, explain below:

c: 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

d: Has the municipality evaluated their storm water practices to reduce the pollutants of concern?
◉ Yes ○ No ○ Unsure

Storm Water Quality Management

a. Has the municipality completed or updated modeling in the reporting year (relating to developed urban area performance standards of s. NR 151.13(2)(b)1., Wis. Adm. Code)? ◉ Yes ○ No

b. If yes, enter percent reduction in the annual average mass discharging from the entire MS4 to surface waters of the state as compared to implementing no storm water management controls:

Total suspended solids (TSS) 13.6

Total phosphorus (TP) 10.4

Additional Information

Based on the municipality's storm water program evaluation, describe any proposed changes to the municipality's storm water program. *If your response exceeds the 250 character limit, attach supplemental information on the attachments page.*

Missing Information

Do not close your work until you SAVE.

Form 3400-224 (R8/2021)

Requests for Assistance on Understanding Permit Programs

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

Please select all that apply:

- ☐ 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
- ☐ Storm Sewer System Map
- ☐ Water Quality Concerns
- ☐ Compliance Schedule Items Due
- ☐ MS4 Program Evaluation

Do not close your work until you **SAVE.**

Form 3400-224(R8/2021)

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.

Storm Sewer System Map

File Attachment — Butler Storm Sewer System Map (TMDL) 2023-10-31.pdf

Attach - Other Supporting Documents

AR_EO

File Attachment — 2_Butler 2023 Sweet Water Annual Report (ROW+TE+AYD).pdf

AR_CSPC

File Attachment — 6_2023 ESC Inspection Summary.pdf

AR_MuniFacInsp

File Attachment — 5_2023 DPW Yard Inspections.pdf

AR_PP

File Attachment — 7_Internal Education Meeting.pdf

AR_TMDL

File Attachment — 8_FINAL_Butler Waste Load Attainment Plan.pdf

AR_IDDE

File Attachment — 3_2023 IDDE Summary Results.pdf

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

Attach - Permit Compliance Documents

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

Missing Information

Draft and Share PDF Report with the permittee's governing body or delegated representatives.

Press the button below to create a PDF. The PDF will be sent to the email address associated with the WAMS ID that is signed in. After the annual report has been reviewed by the governing body or delegated representative, return to the MS4 eReporting System to submit the final report to the DNR.

Draft and Share PDF Report

Form 3400-224(R8/2021)

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 Butler 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 3400-220) 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).

Name:	
Title:	

Authorized Signature.

☐ I accept the above terms and conditions.

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.

Public Education & Outreach Information

2023 Sweet Water Public Education Report

Village of Butler

February 2024

sweet water
SOUTHEASTERN WISCONSIN WATERSHEDS TRUST, INC.

Prepared by:
Southeastern WI Watersheds Trust Inc (Sweet Water)
Great Lakes Research Facility
600 E Greenfield Ave
Milwaukee, WI 53204

Prepared for:
Village of Butler
12621 Hampton Ave
Butler, WI 53007

Table of Contents

1. Public Education + Outreach 2023 Programs Summary

The following document was prepared for the Village of Butler to include in their 2023 annual MS4 eReport. It includes a summary of activities conducted to engage in effective public education as mandated by Wisconsin's administrative code - NR216. If you have any questions or would like more information, please contact Brigid Meyers, Watershed Program Manager of Southeastern Wisconsin Watersheds Trust, Inc. (meyers@swwtwater.org).

The Respect Our Waters program identifies the target pollutants of concern, the target audiences, the delivery mechanisms, and the entity responsible for implementation (*II.A.1*). In 2023, the program focused on developing materials and implementing mechanisms to educate residents, restaurants, grocery stores, business owners, developers, and designers in the Village of Butler about bacteria pollution. Education and outreach mechanisms include but are not limited to the distribution of print materials, website development, a regional social media campaign, and attending in-person community events. The Respect Our Waters campaign addressed more than three permit topics in 2023 (*II.A.2)* which are outlined in the Respect Our Waters 2023 completed plan. In addition, the program provided a mechanism to track and report the results of this cooperative program (*II.A.*)

The Technical Education Program focused on collaborating with municipalities to identify opportunities to make individual and group education and outreach programs more effective in the Village of Butler. Opportunities to meet and discuss relevant topics were provided, including presentations and moderated meetings. Access to training and additional materials for personalization were developed on an ongoing basis and provided for use. Sweet Water also assessed potential high priority targeted education activities that had been previously identified and submitted to the DNR (*II.B.1).* The efficacy of high priority activities in the Village of Butler was evaluated in terms of severity of the problem, target audience, pollutants of concern and the ability to achieve a measurable outcome. We also took into consideration alternative priorities that may have emerged since developing the original list. Once an activity was decided, Sweet Water worked with the Village of Butler to carry out the activity and set up a metrics plan in preparation for completing the final permit condition by September 30th, 2024 *(II.B.2)*.

The Adopt Your Drain program provided educational and volunteer opportunities for community members to get actively involved with stormwater pollution prevention. Throughout 2023, the program enhanced its visibility through television and radio interviews, quarterly newsletters, event participation, and the implementation of innovative social media strategies aimed at engaging residents. Additionally, the initiative continued to promote drain inspections, aiming to increase reporting on our dashboard.

2. Respect Our Waters (*Permit Section II.A)*

Respect Our Waters 2023 Completed Plan			
Audience		General Permit Topic	Activity Completed
Residents	1	Illicit Discharge Detection & Elimination	MS4 Permit Portal and Print/Promotional Materials Developed- Section 2.A and 2.C
			Website Update- Section 2.B
			Watershed Wednesday and Wisconsin Stormwater Week,- 2.E and 2F
	2	Household Hazardous Waste Disposal/ Pet Waste Management/ Vehicle Washing	MS4 Permit Portal and Print/Promotional Materials Developed- Section 2.A and 2.C
			Website Update- Section 2.B
			Watershed Wednesday- 2.E
	5	Residential Infiltration	MS4 Permit Portal and Print/Promotional Materials Developed- Section 2.A and 2.C
			Website Update- Section 2.B
			Watershed Wednesday- 2.E
Restaurants, grocery stores, & other appropriate businesses	4	Pollution Prevention	MS4 Permit Portal and Print/Promotional Materials Developed- Section 2.A and 2.C
			Website - Section 2.B
			Fact Sheets and Linkedin 2.D and 2F
			Watershed Wednesday- 2.E
Developers and designers	8	Green Infrastructure/Low Impact Development	MS4 Permit Portal and Print/Promotional Materials Developed- Section 2.A and 2.C
			Fact Sheets and Linkedin - 2.D and 2F
			Watershed Wednesday- 2.E

2.A. MS4 Permit Compliance Portal

In 2023, Sweet Water staff developed and launched our MS4 Permit Compliance Portal. The “MS4 Permit Compliance Portal" is a simple, interactive mechanism that provides a series of monthly prompts to help fulfill education and outreach permit compliance activities. The Portal is tailored to the Village of Butler’s unique community needs and increases the strength of compliance programming.
The intention was to allow the Village of Butler and other partners to use outreach mechanisms most utilized by their residents, such as municipal newsletters, social media accounts, and other platforms, to disseminate education. These topics included:

- Snow + Ice Control
- Bacteria Pollution
- Residential Infiltration Techniques + Protection
- Pet Waste
- Pollution Prevention at Businesses
- Green Infrastructure
- Illicit Discharge Detection and Elimination
- Household Hazardous Waste Disposal
- Leaf Management

The portal is created with a built-in tracking mechanism for MS4 partners to report when and how they used resources, as well as other activities that they performed to educate the public. See Appendix A for examples of the portal and Butler’s submitted reports to Sweet Water of their individual use of the portal.

2.B. Website

In 2023, Sweet Water and Root-Pike Watershed Initiative Network (RPW) collaborated to revitalize the Respect Our Waters webpage. This was the initial phase of a multi-year redevelopment plan. In this initial phase, a concerted effort was made to refine and tailor existing pages for residential audiences and the general public, ensuring a more engaging and user-friendly experience. This involved meticulous edits to improve content relevance, streamline information, and incorporate interactive elements. In addition to the collaborative efforts, Sweet Water staff also updated and developed new webpages in 2023, which include the following:

- New: Pollution Prevention at Work for Business Audiences
- New: Overview of Bacteria Pollution: What it is and How You Can Prevent it
- Updated: Illicit Discharge Detection and Elimination, Residential Infiltration, and Pet Waste to include bacteria pollution prevention and impacts

Existing web pages for residential audiences include the following topics:

- Stream Banks and Shorelines: Erosion Control

- Watersheds and Stormwater
- The Impacts of Pet Waste, Vehicle Fluids, and Leaves on Stormwater Pollution
- Winter Driveway and Sidewalk Care
- Tips for Residential Green Infrastructure including Rain Gardens, Rain Barrels, Stormwater Trees
- Managing Lawns and Gardens

Existing web pages for non-residential audiences include the following topics:

- Sediment and Erosion Control for Construction Sites
- Turf Management and Landscaping Pollution Prevention
- Stormwater BMP Management
- Low-Impact Development and Green Infrastructure

In 2023, the Respect Our Waters website had a total of 4,900 visitors[1], with 4,000 being unique[2], and 8,000 page views[3]. The newly developed bacteria pollution overview and pollution prevention at businesses had 504 and 288 views respectively. The Village of Butler updated their municipal website to include stormwater pollution prevention materials this year. In addition, analytical data shows that residents in the Village of Butler were directed to Respect Our Waters directly from a municipal site and 7 members of their community visited the website.

2.C. Materials

In 2023, Sweet Water staff created flyers and graphics for in-person and virtual forms of outreach. In 2021, a webpage was created to serve as a clearinghouse for all of these materials so that the Village of Butler and other partners could also access and use these materials. The webpage is accessible at https://www.swwtwater.org/request-support.

New materials that were developed in 2023 and are available on this page include:

- Winter Maintenance Graphics-Yard, Ditch, Drain
- Adopt Your Drain Graphic
- Green Infrastructure Graphic
- Pollution Prevention at Work Graphics
- Proper Salt Use Graphic
- Bacteria Pollution Prevention Graphics-Pet waste
- Fall Leaf Maintenance Graphic
- Illicit Discharge Graphics
- Household Hazardous Waste Graphic

See examples of these graphics in Appendix B.

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[1] *Total visitors are tracked by visit with a browser cookie that expires after 30 minutes. Any hits within that 30-minute browsing session count as one visit.*

[2] *Unique visitors is an estimate of the total number of actual visitors that reached your site.*

[3] *Page views is the total number of views (page requests) across all of your pages.*

2.D. Fact Sheets

In 2023, Sweet Water staff created fact sheets to provide more detailed information on stormwater pollutants such as the causes, environmental impacts, human health implications, and best management practices for pollutant reduction. Fact sheets were made in conjunction and promoted with outreach templates as well as social media posts. The intention was to direct interested individuals to more in-depth information. Fact sheets addressed the following permit topics in 2023:

- Pollution Prevention at Businesses
- Green Infrastructure and Low-Impact Development
- Stormwater Pollution for Public Employees

Fact pages are available at swwtwater.org/request-support and respectourwater.org. See examples of the fact sheets in Appendix C.

2.E. Facebook

The Respect Our Waters Facebook page serves as a depository of posts for the Village of Butler and other partners to share directly with their residents. This page is used to directly reach the general public of southeastern Wisconsin municipalities and counties.

The first campaign was developed to allow municipalities with Facebook accounts to seamlessly share valuable information with their residents. These posts were strategically synchronized with MS4 permit compliance portals and linked within municipal portals. It's important to highlight that the majority of these posts were not sponsored advertisements; rather, their reach and engagement were organically generated as municipalities actively shared the content with their residents.

Table 1: 2023 Respect Our Waters MS4 Permit Compliance Portal Campaign Metrics

Snow and Ice Control				
Date	**Subtopic**	**Link Number**	**Reach**	**Engagements**
12-Jan	Winter Drain & Ditch Tips	6387129384647715	4,469	170
22-Nov	Salt Use	725817259576206	8,845	499
Residential Pollution				
20-Mar	Residential Infiltration	578416807649586	3,732	100
19-Apr	Pet Waste and Bacteria	595435822614351	3,201	132
18-Oct	Winter Yard Prep	703749251783007	2,912	57
Pollution Prevention				

4-May	Pollution Prevention at Work	616646113826655	3,423	109
Yard Waste Management				
18-Sep	Leaf Management (PSA + Infographic)	68359998379793	5,700	368
		681876170636982	35	22

The second Facebook campaign conducted in 2023 is our “Watershed Wednesday" campaign. This is a joint initiative between Sweet Water and the Root-Pike Watershed Initiative Network (RPW), where stormwater education information is published every Wednesday and is boosted to ensure the message is received in municipalities and counties throughout our service region.

Table 2: 2023 Respect Our Waters Watershed Wednesday Campaign Metrics

Yard Waste Management				
Date	**Subtopic**	**Link Number[4]**	**Reach[5]**	**Engagements[6]**
28-Jun	Fertilizers	638227435001856	6,718	199
9-Aug	Grass Clippings	662698809221385	4,823	115
Stream and Shoreline Management				
2-Aug	Eroding shorelines	658568382967761	7,614	252
Residential Pollution Prevention Illicit Discharge				
14-Jun	Watershed Overview	630107055813894	88	3
12-Jul	Pet Waste Management	646812260810040	6,047	262
19-Jul	Illicit Discharge Detection and Reporting	643239264500673	5,919	227
26-Jul	Pollution Prevention at Home	645749450916321	6,352	168
23-Aug	What is household hazardous waste and how to manage	667123975445535	2,022	111
Residential Infiltration + G.I				
21-Jun	Green Infrastructure Examples and Benefits	633190355505564	5,930	109

[4] *Link Number: The unique post number. Access the post by typing www.facebook.com/RespectOurWaters/posts/ and then the unique post number after the back-slash.*

[5] *Reach: The number of people who saw the post at least once. Reach is different from impressions, which may include multiple views of your post by the same people. This metric is estimated by Facebook.*

[6] *Engagements: The number of reactions, comments, shares and clicks on your post.*

5-Jul	Native Plants	642510731240193	2,669	326
16-Aug	Native Plants	666509065507026	7,870	318
Pollution Prevention				
30-Aug	Pollution Prevention at Businesses	667711642053435	4,600	76

2.F. Linkedin Campaign

In 2023, the Sweet Water staff initiated a strategic educational campaign targeting non-residential audiences through LinkedIn advertising. Educational materials were developed that were tailored to resonate with the unique needs of businesses, developers, public employees, public officials, and designers. Sweet Water utilized the advertisement software and meticulously honed in on the aforementioned audiences within our municipal service area. This precision targeting ensured our educational messaging was delivered to the target audience. For all of our campaigns, except bacteria pollution, we were able to discern the location of the target audience at the municipal level. From this data, we were able to determine that 25 individuals in the Village of Butler were directed to our LinkedIn campaign on Stormwater pollution overview, GI/LID, and/or Erosion Control topic.

Table 3: 2023 Sweet Water Linkedin Campaign Metrics

Date	Topic	Target Audience	Impressions[7]	Reach[8]
2-Nov	Stormwater Pollution Overview	Public Employees + Officials	5,780	585
15-Nov	Bacteria Pollution	Small Business Owners, Restaurant Employees	12,444	1,920
23-Nov	G.I and Environmentally Sensitive Design	Develops and Designers	3,707	442
1-Dec	Erosion Control	Contractors	2,535	256

[7] Impressions are the total number of exposures to your content. This can include the same person seeing your content multiple times.

[8] *Reach: The number of people who saw the post at least once. Reach is different from impressions, which may include multiple views of your post by the same people. This metric is estimated by Facebook.*

2.G. Wisconsin Stormwater Week

Sweet Water was a part of the first Wisconsin Stormwater Week in 2023. Stormwater Week is a collaborative effort of organizations throughout the State that work to raise awareness about the sources of water pollution. This was signed into proclamation by the governor. In alignment with our campaign, Sweet Water published the following posts:

Table 4: 2023 Sweet Water Wisconsin Stormwater Week Campaign Metrics

Date	Topic	Link Number[9]	Reach[10]	Engagements[11]
7-Aug	Stormwater 101	654748153349784	232	14
8-Aug	Rain Collection 101	662140605943872	331	31
8-Aug	Rain Collection 101	662090179282248	48	1
9-Aug	Lawn Care 101	662698809221385	3,907	115
10-Aug	Leaves 101	654756400015626	260	10
10-Aug	Leaves 101	654751690016097	36	2
11-Aug	Only Rain Down the Drain 101	654753500015916	471	5

2.H. Events

2.H.1. General Public Events

In 2023, Respect Our Waters attended multiple regional and local community events. In 2023, we were able to increase the number of events attended which totaled over 20 different events spanning over 29 days reaching 2500+ booth visitors. We developed and launched a new interactive booth that had a stormwater plinko game and stormwater trivia, which upon playing the individual could have the opportunity to win educational prizes, stickers, magnets, water bottles, and bags.

See a list of events attended in 2023 below and more information about reach, topics covered, and more in Appendix D.

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[9] *Link Number: The unique post number. Access the post by typing www.facebook.com/RespectOurWaters/posts/ and then the unique post number after the back-slash.*

[10] *Reach: The number of people who saw the post at least once. Reach is different from impressions, which may include multiple views of your post by the same people. This metric is estimated by Facebook.*

[11] *Engagements: The number of reactions, comments, shares and clicks on your post.*

2.H.2. Professional Event

On September 7th, 2023, Sweet Water hosted the Clean Rivers, Clean Lake Conference at Milwaukee Area Technical College Mequon Campus. Presentations at this event covered the following permit topics- TMDL Analysis, Wetlands for Stormwater Management, Green Infrastructure as Natural Habitat, and funding opportunities.
Presentations and presenters included:

- Enhancing MS4 Permit Compliance Through Public and Private Partnerships: A Case Study: Matthew Maederer, Village of Brown Deer, and Lauren Hill, Molson Coors
- Set it and Forget It No More! Maintenance Enforcement for Post-Construction SW BMPs: Theresa Caven, City of Brookfield
- Nutrient Sourcing and Mitigation Solutions at a WI Inland Lake: Adrienne Cizek, Aqualis
- Implementing GI through Community Partnerships: Kristin Ihnchak, GreenPrint, Lisa Sasso, MMSD, Yesi Perez, Sixteenth Street Community Health Centers
- The Urban Soil Health Project: Pete Wood, WDNR
- Bipartisan Infrastructure Law Funding Assistance for Water Related Projects: Lisa Creegan, WDNR, Matt Kaelin, WDNR
- Using Green Infrastructure to Create Wildlife Habitat: Part 2- How to Develop Habits for Pollinators, Neal O'Reilly, University of Wisconsin-Milwaukee
- Performing a TMDL Analysis in a World Where Your Land Ownership Doesn't Fit into a Nice box, Tiffany Alkinburgh, Rukert/Mielke, Jack Sudar, Milwaukee County, Casey McQuin, Milwaukee County
- MMSD-USGS Corridor Study, Hayley Olds, USGS, Faith Fitzpatrick, USGS, Peter Lenaker, USGS
- A Bacteria Study for MS4 Purposes, Scott Brandmeier, Village of Fox Point

3. Technical Education *(Permit Section II.B)*

3.A. Individual Activity Progress

As a technical education program member, the Village met with Sweet Water to choose a prioritized activity to carry out in 2023. During this meeting, highly ranked activities were discussed, taking into consideration general feasibility, target pollutant, audience, and potential for a valuable metric. We also considered local partner groups within the MS4 to partner with for activities that would benefit from collaboration. Once the activity was selected, Sweet Water provided summary sheets and a plan of action. Multiple points of contact were required to finalize the plan. Sweet Water also consulted with the DNR to modify activities to ensure that the potential for impact was maximized. The chosen activity commenced in 2023. Due to unforeseen circumstances, the activity was delayed. An option to pivot to a secondary activity was offered,

but ultimately it was decided to continue with the highest rated choice due to the beneficial impact and need in the community. The DNR has been notified and is aware of the delay. This activity will likely be completed in 2024.

3.B. Additional MS4 Activities

3.B.1. Technical Education Meeting

Sweet Water hosted meetings for Technical Education to address relevant topics of concern. Ben High attended the following meeting:

I. MS4 Quarterly Meeting - 3/9/23
   - Location: St. Francis City Hall
   - Topics included: Changes to the annual reporting form, Accessing BIL and federal funding, and Updates on the Fresh Coast Green Communities Initiative for GI Installation.

3.B.2. MS4 Trainings

As a technical education program member, the Village has access to Sweet Water's "one-stop-shop". The one-stop-shop is a resource hub for MS4 staff training materials and materials to support public involvement activities. Permit topics covered on the hub include Illicit Discharge Detection and Elimination, Stormwater Pollution Prevention Planning, Winter Road Management/Salt Strategy, and Green Infrastructure.

4. Adopt Your Drain

4.A. Social Media

In late 2022, an Adopt Your Drain Instagram account was to directly reach the general public of Southeastern Wisconsin and as a depository of posts for the Village of Butler and other partners to share directly with their residents. See examples of recent posts in Appendix E.

The following posts were published in 2023 to promote the Adopt Your Drain program:

Table 5: 2023 Adopt Your Drain Regional Social Media Metrics

Date	Topic	Link Number[12]	Reach[13]
3-Jan	Why It's Important to Keep Storm Drains Clean	CnXzPZiu1HT	20
20-Feb	Salt & Storm Drains	Co5Oeg8uioq	35
10-March	AYD this spring!	CpnrJlBPiCM	35
21-April	Earth Day	CrTmiR0OCb1	38
25-April	AYD videos		30
2-May	Grass Clippings	CrwTNNBRIiu	22
12-May	AYD Reporting	CsHJFu4xEkE	27
6-June	Share your story	CtHrklPRVtr	28
6-July	Drain Photo	CuXN34COE7H	47
7-July	Watershed Trivia	CuaFUnNx5in	34
17-July	Bacteria Pollution	CuztwZXxDXr	43
13-Aug	Stormwater week	Cv5T3Xvvp7p	38
28-Aug	Illicit Discharge	Cwf7_GyOyyF	37
4-Sep	Watershed Trivia	CwxvjWoO24u	44
11-Sep	Stenciling	CxDptM9ukIH	34
17-Oct	Volunteer Shout Out	CygafpigVvO	77
9-Nov	MKE Otters	CzcN5b5xsiU	56
20-Dec	Salt Practices	C1FNuPRABrw	37

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4.B. News Coverage

In 2023, Sweet Water raised awareness of stormwater pollution prevention in Southeastern Wisconsin through the promotion of our Adopt Your Drain program in TV and radio interviews.

[12] *Link Number: The unique post number. Access the post by typing www.instagram.com/p/ and then the unique post number after the back-slash.*

[13] *Reach: The number of people who saw the post at least once. Reach is different from impressions, which may include multiple views of your post by the same people. This metric is estimated by Facebook.*

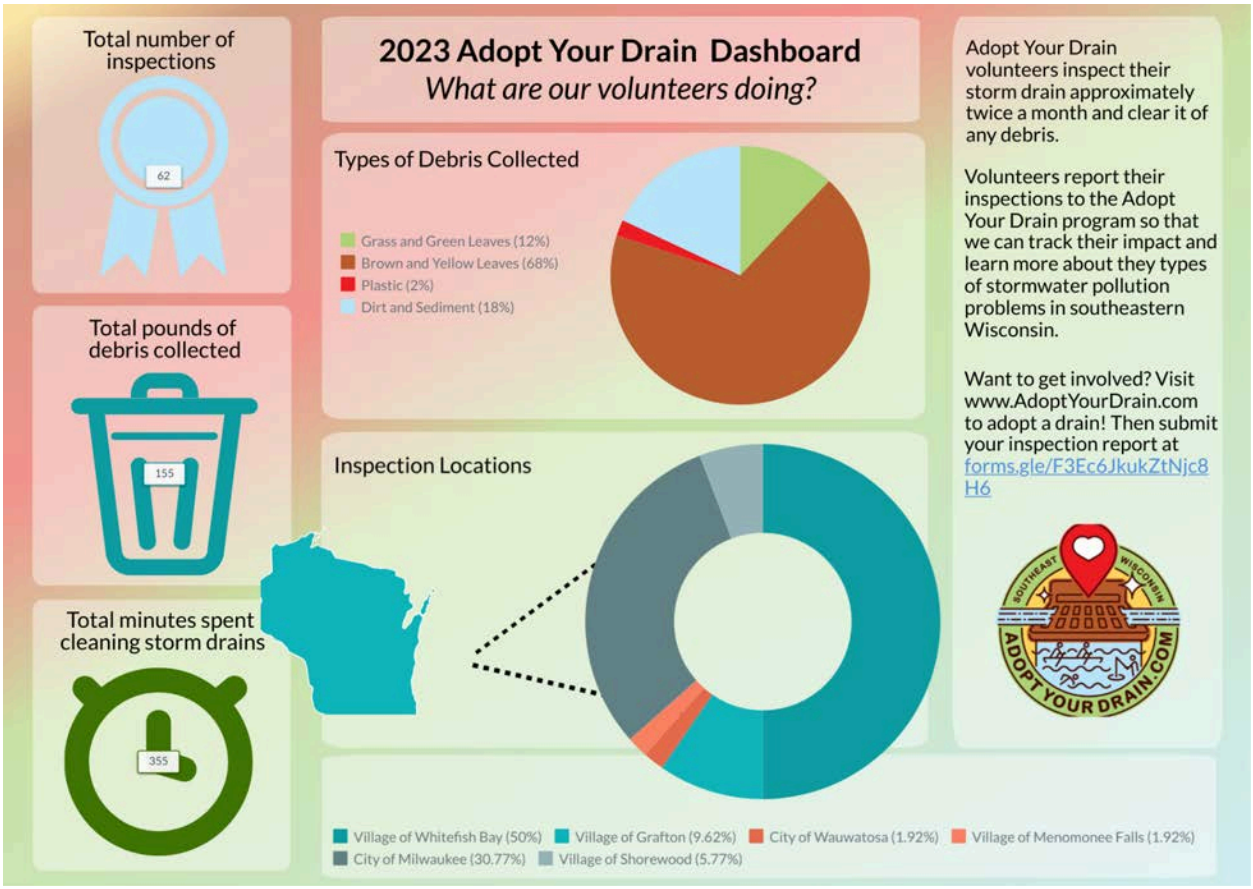
We leveraged the power of these media platforms and as a result, we have reached 2.09 million people. See the table below for detailed information on 2023 Adopt Your Drain media coverage.

Table 6: 2023 Adopt Your Drain Media Coverage

Date	Type of Media	Link
13-Jul	Live Interview	https://www.fox6now.com/real-milwaukee/adopt-your-drain
13-Jul	News Article	https://www.wisbusiness.com/2023/sweet-water-area-residents-asked-to-adopt-a-storm-drain/
16-Jul	Live Radio Interview	https://wtmj.com/wisconsins-weekend-morning-news/2023/07/16/wwmn-interview-allyssa-vesely-from-sweet-water-7-16-23/
1-Aug	Recorded interview with Channel 12 News	https://www.wisn.com/article/wisconsin-rain-flooding-milwaukee-adopt-drains-sewage/44716717
2-Aug	Live Interview	https://www.wisn.com/article/wisconsin-rain-flooding-milwaukee-adopt-drains-sewage/44716717
22-Aug	Live Radio Interview	https://omny.fm/shows/99-1-the-mix-public-affairs/adopt-your-drain-with-sweet-water

4.C. Adopt Your Drain Dashboard

The Adopt Your Drain Dashboard encourages adopters to report metrics from their drain clean-ups. An online dashboard was developed and made available on https://www.swwtwater.org/adopt-your-drain for adopters to report the number of times they inspected their adopted storm drains. In 2023, we had 62 reports of drain inspections totaling 355 minutes. This removed 155 pounds of debris from entering the stormwater system, with the majority of the debris removed being leaves. See the graphic below for more inspection details.



4.D. Quarterly Volunteer Newsletter

The Adopt Your Drain volunteer newsletter was sent out four times in 2023 to encourage the submission of these Dashboard reports and continued involvement in the program. See the following table for metrics on the 2023 Quarterly Newsletters and Appendix F for examples of the newsletter:

Table 6: 2023 Quarterly Newsletter Metrics

Newsletter	Recipients	Total Opens[14]	Total Clicks[15]
March 2023	100	70	33
June 2023	162	85	9
September 2023	157	80	17
December 2023	155	66	4

[14] *Total Opens: The total number of email openings.*
[15] *Total Clicks: The total number of the clicks on the links in the email.*

4.E. Residential Involvement

Last spring, efforts to increase awareness of stormwater pollution were conducted by co-promoting the program at tabling events, social media, TV interviews, and radio interviews which are all detailed above. The result of this led to community awareness and communication with residents via email about our Adopt Your Drain program. Overall, in 2023 **151** drains were adopted, which is a 99% increase from the previous year.

Appendix A. MS4 Permit Compliance Portal

MS4 Permit Compliance Portal

Brought to you by: Southeastern Wisconsin Watersheds Trust, Inc.
Contact info: meyers@swwtwater.org

Double click HERE to read instructions

February Tasks:	Action Item				
Not Complete	Does your MS4 have the ability share stormwater education and outreach materials on the following sources *(select yes or no)* to the right?	Facebook (double click to respond)	*Write in estimated followers. If no access write none*	-	-
		Instagram (double click to respond)	*Estimated followers*		
		Website (double click to respond)	-		
		Newsletter (double click to respond)	*Estimated people receiving*		
		Email blast (double click to respond)	*Estimated people receiving*		
		Other? Fill in the blank to right	*here*		
Not Complete	Please share the following stormwater education information online	Click here to find facebook post. Select share to feed and optionally add additional text	Did you share it? (double click to respond)	*Estimated amount of individuals reached (Leave cell as is if you do not have facebook access)*	
Optional Activity Not Complete	*(Optional)* *Download the PDF and share with residents (whatever platform you prefer)*	The link to storm drain and storm ditch pdf. Example text to share: Winter is coming! To keep your property and waters safe this snowy season, follow these 3 tips. Visit https://www.respectourwaters.org/ice-and-snow-control to learn more. "	If you shared. Please follow instructions to the right.If you did not share please just write "none".	*Where did you share?*	*Estimated amount of individuals reached? (Leave cell as is if you did not share)*
Not Complete	Are there any additional educational activies you have completed this month?	*Example: I did X **(activity/event)** and talked to X **people** about X **topic** on X **date** . If no additional activities please write "none" in cell to right.*	*Activity?* *Date?* *#People reached?* *What stormwater topic(s)?*	-	-
February Tasks Incomplete			-		

April Tasks:	Action Item				
Not Complete	Link the bacteria stormwater pollution webpage on your municipal webpage.	Click here to find bacteria pollution webpage.	Did you share it? (double click to respond)		

Not Complete	*Download the PDF and share with residents (on your preferred platform)*	Bacteria pollution prevention graphic is here. Example text to share: Spring is approaching and that means it's time to start planning your backyard projects! Consider planting natives and building a rain garden to reduce bacteria pollution and Respect Our Waters.	*Where did you share?*	*Estimated amount of individuals reached*	
Not Complete	If we printed out educational information to be shared would you be able to share it in your utility bill, water bill, or other muncipal mailer?	Double click to respond	*If you have specifications for mailers, please provide information to the right or connect us with someone who can share more information.*	*enter here*	
Not Complete	Are there any additional educational activies you have completed this month?	*Example: I did **X (activity/event)** and talked to **X people** about **X topic** on **X date**. If no additional activities please write "none" in cell to right.*	*Activity?* *Date?* *#People reached?* *What stormwater topic(s)?*	-	-
Optional Activity Not Complete	*Feedback on the portal. Enter the answer to the right of the question*	*1. We are sending out new portal information on the 2nd to last Wednesday before the new month starts (i.e June's portal will be available May 24th). Does that work with your schedule?*	*enter here*		
		2. Do you want us to continue to send out reminders for incomplete tasks?	*enter here*		
		3. Any other comments?	*enter here*		
April Tasks Incomplete			-		

May Tasks:	**Action Item**				
Not Complete	Link the pet waste pollution webpage on your municipal webpage.	Click here to find pet waste webpage.	Did you share it? (double click to respond)		
Not Complete	Please share the following stormwater education information.	Select the outreach method you would like to use (double click to respond)	-	- -	*Estimated amount of individuals reached*
Not Complete	Are there any additional educational activies you have completed this month?	*Example: I did **X (activity/event)** and talked to **X people** about **X topic** on **X date**. If no additional activities please write "none" in cell to right.*	*Activity?* *Date?* *#People reached?* *What stormwater topic(s)?*	-	-
		1. Is there any upcoming event that you would like us to attend this summer?	*Enter here*		

Not Complete	We are seeking general feedback on the following prompts. Please enter the answer to the right of the question	2. We are seeking general interest inquiries about whether or not your municipality would benefit from the removal of debris from corporate volunteers. For examples of past cleanups, look here.	*Enter here*		
		3. Are you interested in participating in a grant project to install native plant species on public property that could include educational signage for MS4 compliance.	*Enter here*		
May Tasks Incomplete	-				

June Tasks:	**Action Item**				
Not Complete	Link the pollution prevention webpage on your municipal webpage.	Click here to find webpage.	Did you share it? (double click to respond)		
Not Complete	Please share the following stormwater education information.	Select the outreach method you would like to use (double click to respond)	-	-	*Estimated amount of individuals reached*
Completed	No additional activities or questions, thank you.				
June Tasks Incomplete	-				

July Tasks:	**Action Item**				
Not Complete	Please share the following stormwater education information.	Select the outreach method you would like to use (double click to respond)	-	-	*Estimated amount of individuals reached*
Not Complete	PLEASE SIGN UP: Sweet water is helping to launch the first annual Wisconsin Stormwater week, August 5th-13th	We are requesting that your community "sign up" in order to show the WDNR and the entire state that your community supports preventing stormwater pollution. Click the "Join Here" button on the home page and fill out the form.	What does it mean to sign up? 1. We will add your information to the partners page. 2. That is it! Leading up to August, we will modify this MS4 portal to include Stormwater Week's social media posts and other outreach activities. 3. Simply signing up will count as an additional MS4 education compliance activity. 4. There are more opportunities to get involved (like host a local event) if your community is interested.	Did you sign up? (double click to respond)	-

Not Complete	We would like to feature your community on the news. Do you have a "stormwater story" that we could highlight on TV? Please provide basic information to the right and we will follow up.	*Enter here*			
Optional Activity Not Complete	Would you be willing to have a 10 minute Zoom call to help us learn how we can best grow the Adopt Your Drain program in your community? If yes, click the cell to the right to schedule a time to chat.	*To schedule a zoom call, click here*	Did you schedule? (Double click to respond)		
Not Complete	Are there any additional educational activies you have completed this month?	Example: I did X (activity/event) and talked to X people about X topic on X date . If no additional activities please write "none" in cell to right.	*Activity?* *Date?* *#People reached?* *What stormwater topic(s)?*	-	-
Complete	MS4 and TMDL Opportunity: Clean Water State Revolving Fund	Sweet Water is working with the WDNR to understand which MS4s will qualify for loan forgiveness and we will follow up with those who are.			
July Tasks Incomplete			-		

August Tasks:	**Action Item**				
Not Complete	Link the illicit discharge detection and elimination webpage on your municipal webpage.	Click here to find the illicit discharge detection and elimination webpage.	Did you share it? (double click to respond)		
Not Complete	Please share the following stormwater education information	Select the outreach method you would like to use (double click to respond)	-	-	*Estimated amount of individuals reached*
Optional Activity Not Complete	Promote the municipal specific Adopt Your Drain education information on your platform of choice	Select the outreach method you would like to use (double click to respond)	-	-	Estimated amount of individuals reached

Not Complete	Thanks to those who have responded already. If you haven't please confirm participation for 2024	Click here to find program costs.	Did you review (double click to respond)		
Not Complete	Are there any additional educational activies you have completed this month?	*Example: I did **X (activity/event)** and talked to **X people** about **X topic** on **X date** . If no additional activities please write "none" in cell to right.*	*Activity? Date? #People reached? What stormwater topic(s)?*	-	-
August Tasks Incomplete			-		

September Tasks:	**Action Item**				
Not Complete	Please share the following stormwater education information	Select the outreach method you would like to use (double click to respond)	-	-	*Estimated amount of individuals reached*
Not Complete	Are you interested in participating in a pilot study to explore the use of soil decompaction, soil amendments, and/or impervious surface removal as a way to meet MS4 and TMDL compliance requirements?	*Enter here*			
Not Complete	Are there any additional educational activies you have completed this month?	*Example: I did **X (activity/event)** and talked to **X people** about **X topic** on **X date** . If no additional activities please write "none" in cell to right.*	*Activity? Date? #People reached? What stormwater topic(s)?*	-	-
Completed	Reminder: Clean Rivers, Clean Lakes Conference is on September 7th at MATC Mequon. Click here for conference details	Click here to register today!	-	-	-
September Tasks Incomplete			-		

October Tasks:	**Action Item**			
			-	

Not Complete	Please share the following stormwater education information	Select the outreach method you would like to use (double click to respond)	-	-	*Estimated amount of individuals reached*
Not Complete	Are you interested in Sweet Water uploading information for MS4 Permit Section II.A and II.B for your annual report the the DNR portal?	We may have asked this previously. We are gathering a list to begin the process with the DNR.	*Enter here*		
Not Complete	Are there any additional educational activies you have completed this month?	*Example: I did **X (activity/event)** and talked to **X people** about **X topic** on **X date**. If no additional activities please write "none" in cell to right.*	*Activity? Date? #People reached? What stormwater topic(s)?*	-	-
October Tasks Incomplete			-		

November Tasks:	**Action Item**				
Not Complete	Please share the following stormwater education information	Select the outreach method you would like to use (double click to respond)	-	-	*Estimated amount of individuals reached*
Completed	American Rivers would like to get your feedback on gaps your community has in accessing financial resources to fund natural infrastructure investments. Please take this survey.	Find survey here.			
Not Complete	Are there any additional educational activies you have completed this month?	*Example: I did **X (activity/event)** and talked to **X people** about **X topic** on **X date**. If no additional activities please write "none" in cell to right.*	*Activity? Date? #People reached? What stormwater topic(s)?*	-	-
		*II.D.5 Provide training resources for staff responsible for implementation of the IDDE program at least **once per permit term***	*Have you completed or plan to complete this training in 2023?*	Enter here	-

Not Complete	*There are internal trainings* required by your MS4 permit. Reminder, technical education participation there are templates available for you to utilize*	*II.G.1.c Provide resources for municipal staff and other personnel on the Permittee's salt strategy no less than **every other year***	*Have you completed or plan to complete this training in 2023?*	Enter here	-
		*II.G.6 Provide training resources for appropriate municipal staff and other personnel involved in implementing pollution prevention programs at least o**nce per permit term***	*Have you completed or plan to complete this training in 2023?*	Enter here	-
	**Internal training requirements are municipal-specific. Trainings regarding the best available practices do not equate to municipal-specific strategies or policies.*				
November Tasks Incomplete	-				

December Tasks:	**Action Item**				
Not Complete	Please share the following stormwater education information	Select the outreach method you would like to use (double click to respond)	-	-	*Estimated amount of individuals reached*
Not Complete	Are you interested in Sweet Water conducting municipal yard walk throughs to assess pollution sources to help you be better prepared in the event of an audit?	Are you interested? (double click to respond)			
Not Complete	Are there any additional educational activies you have completed this month?	*Example: I did **X (activity/event)** and talked to **X people** about **X topic** on **X date**. If no additional activities please write "none" in cell to right.*	*Activity? Date? #People reached? What stormwater topic(s)?*	-	-
December Tasks Incomplete	-				

Municipality	Month	Topic	Mechanism	Details
Greenfield (City of)	January 2023	Residential Infiltration	Social Media	This City shared MMSD's post about their household Pipe Check Program on social media. There were 411 impressions. The target audience was homeowners
Greenfield (City of)	January 2023	Snow and Ice Control	Social Media/Website	The post offered information about Salt Awareness week and was shared on social media and the City's website. There were 4 engagements on the post. The target audience was Snow management professionals, homeowners
Bayside (Village of)	February 2023	Snow And Ice Control	Social Media	-
Glendale (City of)	February 2023	Snow And Ice Control	Social Media/Emails	City E-Newsletter
Glendale (City of)	February 2023	Snow and Ice Control	Webinar/Training	Saltwise Webinar on February 8, 2023, where 12 staff virtually attended. The topics including demystifying deicers
Fox Point (Village of)	February 2023	Snow And Ice Control	Social Media	-
River Hills (Village of)	February 2023	Snow And Ice Control	Flyer	Sent fliers with tax bills
Whitefish Bay (Village of)	February 2023	Residential Infiltration	Social Media	Posted MMSD's Spring 2023 Rain Garden Plant Sale. 6 "Likes"
Brookfield (City of)	February 2023	Snow and Ice Control	Email	Emailed 3/15 & 2/06, 1/03 to 12 people about salt training

Brookfield (City of)	February 2023	General Watershed Education	Email	Emailed 3/15 & 2/06, 1/03 to 12 people about river clean up
Brookfield (City of)	February 2023	Snow And Ice Control	Emails	Direct emails were sent
Germantown (Village of)	February 2023	Snow And Ice Control	Social Media	-
Greenfield (City of)	February 2023	Snow And Ice Control	Social Media/Website	Website post in March, 2023
Menomonee Falls (Village of)	February 2023	Snow And Ice Control	Social Media	-
Milwaukee (City of)	February 2023	Snow And Ice Control	Social Media/Website	-
Milwaukee (County of)	February 2023	Snow And Ice Control	Social Media	-
Wauwatosa (City of)	February 2023	Snow and Ice Control	Social Media	February 23: Re-tweet of MMSD information about salt coverage on a driveway. This reached 1,150 people. We also shared their Facebook post. This reached over 6,000 people.
Wauwatosa (City of)	February 2023	Snow and Ice Control	Social Media & Email	February 16: winter storm update. This information was shared via email, Twitter, and Facebook reaching over 10,000 people. While most of the content was about our response to the storm, we did answer

				questions about salting and plowing responsibility.
West Allis (City of)	February 2023	Snow And Ice Control	Social Media	-
West Milwaukee (Village of)	February 2023	Snow And Ice Control	Website	posted information on website
Cedarburg (City of)	February 2023	Snow And Ice Control	Social Media	-
Cudahy (City of)	February 2023	Snow And Ice Control	Social/Newsletter/Website	We will share on City Website, Newsletter, and Facebook
Grafton (Village of)	February 2023	Snow And Ice Control	Social Media	-
Mequon (City of)	February 2023	Snow And Ice Control	Emails	City newsletter - email blast
Slinger (Village of)	February 2023	Snow And Ice Control	Website	Placed information on the Village website. We also cite WI Saltwise on our website
Ozaukee (County of)	February 2023	Snow And Ice Control	Social Media	Shared on Facebook
Bayside (Village of)	February 2023	Residential Infiltration	Social Media	Promoted MMSD rain garden sales and promoted the water drop alert. Estimated reach is 351
Bayside (Village of)	February 2023	Flooding	Social Media	Educated people on the storm that occurred early in the week. Estimated reach is 141
Bayside (Village of)	April 2023	Residential Infiltration	Social Media	Shared on Facebook, 1 like and one share to a private page
Bayside (Village of)	April 2023	Bacteria Pollution	Website	Updated website

Glendale (City of)	Apr 2023	Residential Infiltration	Event	April 27, 2023 Worked with WisDNR, Parkway Middle School staff and students, City officials
Glendale (City of)	April 2023	Residential Infiltration	Social Media	Shared on Facebook, estimated reach 2500
Glendale (City of)	April 2023	Bacteria Pollution	Website	Updated website
River Hills (Village of)	April 2023	Residential Infiltration	Email	Sent out a constant contact describing a bio-filtration project for The Village of River Hills, which reached approximately 400 residents.
River Hills (Village of)	April 2023	Bacteria Pollution	Website	Updated website
River Hills (Village of)	April 2023	Residential Infiltration	Website/Email	Village Website and Constant Contact, estimated reach 400+
Whitefish Bay (Village of)	April 2023	Residential Infiltration	Social Media	Shared on Facebook, estimated reach 3,900
Whitefish Bay (Village of)	April 2023	Residential Pollution Prevention	Social Media	Shared MMSD's Water Drop Alert on 4/4/23 with a reach of 3.9K
Whitefish Bay (Village of)	April 2023	Bacteria Pollution	Website	Updated website
Brookfield (City of)	April 2023	Erosion Control, Snow and Ice Control, Phosphorus Pollution, Stream and Shoreline Management	Event	Waukesha County SW Conference on April 12-13, 2 people attended. Topics include Erosion/Salt/Phos./Streambanks as well as Earth Day River Cleanups - MKE Riverkeepers
Brookfield (City of)	April 2023	Residential Infiltration	Flyer	Posted in City Hall, estimated reach 50

Butler (Village of)	April 2023	Bacteria Pollution	Website	Updated website
Germantown (Village of)	April 2023	Residential Infiltration	Social Media	Shared on Facebook, estimated reach 100
Germantown (Village of)	April 2023	Bacteria Pollution	Website	Updated website
Greenfield (City of)	April 2023	Residential Infiltration	Social Media	Shared on Facebook, estimated reach 100+
Greenfield (City of)	April 2023	Bacteria Pollution	Website	Updated website
Greenfield (City of)	April 2023	Illicit Discharge Detection and Elimination and General Watershed Education	Website Update	March 23, 2023 - Posted Annual MS4 and IDDE reports on City Website. MS4 annual report covers all WPDES permit topics. IDDE report covers IDDE topics
Menomonee Falls (Village)	April 2023	Residential Infiltration	Social Media	Shared on Facebook, estimated reach 3500
Menomonee Falls (Village)	April 2023	Bacteria Pollution	Website	Updated website
Milwaukee (City of)	April 2023	Residential Infiltration	Social Media	Shared on Facebook, estimated reach 6,700
Milwaukee (City of)	April 2023	Bacteria Pollution	Website	Updated website
Milwaukee (County of)	April 2023	Residential Infiltration	Social Media	Shared on Facebook, estimated reach 21,000+
Milwaukee (County of)	April 2023	Bacteria Pollution	Website	Updated website
Wauwatosa (City of)	April 2023	Bacteria Pollution	Website	Updated website

West Allis (City of)	April 2023	Residential Infiltration	Social Media	Shared on Facebook, estimated reach 10,000+
West Allis (City of)	April 2023	Bacteria Pollution	Website	Updated website
West Milwaukee (Village of)	April 2023	Residential Infiltration	Social Media	Posted on Facebook, estimated reach 200
West Milwaukee (Village)	April 2023	Bacteria Pollution	Website	Updated website
Cedarburg (City of)	April 2023	Residential Infiltration	Social Media	Shared on Facebook, estimated reach 2,500
Cedarburg (City of)	April 2023	Bacteria Pollution	Website	Updated website
Grafton (Village of)	April 2023	Residential Infiltration	Social Media	Shared on Facebook, estimated reach 1,400
Grafton (Village of)	April 2023	Residential Infiltration and Residential Pollution Prevention	Social Media	Facebook Post on 4/26 with an estimated reach is 1,400 followers. Topics included: Rain barrels, rain gardens and keeping bad actors out of storm sewers.
Grafton (Village of)	April 2023	Residential Infiltration and Residential Pollution Prevention	Social Media	Facebook Post on 4/5 with an estimated reach is 1,400 followers. Topics included: Rain barrels, rain gardens and keeping bad actors out of storm sewers.
Grafton (Village of)	April 2023	Residential Infiltration and Residential Pollution Prevention	Social Media	Facebook Post on 4/12 with an estimated reach is 1,400 followers. Topics included: Rain barrels, rain gardens and keeping bad actors out of storm sewers.
Grafton (Village of)	April 2023	Residential Infiltration and Residential Pollution Prevention	Social Media	Facebook Post on 4/19 with an estimated reach is 1,400 followers. Topics included:

				Rain barrels, rain gardens and keeping bad actors out of storm sewers.
Grafton (Village of)	April 2023	Bacteria Pollution	Website	Updated website
Mequon (City of)	April 2023	Residential Infiltration	Social Media	Facebook DPW Page 6/22/23, estimated 30+
Mequon (City of)	April 2023	Bacteria Pollution	Website	Updated website
Ozaukee (County of)	April 2023	Residential Infiltration	Social Media	Shared on Facebook
Ozaukee (County of)	April 2023	Bacteria Pollution	Website	Updated website
Saukville (Village of)	April 2023	Residential Infiltration	Newsletter	Our Weekly E- Newsletter "Saukville Says", estimated reach 650
Saukville (Village of)	April 2023	Bacteria Pollution	Website	Updated website
Bayside (Village of)	May 2023	Household Hazardous Waste	Social Media	Shared on Facebook, estimated reach 250
Bayside (Village of)	May 2023	Yard Waste Management	Social Media	Promote yard waste containers on social media to keep yard waste out of drainage ditches. Posted on May 13 to Facebook, Instagram, and LinkedIn.
Bayside (Village of)	May 2023	Household Hazardous Waste	Website	Updated website
Brookfield (City of)	May 2023	Household Hazardous Waste	Newsletter	Estimated reach 15,000
Brookfield (City of)	May 2023	Household Hazardous Waste	Website	Updated website
Butler (Village of)	May 2023	Household Hazardous Waste	Social Media	Shared on Facebook
Butler (Village of)	May 2023	Residential Pollution Prevention	Social Media	Promoted Adopt Your Drain program on Facebook. Estimated reach 1,000

Butler (Village of)	May 2023	Household Hazardous Waste	Website	Updated website
Cedarburg (City of)	May 2023	Household Hazardous Waste	Social Media	Shared on Facebook
Cedarburg (City of)	May 2023	Residential Pollution Prevention	Social Media	Promoted Adopt Your Drain program on Facebook. Estimated reach 50
Fox Point (Village of)	May 2023	Household Hazardous Waste	Website	Updated on village website
Germantown (Village of)	May 2023	Household Hazardous Waste	Social Media	Shared on Facebook
Germantown (Village of)	May 2023	Household Hazardous Waste	Website	Updated website
Glendale (City of)	May 2023	Household Hazardous Waste	Social Media	Shared on Facebook, estimated reach 2,000
Glendale (City of)	May 2023	Household Hazardous Waste	Website	Updated website
Grafton (Village of)	May 2023	Household Hazardous Waste	Social Media	Shared on Facebook, estimated reach 1,500
Grafton (Village of)	May 2023	Household Hazardous Waste	Website	Updated website
Grafton (Village of)	May 2023	Residential Pollution Prevention	Website	Promoted Adopt Your Drain program on Village website. Estimated reach 250.
Greenfield (City of)	May 2023	Household Hazardous Waste	Social Media	Shared on Facebook, estimated reach 100
Greenfield (City of)	May 2023	Household Hazardous Waste	Website	Updated website
Menomonee Falls (Village of)	May 2023	Household Hazardous Waste	Social Media	Shared on Facebook, estimated reach 3,900
Menomonee Falls (Village of)	May 2023	Household Hazardous Waste	Website	Updated website
Mequon (City of)	May 2023	Household Hazardous Waste	Social Media	Shared on Facebook, estimated reach 45

Mequon (City of)	May 2023	Household Hazardous Waste	Website	Updated website
Milwaukee (City of)	May 2023	Household Hazardous Waste	Social Media	Shared on Facebook, estimated reach 6,800
Milwaukee (City of)	May 2023	Household Hazardous Waste	Website	Updated website
Milwaukee (County of)	May 2023	Household Hazardous Waste	Social Media	Shared on Facebook, estimated reach 21,000+
Milwaukee (County of)	May 2023	Household Hazardous Waste	Website	Updated website
Ozaukee (County of)	May 2023	Household Hazardous Waste	Social Media	Shared on Facebook, estimated reach 37
Ozaukee (County of)	May 2023	Household Hazardous Waste	Website	Updated website
River Hills (Village of)	May 2023	Household Hazardous Waste	Flyer	Estimated reach 1,600
Saukville (Village of)	May 2023	Household Hazardous Waste	Newsletter	Our Weekly E- Newsletter "Saukville Says", estimated reach 650
Saukville (Village of)	May 2023	Household Hazardous Waste	Website	Updated website
South Milwaukee (City of)	May 2023	Household Hazardous Waste	Website	Updated website
Wauwatosa (City of)	May 2023	Household Hazardous Waste	Website	Updated website
West Allis (City of)	May 2023	Household Hazardous Waste	Social Media	Shared on Facebook, estimated reach 10,000

West Allis (City of)	May 2023	Residential Pollution Prevention	Social Media	Promoted Adopt Your Drain program on City website. Estimated reach 10,000.
West Allis (City of)	May 2023	Household Hazardous Waste	Website	Updated website
West Milwaukee (Village of)	May 2023	Household Hazardous Waste	Newsletter	Estimated reach 300
West Milwaukee (Village of)	May 2023	Residential Pollution Prevention	Newsletter	Promoted Adopt Your Drain program in the municipal newsletter. Estimated reach 4,500.
West Milwaukee (Village of)	May 2023	Household Hazardous Waste	Website	Updated website
Whitefish Bay (Village of)	May 2023	Residential Pollution Prevention	Newsletter	Promoted Adopt Your Drain program in a newsletter. Estimated reach 4,976.
Whitefish Bay (Village of)	May 2023	Household Hazardous Waste	Social Media	Shared on Facebook, estimated reach 3,900
Whitefish Bay (Village of)	May 2023	Household Hazardous Waste	Website	Updated website
Brookfield (City of)	May 2023	BMP Maintenance	Event/Training	May 2023 (multiple) 48 Proper Maintenance of private SW BMPs for HOAs City FB page
Brookfield (City of)	May 2023	Pet Waste Management	Social Media	Posted on the city's Facebook page to remind people to pick up pet waste
Wauwatosa (City of)	May 2023	Pollution Prevention	Social Media	We shared landscaping updates that improve stormwater at Hart Park. It reached 4,980 people

Ozaukee (County of)	May 2023	Residential Pollution Prevention	Print materials	Clean Sweep event on 5/13/2023; Ozaukee Dirt mailer distributed on 5/1/23 to 259 people
Bayside (Village of)	June 2023	Pollution Prevention At businesses	Social Media	Shared on Facebook, estimated reach 100
Bayside (Village of)	June 2023	Residential Pollution Prevention	Social Media	Shared post about cleaning local storm drains on social media. Reached approx. 175 people.
Bayside (Village of)	June 2023	Pollution Prevention At businesses	Website	Updated website
Brookfield (City of)	June 2023	Pollution Prevention At businesses	Social Media/Website	Posted on Facebook and the city website, estimated reach 200
Brookfield (City of)	June 2023	Pollution Prevention At businesses	Website	Updated website
Cedarburg (City of)	June 2023	Pollution Prevention At businesses	Social Media	Shared on Facebook, estimated reach 100
Cedarburg (City of)	June 2023	Pollution Prevention At businesses	Website	Updated website
Fox Point (Village of)	June 2023	Pollution Prevention At businesses	Flyer	Over 100 businesses were sent the flyer
Fox Point (Village of)	June 2023	Pollution Prevention At businesses	Website	Updated website
Germantown (Village of)	June 2023	Pollution Prevention At businesses	Social Media	Shared on Facebook, 1 like
Glendale (City of)	June 2023	Pollution Prevention At businesses	Social Media	Shared on Facebook, estimated reach 1,200
Glendale (City of)	June 2023	Pollution Prevention At businesses	Website	Updated website
Grafton (Village of)	June 2023	Pollution Prevention At businesses	Flyer	Sent flyer directly to business lists, estimated reach 846
Grafton (Village of)	June 2023	Pollution Prevention At businesses	Website	Updated website
Greenfield (City of)	June 2023	Pollution Prevention At businesses	Social Media	Shared on Facebook, estimated reach 100

Greenfield (City of)	June 2023	Pollution Prevention At businesses	Website	Updated website
Mequon (City of)	June 2023	Pollution Prevention At businesses	Newsletter	Sent via newsletter, estimated reach 3960
Mequon (City of)	June 2023	Pollution Prevention At businesses	Website	Updated website
Milwaukee (City of)	June 2023	Pollution Prevention At businesses	Social Media	Posted on twitter, there were 310 interactions
Milwaukee (City of)	June 2023	Pollution Prevention At businesses	Website	Updated website
Milwaukee (County of)	June 2023	Pollution Prevention At businesses	Social Media	Shared on Facebook, estimated reach 21,00
Milwaukee (County of)	June 2023	Pollution Prevention At businesses	Website	Updated website
Ozaukee (County of)	June 2023	Pollution Prevention At businesses	Social Media	Shared on Facebook, 2 likes
Ozaukee (County of)	June 2023	Pollution Prevention At businesses	Website	Updated website
Saukville (Village of)	June 2023	Pollution Prevention At businesses	Newsletter	Sent via newsletter, estimated reach of 650-1000 depending on how many people open and read the weekly newsletter for the week.
Saukville (Village of)	June 2023	Pollution Prevention At businesses	Website	Updated website
South Milwaukee (City of)	June 2023	Pollution Prevention At businesses	Social Media	Shared on Facebook, estimated reach 6,500

Wauwatosa (City of)	June 2023	Pollution Prevention At businesses	TV Display	The TV displays near the library entrance. The library gets thousands of visitors per week.
Wauwatosa (City of)	June 2023	Pollution Prevention At businesses	Website	Updated website
West Allis (City of)	June 2023	Pollution Prevention At businesses	Social Media	Shared on Facebook, estimated reach 10,000
West Allis (City of)	June 2023	Pollution Prevention At businesses	Website	Updated website
West Milwaukee (Village of)	June 2023	Pollution Prevention At businesses	Flyer	Sent flyer directly to business lists, estimated reach 300
West Milwaukee (Village of)	June 2023	Pollution Prevention At businesses	Website	Updated website
Whitefish Bay (Village of)	June 2023	Pollution Prevention At businesses	Social Media	Shared on Facebook, estimated reach 3,900
Fox Point (Village of)	June 2023	G.I, yard waste management, IDDE, construction site erosion control, post-construction stormwater management, and pollution prevention	Website Update	The DPW revamped their stormwater public education and outreach page. The webpage also links to outside resources from state and federal agencies
Whitefish Bay (Village of)	June 2023	Residential Infiltration	Social Media	Posted about MMSD Rain Barrel Workshops on June 13, 2023 with a reach of about 3.9K (plus)
Brookfield (City of)	June 2023	BMP Maintenance Training	Event/Training	HOA Stormwater BMP Maintenance Training on 06/14/23 to 40 people about Retention Pond Maintenance

Milwaukee (City of)	June 2023	Bacteria pollution	Social Media	The city shared the bacteria pollution information on Facebook
Wauwatosa (City of)	June 2023	Residential Infiltration	Social Media	We shared information about tree cell installation happening on North Avenue. This reached 8,000 people on Facebook
Ozaukee (County of)	June 2023	Best Management Practices	Event/Training	Breakfast on the Farm/ Plot Day on 6/10/23 and 6/27/23 on what is stormwater and BMP brochures
Bayside (Village of)	July 2023	Residential Pollution Prevention, Yard Waste Management, Erosion Control	Program Development	Launched the Adopt-A-Drain Program. 4 drains have been adopted. Promoted Rain Barrels for purchase through the Village. Promoted Yard Waste Carts for purchase to keep yard waste out of stormwater. Updating Village's Erosion Control ordinance and fees.
Bayside (Village of)	July 2023	Green Infrastructure	Social Media	Shared on Facebook, estimated reach 100
Brookfield (City of)	July 2023	Green Infrastructure	Flyer	Shared flyer, estimated reach 250
Fox Point (Village of)	July 2023	Green Infrastructure	Village Website	102 visited the Village of Fox Point Stormwater Public Education and Outreach site
Germantown (Village of)	July 2023	Green Infrastructure	Social Media	Shared on Facebook, estimated reach 244
Glendale (City of)	July 2023	Green Infrastructure	Newsletter	Sent via newsletter, estimated reach 2,000
Grafton (Village of)	July 2023	Green Infrastructure	Social Media	Shared on Facebook, estimated reach 2,800

Greenfield (City of)	July 2023	Green Infrastructure	City Website News Flash	Estimated reach 250+
Menomonee Falls (Village)	July 2023	Green Infrastructure	Social Media	Shared on Facebook, estimated reach 4,000
Mequon (City of)	July 2023	Green Infrastructure	Social Media	Shared on Facebook, estimated reach 45
Milwaukee (City of)	July 2023	Green Infrastructure	Social Media	Shared on Facebook, estimated reach 6,800
Milwaukee (County of)	July 2023	Green Infrastructure	Social Media	Shared on Facebook, estimated reach 21,000
Ozaukee (County of)	July 2023	Green Infrastructure	Social Media	Shared on Facebook, 2 likes
Saukville (Village of)	July 2023	Green Infrastructure	Email	Sent via email blast, estimated reach of 650-1,000 depending on how many people open and read the weekly newsletter for the week.
Wauwatosa (City of)	July 2023	Green Infrastructure	Social Media	Shared on Linkedin, estimated reach 400
West Allis (City of)	July 2023	Green Infrastructure	Social Media	Shared on Facebook, estimated reach 10,000
West Milwaukee (Village of)	July 2023	Green Infrastructure	Flyer	Shared flyer, estimated reach 400
Whitefish Bay (Village of)	July 2023	Green Infrastructure	Social Media	Shared on Facebook, estimated reach 244
Fox Point (Village of)	July 2023	General Watershed Education	Event	At the Village Board meeting (7/11), a Proclamation recognizing Stormwater Week

				is on the agenda. It was signed by the Village President
Brookfield (City of)	July 2023	Stormwater Management	Event/Training	2 SW Week Webinars and classes shared internally with staff
Germantown (Village of)	July 2023	General Watershed Education, Residential Infiltration, and Residential Pollution Prevention	Print distribution	Sent out a utility mailer to 6,066 property owners
Wauwatosa (City of)	July 2023	Residential Infiltration	Social Media	We shared content during Wisconsin Stormwater Week on Facebook. This reached 3,700 people.
Bayside (Village of)	August 2023	Residential Pollution Prevention	Social Media	Water Drop Alert on August 13
Bayside (Village of)	August 2023	Residential Infiltration Residential Pollution Prevention	Social Media	Stormwater Week August 8-11; 600 reached
Bayside (Village of)	August 2023	IDDE	Social Media	Shared on Facebook, estimated reach 150
Bayside (Village of)	August 2023	IDDE	Website	Updated website
Brookfield (City of)	August 2023	IDDE	Social Media	Shared the ROW PSA on Facebook on 8/26/23
Brookfield (City of)	August 2023	IDDE	Website	Updated website
Butler (Village of)	August 2023	IDDE	Social Media	Shared on Facebook, estimated reach 1,100
Butler (Village of)	August 2023	IDDE	Website	Updated website
Cedarburg (City of)	August 2023	Residential Pollution Prevention	Social Media	Promoted Adopt Your Drain program on Facebook. Estimated reach 100
Cedarburg (City of)	August 2023	IDDE	Social Media	Shared on Facebook, estimated reach 100
Cedarburg (City of)	August 2023	IDDE	Website	Updated website

Fox Point (Village of)	August 2023	IDDE	Village Website	There were 35 visitors to the Village of Fox Point Stormwater Public Education and Outreach site between July 1 and Aug 24.
Fox Point (Village of)	August 2023	IDDE	Website	Updated website
Germantown (Village of)	August 2023	Residential Pollution Prevention	Social Media	Promoted Adopt Your Drain program on Facebook.
Germantown (Village of)	August 2023	IDDE	Social Media	Shared on Facebook
Glendale (City of)	August 2023	IDDE	Social Media	Shared on Facebook, estimated reach 2,000+
Glendale (City of)	August 2023	IDDE	Website	Updated website
Grafton (Village of)	August 2023	Residential Pollution Prevention	Social Media	Promoted Adopt Your Drain program on Facebook with 1,500 followers.
Grafton (Village of)	August 2023	IDDE	Social Media	Shared on Facebook, estimated reach 1,500
Grafton (Village of)	August 2023	IDDE	Website	Updated website
Greenfield (City of)	August 2023	IDDE	City Website Newsflash	Shared via City Newsflash, estimated reach 100+
Greenfield (City of)	August 2023	IDDE	Website	Updated website
Mequon (City of)	August 2023	IDDE	Newsletter	Shared via newsletter, estimated reach 3960
Mequon (City of)	August 2023	Residential Pollution Prevention	Social Media	Promoted Adopt Your Drain program on Facebook on 8/8/23. Estimated reach 30+
Mequon (City of)	August 2023	IDDE	Website	Updated website
Milwaukee (City of)	August 2023	IDDE	Social Media	Shared on Facebook, estimated reach 6,500

Milwaukee (City of)	August 2023	IDDE	Website	Updated website
Milwaukee (County of)	August 2023	IDDE	Social Media	Shared on Facebook, estimated reach 21,000
Milwaukee (County of)	August 2023	IDDE	Website	Updated website
Ozaukee (County of)	August 2023	IDDE	Social Media	Shared on Facebook, estimated reach 12
Ozaukee (County of)	August 2023	IDDE	Website	Updated website
Saukville (Village of)	August 2023	IDDE	Newsletter	Shared via newsletter, estimated reach 650-1,000
Saukville (Village of)	August 2023	IDDE	Website	Updated website
Wauwatosa (City of)	August 2023	IDDE	Linkedin	Shared on Linkedin
Wauwatosa (City of)	August 2023	IDDE	Website	Updated website
West Allis (City of)	August 2023	IDDE	Social Media	Shared on Facebook, estimated reach 10,000
West Allis (City of)	August 2023	IDDE	Website	Updated website
West Milwaukee (Village of)	August 2023	IDDE	Flyer	Shared flyer, estimated reach 500
West Milwaukee (Village of)	August 2023	IDDE	Website	Updated website

Whitefish Bay (Village of)	August 2023	IDDE	Social Media	Shared on Instagram, estimated reach 295
Whitefish Bay (Village of)	August 2023	IDDE	Website	Updated website
Whitefish Bay (Village of)	August 2023	Yard Waste Management	Social Media	Shared Facebook post on 8/9/2023, estimated reach 500
Whitefish Bay (Village of)	August 2023	Residential Pollution Prevention	Social Media	Shared Facebook post on 8/11/2023, estimated reach 500
Butler (Village of)	August 2023	Household Hazardous Waste	Social Media/Newsletter	Promoted proper hazardous household waste which reached approximately 500 through constant contact and about 1,100 people through Facebook.
Germantown (Village of)	August 2023	Yard Waste Management	Utility Bill	Water utility mailer about leaf management, approximately 6,000+ residents
Bayside (Village of)	September 2023	Residential Pollution Prevention	Social Media	Promoted Adopt-A-Drain Program reaching 150 individuals
Bayside (Village of)	September 2023	Household Hazardous Waste	Social Media	Shared on Facebook, estimated reach 150
Bayside (Village of)	September 2023	Yard Waste Management	Website Update	Created a Fall Collections section on the Village website to educate residents on keeping leaves out of the waterways
Brookfield (City of)	September 2023	Household Hazardous Waste	City Website	Posted on City Website, estimated reach 50
Brookfield (City of)	September 2023	SW Management	Training/Event	SW Management HOA Training on 9/13, 915, and 9/21 to 12 people on maintaining private SW BMPs

Butler (Village of)	September 2023	Household Hazardous Waste	Newsletter	Estimated reach of 450
Butler (Village of)	September 2023	Social Media	Social Media	Shared on Facebook about the utility mailer and adopt your drain.
Butler (Village of)	September 2023	Household Hazardous Waste	Social Media	Shared on Facebook, estimated reach 1,100
Fox Point (Village of)	September 2023	Household Hazardous Waste	Village Website	-
Fox Point (Village of)	September 2023	General Watershed Education	Website Promotion	Schools outside of the stated reached out to the Village about there new stormwater hub on there website as a great example
Germantown (Village of)	September 2023	Household Hazardous Waste	Social Media	Shared on Facebook, estimated reach 50
Glendale (City of)	September 2023	Household Hazardous Waste	Social Media/Website	Shared on Facebook and website, estimated reach 2,000
Glendale (City of)	September 2023	Snow and Ice Control	Training/Event	MKE Riverkeeper 2023 Smart Salting Workshop - Winter Road Maintenance on August 22, 2023 where 5 DPW Staff attended
Grafton (Village of)	September 2023	Household Hazardous Waste	Social Media	Shared on Facebook
Greenfield (City of)	September 2023	Household Hazardous Waste	City Website Newsflash	Posted on City Website Newsflash, estimated reach 200+
Mequon (City of)	September 2023	Household Hazardous Waste	Social media	Shared on Facebook, estimated reach 140
Milwaukee (City of)	September 2023	Household Hazardous Waste	Social Media	Shared on Facebook, estimated reach 6,800

Milwaukee (County of)	September 2023	Household Hazardous Waste	Social Media	Shared on Facebook, estimated reach 20,000
Ozaukee (County of)	September 2023	Household Hazardous Waste	Social Media	Shared on Facebook, estimated reach 24
River Hills (Village of)	September 2023	Residential Pollution Prevention	Direct Conversation	Debris removal on Sept. 5th-7th spoke with 3 residents of the area.
Saukville (Village of)	September 2023	Household Hazardous Waste	Newsletter	Shared via newsletter, estimated reach 600-1,000 residents
Wauwatosa (City of)	September 2023	Household Hazardous Waste	TV Display	Estimated reach 1,400
West Allis (City of)	September 2023	Household Hazardous Waste	Social Media	Shared on Facebook, estimated reach 10,000
West Milwaukee (Village of)	September 2023	Household Hazardous Waste	Newsletter	Shared on Facebook, estimated reach 4,000
Whitefish Bay (Village of)	September 2023	Household Hazardous Waste	Social Media	Shared on Facebook and Instagram, estimated reach 231
Bayside (Village of)	October 2023	Yard Waste Management	Social Media	Shared on Facebook on 10/3
Brookfield (City of)	October 2023	Yard Waste Management	Social Media	Shared on Facebook, 2 likes
Butler (Village of)	October 2023	Yard Waste Management	Newsletter	Estimated reach 500
Cedarburg (City of)	October 2023	Yard Waste Management	Social Media	Shared on Facebook, estimated reach 100
Fox Point (Village of)	October 2023	Yard Waste Management	Village website	613 direct emails sent from Latest News posting on leaves. There is an approximate average of over 200 visits to the village web site a day (over 20,000 over the last 90 days)

Germantown (Village of)	October 2023	Yard Waste Management	Social Media	Shared on Facebook, estimated reach 100
Glendale (City of)	October 2023	Yard Waste Management	Social Media	Shared on Facebook, estimated reach 10,000
Grafton (Village of)	October 2023	Yard Waste Management	Social Media	Shared on Facebook
Greenfield (City of)	October 2023	Yard Waste Management	Social Media	Shared on Facebook, estimated reach 100+
Mequon (City of)	October 2023	Yard Waste Management	Newsletter	Estimated reach 3,690
Milwaukee (City of)	October 2023	Yard Waste Management	Social Media	Shared on Twitter there were 2 likes and 330 impressions
Milwaukee (County of)	October 2023	Yard Waste Management	Social Media	Shared on Facebook, estimated reach 20,000
Ozaukee (County of)	October 2023	Yard Waste Management	Social Media	Shared on Facebook
Saukville (Village of)	October 2023	Yard Waste Management	Email Blast	Estimated reach 600
Wauwatosa (City of)	October 2023	Yard Waste Management	Newsletter	Estimated reach 2,500
West Allis (City of)	October 2023	Yard Waste Management	Social Media	Shared on Facebook, estimated reach 10,000
West Milwaukee (Village of)	October 2023	Yard Waste Management	Flyer	-
Whitefish Bay (Village of)	October 2023	Yard Waste Management	Email Blast	Estimated reach 4,957
Whitefish Bay (Village of)	October 2023	Yard Waste Management	Social Media	We also shared leaf waste management information on the Village's Facebook, Instagram, and Twitter pages on Thursday,

				October 26, which, in total, reached nearly 300 people.
Brookfield (City of)	October 2023	Snow and Ice Control	Newsletter	10/20/23 Newsletter to 5,000 about responsible winter salting
Butler (Village of)	October 2023	Residential Infiltration	Utility Mailer	We sent out utility bill mailers to everyone in the Village.
Bayside (Village of)	November 2023	Residential Infiltration	Social media	Shared on Facebook, estimated reach 150
Bayside (Village of)	November 2023	Yard Waste Management	Social Media	Throughout the month we educated residents on the proper placement of loose leaves to ensure they stay out of ditches and the water stream.
Brookfield (City of)	November 2023	Residential Infiltration	Social Media	Shared on Facebook, estimated reach 50
Butler (Village of)	November 2023	Residential Infiltration	Social media	Shared on Facebook, estimated reach 1,200
Cedarburg (City of)	November 2023	Residential Infiltration	Social Media	Shared on facebook, estimated reach 100
Fox Point (Village of)	November 2023	Residential Infiltration	Village website	Estimated amount of individuals reached 100-200
Germantown (Village of)	November 2023	Residential Infiltration	Social Media	Shared on Facebook, estimated reach 50
Glendale (City of)	November 2023	Residential Infiltration	Newsletter	Estimated reach 2,000
Grafton (Village of)	November 2023	Residential Infiltration	Social Media	Shared on Facebook
Greenfield (City of)	November 2023	Residential Infiltration	City Website Newsflash	Estimated reach 1,000+
Mequon (City of)	November 2023	Residential Infiltration	Social Media	Shared on Facebook, estimated reach 148
Milwaukee (City of)	November 2023	Residential Infiltration	Flyer	Estimated reach 11,200

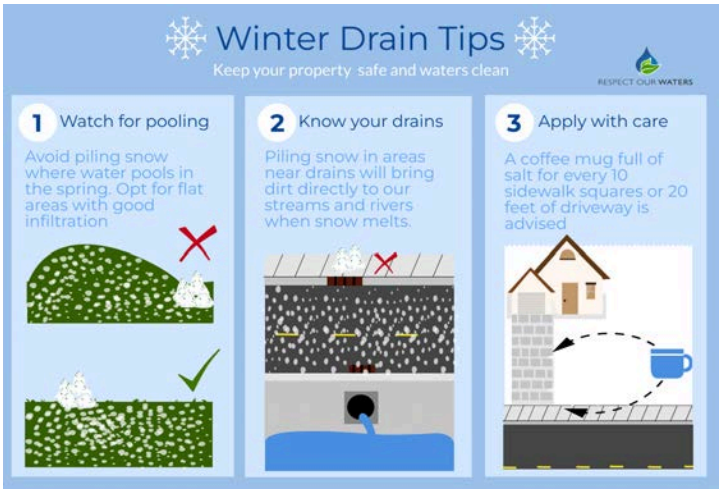
Milwaukee (County of)	November 2023	Residential Infiltration	Social Media	Shared on Facebook, estimated reach 20,000
Ozaukee (County of)	November 2023	Residential Infiltration	Social Media	Shared on Facebook, estimated reach 79
Saukville (Village of)	November 2023	Residential Infiltration	Email Blast	Estimated reach 650
Wauwatosa (City of)	November 2023	Residential Infiltration	Social Media	Shared on Facebook, estimated reach 2,000
West Allis (City of)	November 2023	Residential Infiltration	Social Media	Shared on Facebook, estimated reach 10,000
West Milwaukee (Village of)	November 2023	Residential Infiltration	Newsletter	Estimated reach 500
Whitefish Bay (Village of)	November 2023	Residential Infiltration	Social Media	Shared on Twitter, estimated reach 150
Fox Point (Village of)	November 2023	Yard Waste Management and Residential infiltration	Website Update	On the village web site: the forester posted information about mulching leaves vs. disposal information on prepping rain barrel/garden
Butler (Village of)	November 2023	Residential Pollution Prevention	Print Distribution	Sent adopt your drain mailers to 800 properties and a survey to 100 properties.
Ozaukee (County of)	November 2023	Residential Pollution Prevention	Event	Storm drain stenciling by Riveredge on Nov 9
Bayside (Village of)	December 2023	Snow and Ice Control	Social Media	Shared on Facebook, estimated reach 200

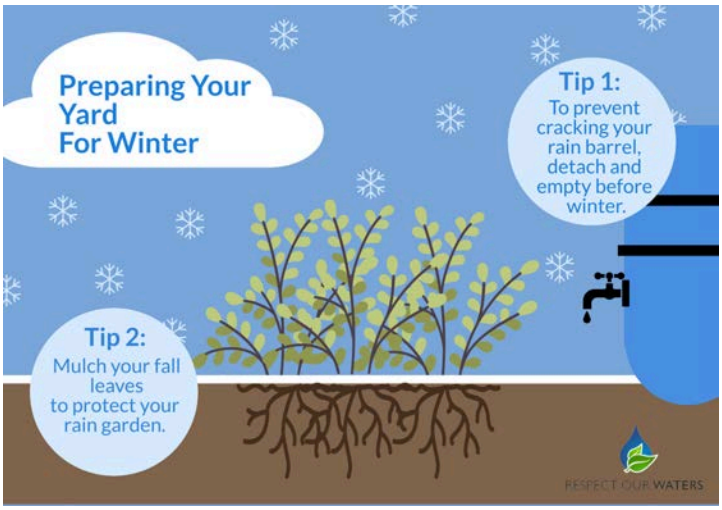
Bayside (Village of)	December 2023	Pet Waste Management	Social Media	Scoop The Poop campaign on 12/9 reaching 388 people.
Bayside (Village of)	December 2023	Yard Waste Management, Residential Pollution Prevention	Website Update	Shared the Bayside Collection Guide on 12/4 reaching 306 people.
Butler (Village of)	December 2023	Snow and Ice Control	Social Media	Shared on Facebook, estimated reach 1,200
Cedarburg (City of)	December 2023	Snow and Ice Control	Social Media	Shared on Facebook, estimated reach 100
Fox Point (Village of)	December 2023	Snow and Ice Control	Village Website	-
Germantown (Village of)	December 2023	Snow and Ice Control	Social Media	Shared on Facebook, estimated reach 50
Glendale (City of)	December 2023	Snow and Ice Control	Social Media	Shared on Facebook, estimated reach 2,000
Grafton (Village of)	December 2023	Snow and Ice Control	Social Media	Shared on Facebook, estimated reach 1,600
Greenfield (City of)	December 2023	Snow and Ice Control	City Website Newsflash	Estimated reach 150
Mequon (City of)	December 2023	Snow and Ice Control	Newsletter	Shared on Facebook, estimated reach 150
Milwaukee (County of)	December 2023	Snow and Ice Control	Social Media	Shared on Facebook, estimated reach 20,000
Ozaukee (County of)	December 2023	Snow and Ice Control	Social Media	Shared on Facebook, estimated reach 42
Saukville (Village of)	December 2023	Snow and Ice Control	Email Blast	Estimated reach 650
West Allis (City of)	December 2023	Snow and Ice Control	Social Media	Shared on facebook, estimated reach 10,000

West Milwaukee (Village of)	December 2023	Snow and Ice Control	Newsletter	Shared on Facebook, estimated reach 500
Whitefish Bay (Village of)	December 2023	Snow and Ice Control	Social Media	Shared on Facebook, estimated reach 1,700
Port Washington (City of)	December 2023	Erosion/ Flooding/ Green Infrastructure General Watershed Education	TV Interview	Port Washington recieved a federal grant to protect infrastructure near Valley creek. The link to the article is: https://cbs58.com/news/million-dollar-plan-port-washington-getting-federal-aid-to-find-solutions-for-flooding-erosion
Glendale (City of)	December 2023	Snow and Ice Control, Training	Training/Event	Glendale Winter Road Management Strategy on December 5, 2023 to 14 DPW Staff
Port Washington (City of)	Summer 2023	General Watershed Education	Stenciling Event	Ozaukee County Watershed Coalition (OCWC) partnered with the City of Port Washington for a unique take on stormwater drain stenciling by turning it into an art mural project.

Appendix B. Respect Our Waters Materials

Winter Maintenance Graphics



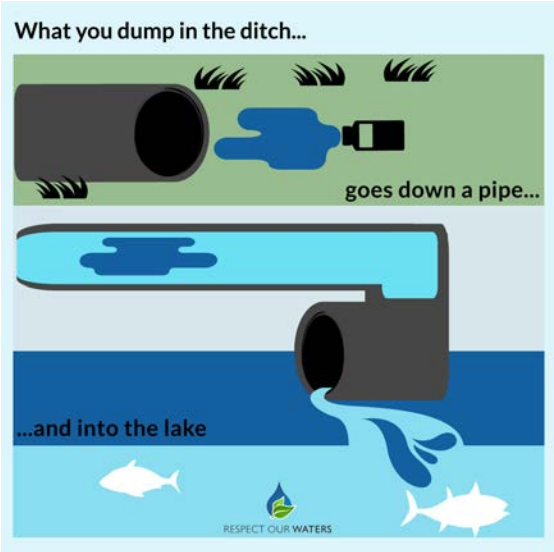


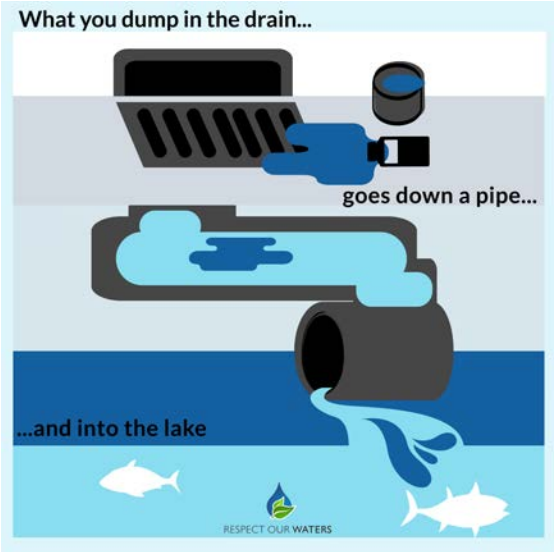
Pollution Prevention at Work Graphics:

Fall Leaf Maintenance Graphic:

Bacteria Pollution Prevention Graphics:

Illicit Discharge Graphics:





Green Infrastructure Graphic:

Household Hazardous Waste Graphic:

Salt Use Graphic:

Appendix C. Fact Sheets

Stormwater & Business

Help prevent stormwater pollution while working

Flowing rain, melting snow and even water generated from your business is classified as stormwater runoff. Stormwater runoff picks up excess fertilizer and pesticides, oil, sand, leaves, grass clippings, and many other pollutants.

All businesses have the potential to contribute to stormwater pollution. Pollutants in stormwater can reach our freshwater systems then cause human and environmental problems. Follow these tips to keep our waters safe while at work:

1. **If its not rain, it does not belong in the drain.**
   Do not put any substances down the storm drain system. Have disposal methods posted where relevant.

2. **Contain, don't drain.**
   If items are left outside, cover them. It protects our freshwater and prevents loss of materials.

3. **Beware of your garbage.**
   Rain and snowmelt carry trash and "dumpster slurry", which is full of harmful nutrients and bacteria, right into our freshwater.

The type of work you do can influence how you can protect our waters while at work. Learn more about different types of work below:

Do you work with yards?

- Try to avoid spraying pesticides and fertilizers onto driveways or sidewalks.
- Check local rules when getting rid of leaves and grass clippings to ensure correct disposal.

Do you work with food?

- Know how to dispose of cooking oils and animal fats, they can be just as bad as petroleum oil.
- Make sure dumpsters are closed and inspected regularly for leaks. This prevents bacteria from food from entering our waterways.

Do you work with chemicals?

- Know when you can throw out chemicals and when they need to be sent to a hazardous waste recycling facility.
- Have a plan for spills that are posted for employees to see. Have a spill kit available readily available and labeled.

Do you work with animals?

- Never leave animal waste outside and uncovered, especially before a storm or snow event. Animal waste contains dangerous bacteria and diseases.
- When disposing of waste, make sure it is bagged to provide an extra layer of protection from pollution.

This information was brought to you by
Southeastern Wisconsin Watersheds Trust, Inc.
Get more information online at
www.respectourwaters.org

RESPECT OUR WATERS

Respect Our Waters
Green Infrastructure & Low Impact Design Fact Sheet

Green infrastructure is a nationally recognized, impactful strategy for managing stormwater & is required in some new or re-development projects in some areas of Wisconsin

Fact 1: A proactive approach is essential to managing bacteria pollution. Green infrastructure improves water quality by serving as a defense mechanism and keeping harmful pollutants from entering the waterways.

Green infrastructure captures rain where it falls. Allowing it to filter into the earth replenishing groundwater supplies. Soil and plants help capture and remove pollutants from stormwater in a variety of ways, including adsorption, filtration, plant uptake, and the decomposition of organic matter. These processes break down and capture many common pollution found in stormwater runoff, from oil to harmful bacteria found in pet waste.

Fact 2: GI and LID can save developers and site owners money and increase their property values while also providing benefits to surrounding residents that improve their quality of life.

Benefits can include:

- Reduced need for salt in snow and ice control
- Enhanced local air and water quality
- Improved community aesthetics and cohesion
- Mitigation of the urban heat island effect and noise pollution
- Increased opportunities for urban habitat and agriculture
- Lower energy consumption for heating and cooling

Fact 3: The key to unlocking these benefits is choosing the right GI or LID strategies that are also appropriate for the site.

GI strategies that help reduce stormwater runoff and removal of common stormwater pollutants include:
Rainwater Harvesting Structures: These structures capture water for future use. Rain barrels are often used on smaller properties while above or below-ground cisterns can be used on larger properties.
Rain Gardens: Rain gardens are designed to capture rainwater and divert it from becoming runoff. This is done by placing the garden in a location where water will run towards it, modifying the soil so that water can filter into the ground, and using plants that can tolerate moisture and also help water soak into the ground.
Bioswales: Bioswales are similar to rain gardens but they also function as channels to move water away from infrastructure while also allowing for infiltration. They are generally built on larger private or public properties, or in right-of-ways. They may have native plants or grasses planted within them.
Pervious/Permeable Pavements: Pervious pavements & pavers reduce runoff from parking lots, roads, or other paved areas. Gaps between pavers or within the aggregate allow water to filter into the soil beneath.
Blue/Green Roofs: Green roofs use water to nourish plants that are planted on the roof or in trays that are placed in grids on the roof. Blue/green roofs also store extra water for later use in cisterns or other devices.
Tree Canopy: Trees are green infrastructure too! Their leaves catch water before it hits the ground, allowing some to evaporate and some to run down into the earth more slowly. Their roots help absorb water and direct some of it down into the soil. The roots also hold soil in place so it isn't washed away.

For more information about GI and LI and how they can help prevent common stormwater pollutants from entering our waterways visit **www.respectourwaters.org/environmentally-sensitive-design.**

Respect Our Waters
Stormwater Pollution Fact Sheet

Stormwater runoff is rain and melting snow that flows off building rooftops, driveways, lawns, streets, parking lots, construction sites, and industrial storage yards. Stormwater runoff becomes stormwater pollution when it picks up fertilizers, pesticides, pet waste, leaves, chemicals, and other contaminants. Unlike sewage, stormwater does not flow into a treatment plant to be cleaned. Stormwater pollution is currently one of the greatest threats to clean water in the Greater Milwaukee Watersheds. How we manage the pollutants that rain and snowmelt can carry has a clear impact on our local waterways and drinking water. The pollutants of greatest concern in our watersheds are:

Pet waste: Timely removal of pet waste has benefits for public and watershed health. Pet waste contains dangerous bacteria, diseases, and pathogens such as *E. coli* and roundworms. Additionally, it attracts rodents which can also carry disease. When pet waste gets washed into our rivers and lakes, it releases excess nutrients and *E. coli* into our waters. This can cause toxic algal growth and beach closures along Lake Michigan. Investment in pet waste stations is a common strategy for reducing bacteria loading in stormwater and can assist with meeting total maximum daily load (TMDL) requirements.[1]

Leaves: Keeping storm drains and ditches clear of leaves or garbage prevents flooding and flood-related damage. Leaves are also a source of excess phosphorus which can lead to increased algal growth and degraded habitat for fish. A USGS study found that leaf litter and other organic debris accounted for 56 percent of the annual total phosphorus load in urban stormwater, compared to 16 percent when streets were cleared of leaves prior to a rain event.[2] Efficient leaf removal as well as reminding citizens to sweep leaves a foot away from the curb reduces the amount of leaves entering the rivers and improves water quality.

Salt: Limiting salt use on roadways helps slow salt-related damage to infrastructure, vehicles, and water distribution pipes as well as improving water quality. For residents, 12 oz of salt is sufficient for 10 sidewalk squares or a 20ft driveway, and residents are encouraged to sweep up and remove excess salt. Encouraging these practices in your community can limit salt from entering our rivers, lakes, and streams.

According to a Southeastern Wisconsin Regional Planning Commission (SEWRPC) report based on WisDOT and EPA data, **$1** spent on direct winter maintenance can cause between **$7** and **$15** of damages to motor vehicles and infrastructure.[3] Spent salt enters our rivers and streams and eventually the lake, degrading water quality.

Furthermore, water treatment plants do not remove salt, which has the potential to cause further corrosion to water lines, potentially leaching heavy metals like lead out of our pipes and into our drinking water during the winter months.[4]

Preventing pollutants from entering our stormwater system is less expensive than restoring a polluted waterway. For more information on stormwater pollution and how to prevent it visit www.respectourwaters.org.

Sources [1]Wisconsin Department of Natural Resources (WDNR). 2014. UTMDL Guidance for MS4 Permits: Planning, Implementation, and Modeling Guidance. Prepared by the Bureau of Watershed Managment.
[2]Selbig, William. "Evaluation of leaf removal as a means to reduce nutrient concentrations and loads in urban stormwater" Science of Total Environment, Vol 571, November 15, 2016. P 124-133.
[3]Impacts of Chlorides on Infrastructure and the Built Environment." SEWRPC Technical Report No. 62 Chapter 4.
[4]E G Stets. "Increasing chloride in rivers of the conterminous U.S. and linkages to potential corrosivity and lead action level exceedances in drinking water" Sci Total Environ. 2018 Volumes 613–614, Pages 1498-1509, ISSN 0048-9697

Appendix D. 2023 Events

Event	Date	Topics Covered	Materials Provided	Metrics	Other Details
Rock the Green	April 22	-Illicit Discharge -Infiltration Practices -Household Hazardous Waste -Local Municipality Information -Non-point Source Pollution -Pet Waste -Salt Reduction Strategies -Green Infrastructure -Stormwater Management -Watershed Education -Yard Maintenance -Rain Garden -Plastic Pollution -Chemical Pollution -Adopt Your Drain	Storm Water Plinko	75 Visitors	

Green Day in the Bay	May 6	-Infiltration Practices -Household Hazardous Waste -Stream and Shoreline -Pet Waste -Salt Reduction Strategies -Adopt Your Drain -Watershed Education -Yard Maintenance -Bacteria Pollution -Chemical Pollution -Sweet Water	Storm Water Plinko	28 Visitors	
Waste Free Crew	May 9	Storm Water Pollution	Storm Water Plinko	140 Visitors	
Pollinator Palooza	May 20	-Illicit Discharge -Household Hazardous Waste -Pet Waste, Residential Infiltration -Stream and Shoreline Management -Green Infrastructure -Salt Practices -Adopt Your Drain -General Watershed Education -MS4 Permit	Storm Water Plinko	29 Visitors	

West Allis DPW Day	May 20	Pet Waste	-Dog Poop Toss -Respect Our Water Material	184 Visitors	Materials Taken: -40 Dog Waste Bags -10+ Respect our Waters Stickers -27 Flyers
My Crew Bayside	May 23	-Household Hazardous Waste -Pet Waste -Leaves and Grass Clippings -Pesticide and Fertilizers -Residential Infiltration -Stream and Shoreline -Management -Salt Reduction Strategies -Adopt Your Drain -Watershed Education -Plastic Pollution -Fish Creek	Storm Water Plinko	24 Visitors	
A La Carte, West Allis	June 4	-Leaves and Grass Clippings -Pet Waste -Adopt Your Drain -Watershed Education -Storm Sewers	Storm Water Plinko	85 Visitors	

		-Stormwater Management -Drinking Water -Sweet Water -Freshwater			
Lakefront Brewery Trivia	July 23	-Illicit Discharge -Household Hazardous Waste -Pet Waste -Residential Infiltration -Green Infrastructure -Adopt Your Drain -Watershed Education	Watershed Trivia	94 Visitors	
Washington County Fair	July 25-30	-Infiltration Practices -Local Municipality Information -Stream and Shoreline -Non-Point Source Pollution -No Wipes Down Pipes -Pet Waste -Salt Reduction Strategies -Stormwater Basins -Stormwater Management -Watershed Education	-Storm Water Plinko -Watershed model -Raffle	758 Visitors	

		-Yard Maintenance			
Slinger National Night Out	August 1	-Pet Waste -Fertilizer -Watershed Education -Illicit Discharge -Leaf Management -Nutrient Pollution -Residential Infiltration -Salt Use -Sediment Pollution -Shorelines -Car Washing	Watershed Trivia	68 Visitors	
Butler Night Out	August 1	Storm Water Trivia	Butler flier promoting new website	39 Visitors	
Ozaukee County Fair	August 2-6	-Illicit Discharge -Infiltration Practices -Household Hazardous Waste -Stream and Shorelines -Non-Point Source Pollution -Pet Waste -Salt Reduction Strategies	-Adopt Your Drain Materials -Salt Use Display, -Storm Water Plinko	379 Visitors	

		-Stormwater Basins -Stormwater Management -Watershed Education -Yard Maintenance			
Molson Coors Clean Up	September 21	-Stormwater Pollution -General Watershed Health -Storm Drains -Storm Drain Stenciling -Sediment Pollution		150 Attendees	-1000 door hangers distributed -30+ storm drain stenciled -30 gallons of trash removed -93 yards of brush and logs removed
Fox Point Village Picnic	September 22	-Household Hazardous Waste -Pet Waste -Vehicle Washing -Leaves and Grass Clippings -Pesticide and Fertilizer -Stream and Shoreline -Management -Salt Practices -General Watershed Education	Storm Water Plinko	91 Visitors	

Harbor Fest	September 23	-Illicit Discharge -Household Hazardous Waste -Pet Waste -Vehicle Washing -Leave and Grass Clippings -Pesticides and Fertilizer -Salt Practices -Adopt Your Drain -General Watershed Education -Plastic Pollution -Sediment Pollution -Chemical Pollution -Bacteria Pollution -Waste Water Treatment Plants	-Storm Water Plinko -Adopt Your Drain and Respect Our Waters Material	291 Visitors	
Treasure of Oz	October 10	-Household Hazardous Waste -Pet Waste -Vehicle Washing -Leaves and Grass Clippings -Residential Infiltration -Salt Practices -General Watershed Education	-Storm Water Plinko -Adopt Your Drain and Respect Our Waters Material	25 Visitors	

Molson Coors Health Fair	October 12	-Illicit Discharge -Household Hazardous Waste -Pest Waste -Vehicle Washing -Leave and Grass Clipping -Pesticides and Fertilizer -Residential Infiltration -Construction -Salt Practices -General Watershed Education	-Watershed Trivia -Adopt Your Drain and Respect Our Waters Material	70 Visitors	
Brookfield Farmers Market	October 21	-Household Hazardous Waste -Pet Waste -Vehicle Washing -Leaves and Grass Clippings -Residential Infiltration -Stream and Shoreline -Management -Salt Practices -Adopt Your Drain -General Watershed Education	-Storm Water Plinko, - Adopt Your Drain and Respect Our Waters Material -Watershed Trivia	35 Visitors	

Horse Management Workshop	November 16	-Nutrient Management -Watershed Health -Water Quality	-Surveys	66 attendees	

Appendix E. Adopt Your Drain Instagram Materials

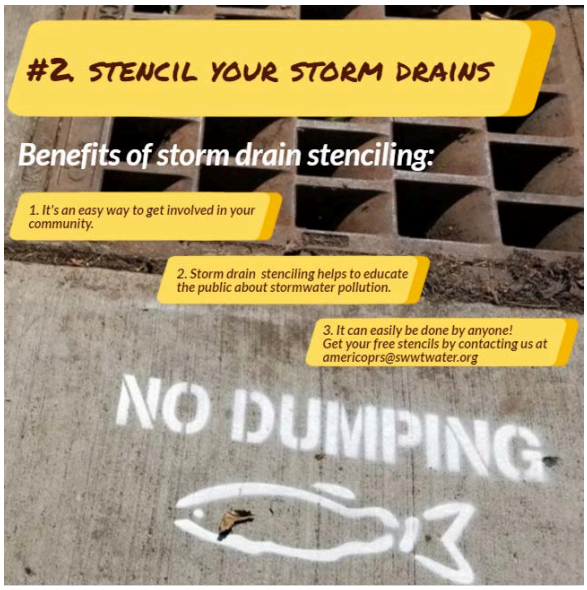
Instagram Posts:


Adopt Your Drain
to prevent grass clippings from entering our fresh waterways


Did you know...
Grass clippings, dead leaves, and other lawn waste contribute to nutrient pollution through storm drains. Even though these pieces of debris are "natural", they cause harm to our fresh water bodies. When yard waste reaches a body of water, like Lake Michigan, nutrients such as phosphorous and nitrogen act as fertilizers and cause algae blooms. These algae blooms contaminate our fresh water supply, and destroy the oxygen supply that fish depend upon.
Adopt Your Drain today to help prevent grass clippings and other yard waste from piling on top of your storm drain this summer.
Other ways to assure that yard waste avoids the storm drain are to:
• Bag up your yard waste right away
• Mow the lawn without a collection bag, this way clippings will be reapplied and provide nutrients to your lawn
• Compost your yard waste at home


CELEBRATE EARTH DAY
By being watershed friendly!
Swipe to discover something YOU can do for earth today!


#1. ADOPT YOUR DRAIN
Spring is a time for heavy rainfall. With heavy rainfall comes a higher risk of pollutants entering our waterways.
Whether it's leaves, garbage, or another material blocking a storm drain, drains should be cleaned to prevent flooding & watershed pollution.
Visit www.adoptyourdrain.com to access our program's website & to join us in pollution prevention!
When you're done cleaning your storm drain, don't forget to report on what you've found!
These metrics help us determine how much pollution is being prevented!


#2. STENCIL YOUR STORM DRAINS
Benefits of storm drain stenciling:
1. It's an easy way to get involved in your community.
2. Storm drain stenciling helps to educate the public about stormwater pollution.
3. It can easily be done by anyone! Get your free stencils by contacting us at americoprs@swwtwater.org
NO DUMPING


#3. ENJOY YOUR LOCAL WATERS

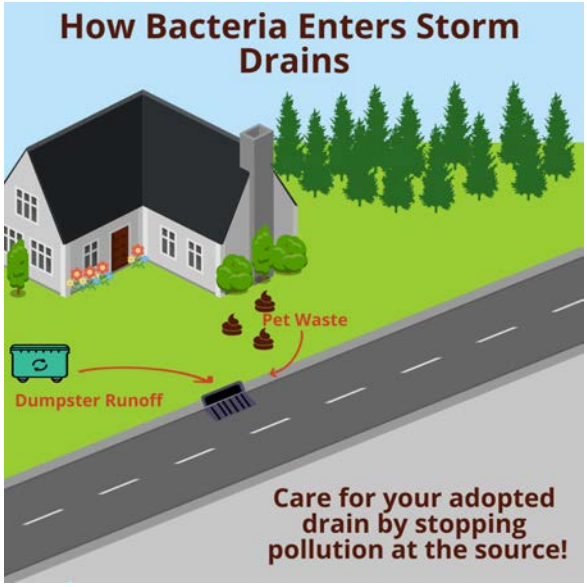

#4. VISIT RESPECTOURWATERS.ORG TO LEARN MORE
Visit www.respectourwaters.org to learn more about the ways YOU can prevent stormwater pollution from home.
RESPECT OUR WATERS


Adopt Your Drain
to prevent dog waste from entering our fresh waterways


Did you know...
Stormwater can carry pet waste into local storm drains if left on sidewalks and lawns. This runoff contributes to a serious threat - bacteria.
As bacteria enters our fresh waterways via storm drains, it is a cause for concern. Bacteria - contaminated water deprives fish from oxygen, kills plant life, threatens drinking water, and makes local beaches toxic for human recreation.
Adopt Your Drain today to help prevent pet waste and other bacteria from entering your storm drain this summer.
Other ways to assure that bacteria does not enter your storm drain are to:
• Bag up your pet's waste right away
• Make sure your garbage bins are sealed
• Make sure no other organic material is rotting on your storm drain


Share Your Story!
Are you a watershed steward and want to share your story on how you strive to keep local waterways clean?
We want to hear from you!
What we are looking for
Have you adopted a drain, participated in a waterfront cleanup, have helped spread awareness, or have done anything to keep our waterways clean here in southeastern Wisconsin? We want to listen!
How to submit your story
Email americorps@swwtwater.org with your story or ask to schedule a time to meet virtually.
Why share?
We are sharing watershed stories with local media. By submitting your story, you have a chance to be heard through the radio, news station, and local articles!
sweet water


Stencil some drains, play rapid-fire water trivia, and win some free beer
WATERSHED TRIVIA
JOIN US: SUNDAY, JULY, 23| 11 AM
AT: LAKEFRONT BREWERY'S PATIO
sweet water
LAKEFRONT BREWERY


How Bacteria Enters Storm Drains
Pet Waste
Dumpster Runoff
Care for your adopted drain by stopping pollution at the source!

ADOPT YOUR DRAIN

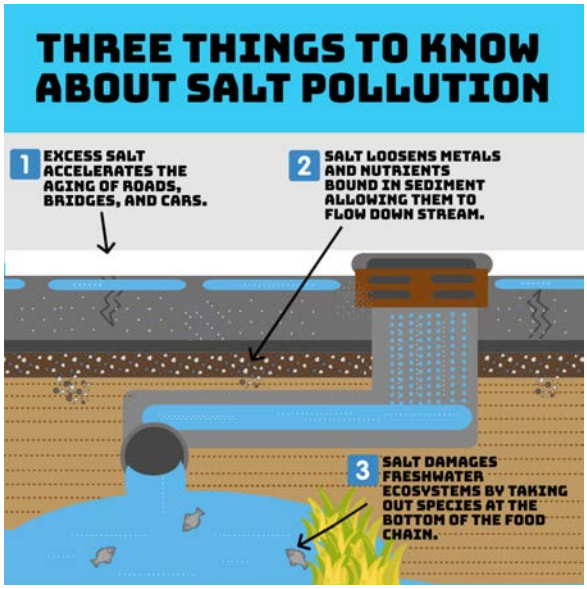
IF IT'S NOT RAIN, IT DOESN'T BELONG IN THE DRAIN!
Join us in preventing water pollution, local flooding, & costly infrastructure damage.

#1. Adopt Your Drain by visiting www.adoptyourdrain.com or by scanning the QR code.

#2. Keep your storm drain clean.

#3. Report on what you've found on your storm drain by doing one of the following:

- Visit swwtwater.org/adopt-your-drain or scan the QR code
- Send us an email: americorps@swwtwater.org
- Fill out the information on the back of this card and send it back to us in the prepaid envelope



REPORT WHAT'S ON YOUR STORM DRAIN!

Municipality of storm drain: _____

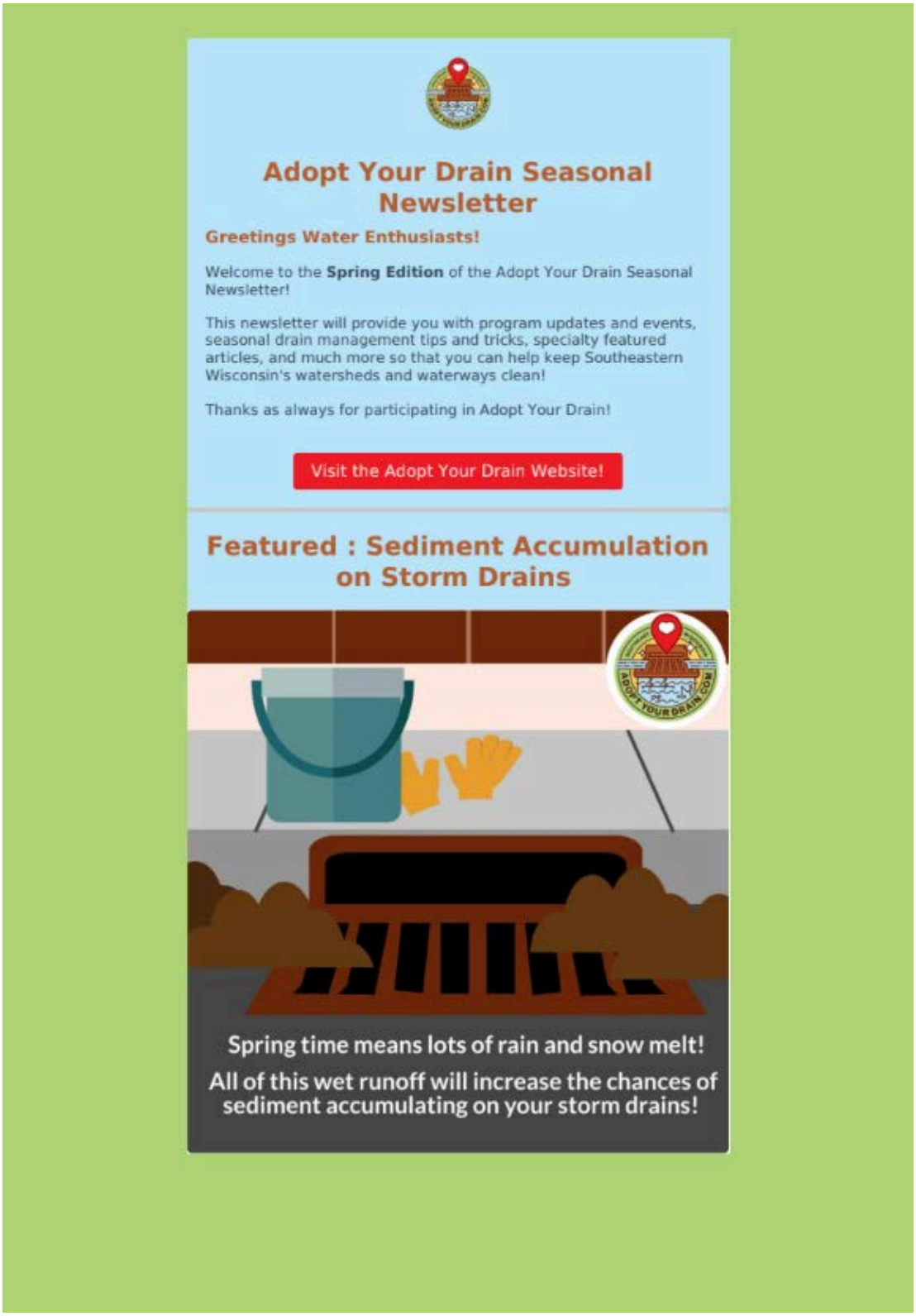
How many minutes did you spend cleaning?: _____

What materials were found (circle one): LEAVES TRASH GRASS DIRT SALT PLASTIC

How much material did you collect? (check one of the boxes)

Zero to One Pounds	Two Pounds	Three Pounds	Four Pounds	Five Pounds	Six Pounds	Seven + Pounds
About the weight of a shoe	About the weight of a quart of milk	About the weight of a standard bag of apples	A little less weight than half of a gallon of milk	About the weight of a sack of flour	About the weight of a half gallon of paint	About the weight of a cordless drill
☐	☐	☐	☐	☐	☐	☐

Appendix F. Adopt Your Drain Quarterly Newsletters

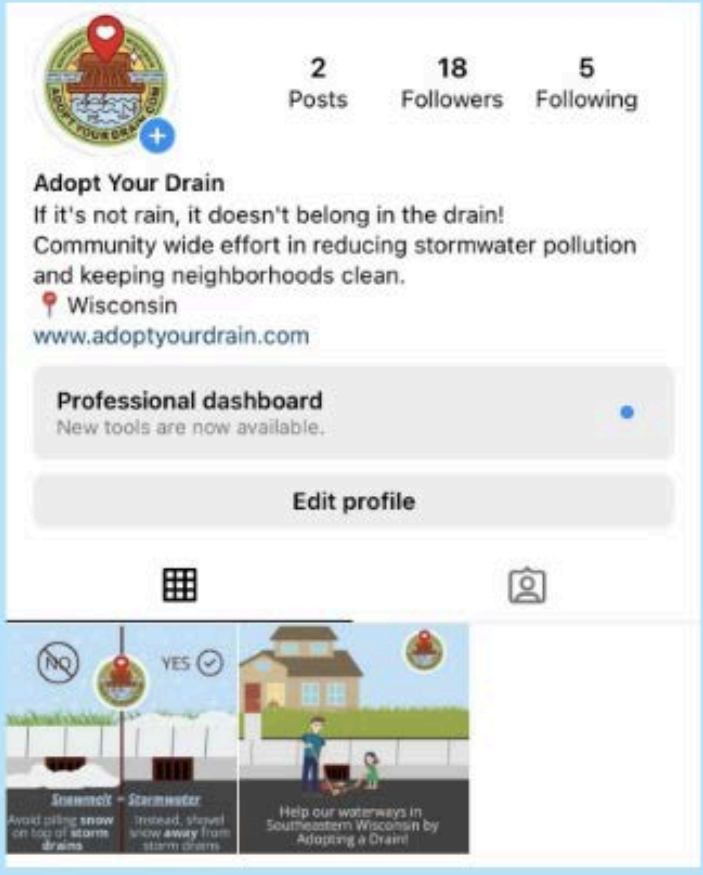


Make sure to check your storm drain this spring for sediment accumulation & other debris! When sediment enters our waterways, it will block sunlight from aquatic life that rely on it to survive! Preventing sediment from entering your storm drains in the first place is the best way to keep our waterways clear & clean!

To learn more about spring stormwater management, click here!

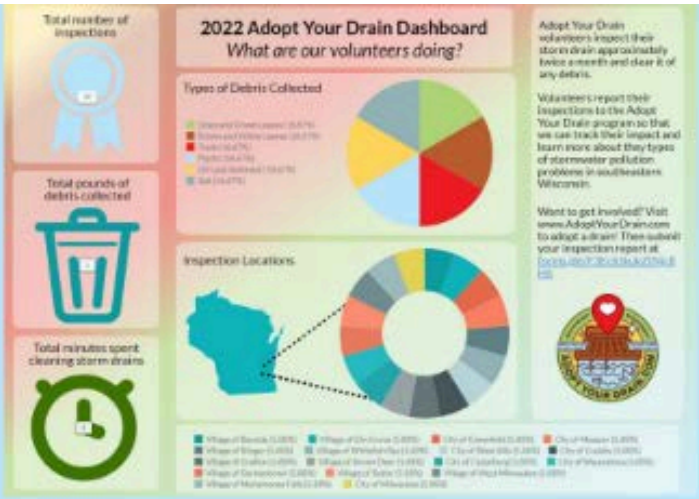
Repect Our Waters - Spring

New: Adopt Your Drain Instagram Page!



Check out the new **Adopt Your Drain Instagram**, where storm drain reminders, tips, and events will be posted!

What's in YOUR Storm ?



We want to hear from YOU! What are you finding in your drain when you clean it twice a month?

Complete our four question Storm Drain Inspection Survey after EACH storm drain cleaning to let us know what you are finding!

Once your inspection survey is submitted, our volunteer dashboard will automatically update with the reports you send us, allowing us to visualize the impact that you and other volunteers are making!

Storm Drain Inspection Survey | Adopt Your Drain Dashboard

ATTENTION COMMUNITY MEMBERS

Want to organize a **storm drain stenciling event** for your group or community? Let us know and we'd be more than happy to talk with you!

Storm drain stenciling is a great oppurtunity to connect with one another and spread awareness about stormwater management. Caring for our water is a community effort and every drain counts! For more information, email us at americorps@swwtwater.org

Thank you for your commitment to protect and restore water quality in southeastern Wisconsin! Every drain counts!

Southeastern Wisconsin Watersheds Trust, Inc.
600 E Greenfield Ave
Milwaukee, WI 53204
info@respectourwaters.org

sweet water
SOUTHEASTERN WISCONSIN WATERSHEDS TRUST, INC.

Adopt Your Drain Seasonal Newsletter

Greetings Water Enthusiasts!

Welcome to the Summer Edition of the Adopt Your Drain Seasonal Newsletter!

This newsletter will provide you with program updates and events, seasonal drain management tips and tricks, specialty featured articles, and much more so that you can help keep Southeastern Wisconsin's watersheds clean!

Thanks as always for participating in Adopt Your Drain!

Visit the Adopt Your Drain Website

Seasonal News!

Watershed Trivia at Lakefront Brewing Co.
Join us on Sunday, June 23rd at Lakefront Brewery on 1872 N Commerce St, Milwaukee, WI for great drinks, food, and to drop by our trivia booth!

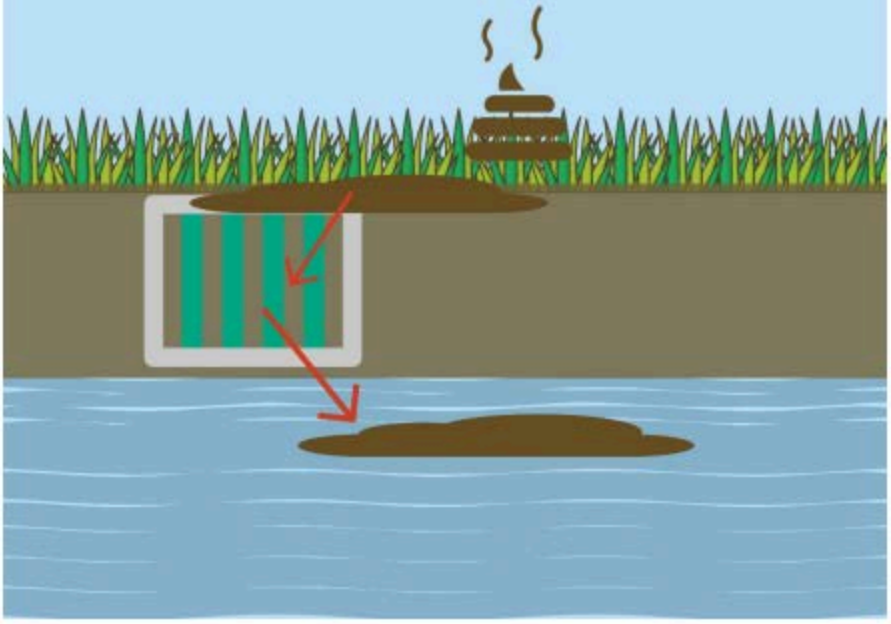
Share your story!
Are you a watershed steward and want to share how you strive to keep our local waterways clean? We want to hear from you!

What could be on your storm drain this season?


Adopt Your Drain
to prevent grass clippings from entering our fresh waterways
ADOPT YOUR DRAIN.COM

Adopt Your Drain

to prevent dog waste from entering our fresh waterways

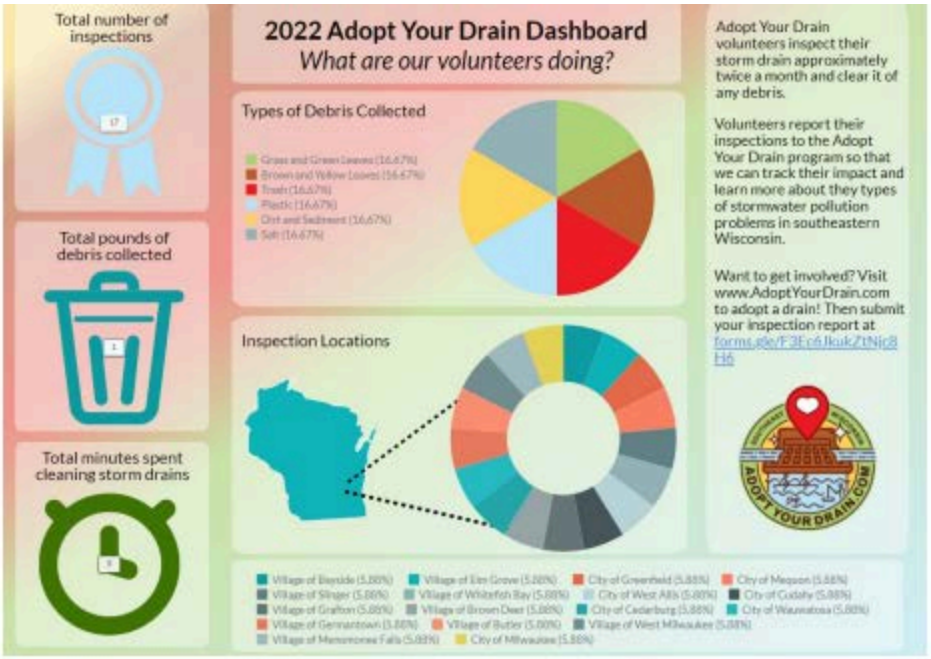


Some pollutants to be aware of this summer are grass clippings and dog waste. These pollutants can easily run into your local storm drain and cause serious issues for our fresh waterways. Grass clippings pollute our waterways with excess nutrients which then create harmful algae blooms. Dog waste contaminates our waterways and local beaches with bacteria pollution.

As a drain adopter, make sure to look out for these two contaminates near or on your storm drain this summer!

See the Adopt Your Drain Instagram for more!

Report on what's in YOUR storm drain!



A very important part of the Adopt Your Drain program is the reports we receive from our volunteers. This helps us to visualize the collective difference all of you are making here in Southeastern Wisconsin. Once you're done cleaning your storm drain, fill out this simple inspection form to report on what you found!

Adopt Your DrainInspection Survey

Adopt Your Drain Dashboard

ATTENTION COMMUNITY MEMBERS

Do you want to have a storm drain stenciling event for your group or community? Let us know and we'd be more than happy to talk with you!

Storm drain stenciling is a great opportunity to connect with one another and spread awareness about stormwater pollution. Caring for our water is a community effort and every storm drain counts! For more information, fill out this form.

Thank you for your commitment to protect and restore water quality in southeastern Wisconsin!

Adopt Your Drain Seasonal Newsletter

Greetings Water Enthusiasts!

Welcome to the Fall Edition of the Adopt Your Drain Seasonal Newsletter!

This newsletter will provide you with program updates and events, seasonal drain management tips and tricks, and specialty featured articles so that you can help keep Southeastern Wisconsin's watersheds clean!

Thanks as always for participating in Adopt Your Drain!

Visit the Adopt Your Drain Website

Adopt Your Drain Fall Tips!

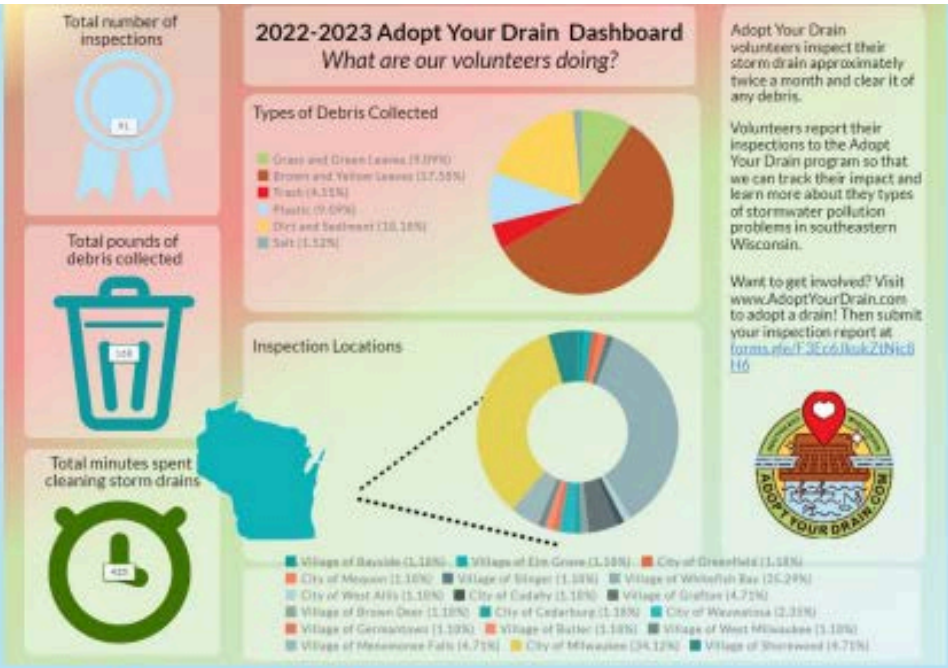
Featured Article: What To Do With Fallen Leaves

With fall in full swing, it's essential that we manage our leaves properly. Large piles of leaves over our storm drains will lead to two main problems; residential flooding and poor water quality. During heavy rains, backyard and basement flooding can occur due to storm drain backups. The same cumulation of leaves leaches phosphorus into our waterways. Too much phosphorus creates the risk of algae blooms. Which turns the water green, produces an odor, and lowers the oxygen levels. This creates a harmful environment for the plants and animals living in those waterways.

Together we can prevent leaves from blocking our drains. To learn how to manage your leaves this fall, click below!

"What To Do With Fallen Leaves"

Report what's in YOUR storm drain!



We want to hear from YOU! What are you finding in your drain when you clean it twice a month?

Complete our four-question Storm Drain Inspection Survey after each storm drain cleaning to let us know what you are finding!

Once your inspection survey is submitted, our volunteer dashboard will automatically update with the reports you send us, allowing us to visualize the impact that you and other volunteers are making!

Adopt Your Drain Inspection Survey

Adopt Your Drain Dashboard

Thank you for your commitment to protect and restore water quality in southeastern Wisconsin!

Adopt Your Drain Seasonal Newsletter

Greetings Water Enthusiasts!

Welcome to the Winter Edition of the Adopt Your Drain Seasonal Newsletter!

This newsletter will provide you with program updates and events, seasonal drain management tips and tricks, and specialty featured articles so that you can help keep Southeastern Wisconsin's watersheds clean!

Thanks as always for participating in Adopt Your Drain!

Visit the Adopt Your Drain Website

Adopt Your Drain Winter Tips!

Featured Article: Smart Winter Salting

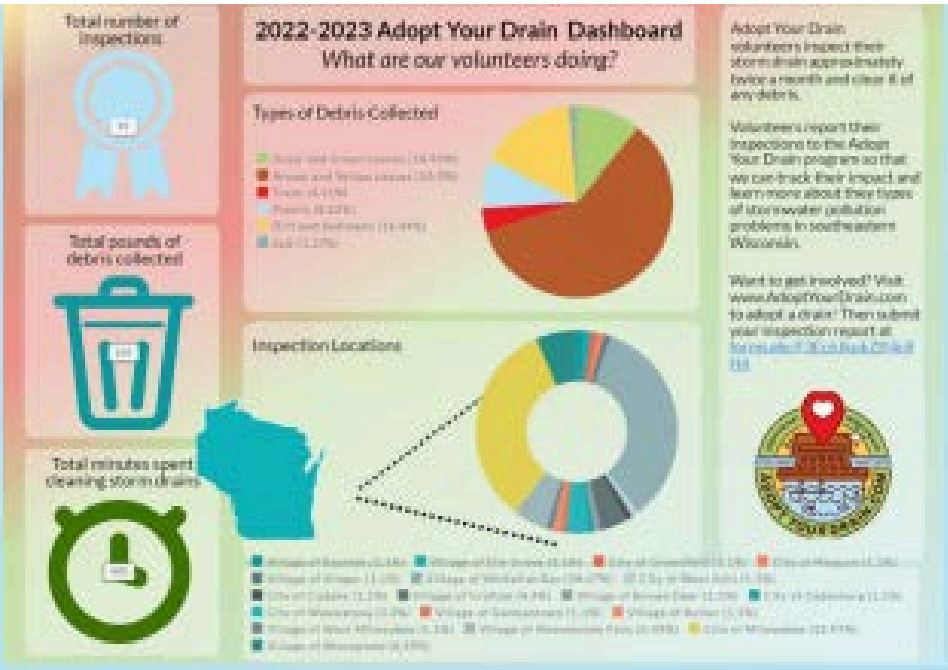
Winter has arrived which means it's the time of year when we see an accumulation of salt on roads, sidewalks, and parking lots. This accumulation of salt makes its way into our waterways through our storm drains. Excessive salinity in freshwaters can cause harm to aquatic life, contaminate drinking water, increase water treatment costs, and damage infrastructure. The best defense against salt pollution and its permanent damage to our waterways is understanding how to use salt smartly.

Together, we can reduce the amount of salt that finds its way into our waterways. Click below to learn about smart salting practices.

"Smart Winter Salting"

Storm Drain Maintenance

Report what's in YOUR storm drain!



We want to hear from YOU! What are you finding in your drain when you clean it twice a month?

Complete our four-question Storm Drain Inspection Survey after each storm drain cleaning to let us know what you are finding!

Once your inspection survey is submitted, our volunteer dashboard will automatically update with the reports you send us, allowing us to visualize the impact that you and other volunteers are making!

Adopt Your Drain Inspection Survey

Adopt Your Drain Dashboard

Benefits of Spending Time Outdoors in the Winter!

- Cold air exposure increases your energy physically and mentally!
- Fresh air in the winter will help avoid some of the bacteria and viruses that live in our homes
- Cold weather boosts metabolism
- Getting outside allows us to get our much-needed vitamin D
- Time spent in nature is known to reduce stress

Thank you for your commitment to protect and restore

Illicit Discharge Detection & Elimination Inspections

VILLAGE OF BUTLER

TABLE 1 - ILLICIT DISCHARGE INSPECTION SUMMARY 07/12/23

Outfall #	Subbasin ID	Subwatershed	Pipe Material	Pipe Size	Sampled?	Illicit Discharge?	Follow-up Work Required
1	C	Menomonee River	RCP	12"	NO	NO	
2	E	Menomonee River	RCP	36"	NO	NO	
3	O	Menomonee River	RCP	Box	YES	NO	Clear debris from outfall
4	F	Menomonee River	RCP	36"	NO	NO	End section washed out; outfall needs repair
5	Q	Menomonee River	RCP	36"	NO	NO	
6	R	Menomonee River	RCP	48"	YES	NO	
7	T	Menomonee River	RCP	15"	YES	NO	Monitor bacteria level
8	V	Menomonee River	RCP	42"	NO	NO	
9	W	Menomonee River	RCP	48"	NO	NO	
10	U	Menomonee River	RCP	15"	YES	NO	
11	N	Menomonee River	RCP	24"	NO	NO	
12	K	Menomonee River	RCP	21"	YES	NO	

raSmith

VILLAGE OF BUTLER EST 1913

Visual Inspection Form
For Illegal Connection/Illicit Discharge
WPDES Permit No. WI-S065404-2

Outfall ID	1
Date of Last Rainfall	7/8/23 0.34"
Date Inspection Performed	7/12/23
Name of Inspector	JAM JAP
Receiving Water	*Menomonee River*
M.H. or Outfall (Circle One)	M.H. (Outfall)
Pipe Size	12"
Pipe Material (Circle One)	(RCP) CMP PVC HDPE Steel DI VCP Other
Color (Circle One)	Clear Yellow Gray Orange Brown Green Red Other
Turbidity (Circle One)	Clear Slightly Cloudy Cloudy Opaque
Surface Sheen (Circle One)	None Oil Gasoline Scum Unknown
Odor (Circle One)	None Oil Decaying Vegetation SO_2 Fuel Sewage Methane Unknown
Pipe Active (Circle One)	(No) Trickle Moderate Substantial

IF FLOW IS OBSERVED, WATER SAMPLING MUST BE CONDUCTED TO DETERMINE IF AN ILLICIT DISCHARGE IS PRESENT.

Parameter	Expected Range	Actual Parameter Reading
pH Level*	6.0 – 9.0	
Total Chlorine Level*	< 0.2 mg/L	
Total Copper Level*	< 0.1 mg/L	
Total Phenol Level*	< 0.5 mg/L	
Detergents Level*	< 0.5 mg/L	
Ammonia Level*	< 0.1 mg/L	
Bacteria (E. Coli) Level**	<10,000 cfu/100mL	
Water Temperature	-	°F

*Expected ranges represent readings suggested by the March 2012 memo from WDNR titled "Illicit Discharge Detection Elimination"
**EPA Standard

NOTES
Pipe not active
2 photos

PHOTO INSET

#1

VILLAGE OF BUTLER EST 1913

Visual Inspection Form
For Illegal Connection/Illicit Discharge
WPDES Permit No. WI-S065404-2

Outfall ID	2
Date of Last Rainfall	7/8/23 0.34"
Date Inspection Performed	7/12/23
Name of Inspector	JAM JAP
Receiving Water	*Menomonee River*
M.H. or Outfall (Circle One)	M.H. (Outfall)
Pipe Size	36"
Pipe Material (Circle One)	(RCP) CMP PVC HDPE Steel DI VCP Other
Color (Circle One)	Clear Yellow Gray Orange Brown Green Red Other
Turbidity (Circle One)	Clear Slightly Cloudy Cloudy Opaque
Surface Sheen (Circle One)	None Oil Gasoline Scum Unknown
Odor (Circle One)	None Oil Decaying Vegetation SO_2 Fuel Sewage Methane Unknown
Pipe Active (Circle One)	No (Trickle) Moderate Substantial

IF FLOW IS OBSERVED, WATER SAMPLING MUST BE CONDUCTED TO DETERMINE IF AN ILLICIT DISCHARGE IS PRESENT.

Parameter	Expected Range	Actual Parameter Reading
pH Level*	6.0 – 9.0	
Total Chlorine Level*	< 0.2 mg/L	
Total Copper Level*	< 0.1 mg/L	
Total Phenol Level*	< 0.5 mg/L	
Detergents Level*	< 0.5 mg/L	
Ammonia Level*	< 0.1 mg/L	
Bacteria (E. Coli) Level**	<10,000 cfu/100mL	
Water Temperature	-	°F

*Expected ranges represent readings suggested by the March 2012 memo from WDNR titled "Illicit Discharge Detection Elimination"
**EPA Standard

NOTES
Pipe is active
Not enough water
to sample
1 photo

PHOTO INSET

#2

VILLAGE OF BUTLER EST 1913

Visual Inspection Form
For Illegal Connection/Illicit Discharge
WPDES Permit No. WI-S065404-2

Outfall ID	3
Date of Last Rainfall	7/8/23 0.34"
Date Inspection Performed	7/12/23
Name of Inspector	JAM JAP
Receiving Water	*Menomonee River*
M.H. or Outfall (Circle One)	M.H. (Outfall)
Pipe Size	Box
Pipe Material (Circle One)	(RCP) CMP PVC HDPE Steel DI VCP Other
Color (Circle One)	(Clear) Yellow Gray Orange Brown Green Red Other
Turbidity (Circle One)	(Clear) Slightly Cloudy Cloudy Opaque
Surface Sheen (Circle One)	(None) Oil Gasoline Scum Unknown
Odor (Circle One)	(None) Oil Decaying Vegetation SO_2 Fuel Sewage Methane Unknown
Pipe Active (Circle One)	No (Trickle) Moderate Substantial

IF FLOW IS OBSERVED, WATER SAMPLING MUST BE CONDUCTED TO DETERMINE IF AN ILLICIT DISCHARGE IS PRESENT.

Parameter	Expected Range	Actual Parameter Reading
pH Level*	6.0 – 9.0	8
Total Chlorine Level*	< 0.2 mg/L	0
Total Copper Level*	< 0.1 mg/L	0
Total Phenol Level*	< 0.5 mg/L	0
Detergents Level*	< 0.5 mg/L	0
Ammonia Level*	< 0.1 mg/L	0
Bacteria (E. Coli) Level**	<10,000 cfu/100mL	600
Water Temperature	-	66.3 °F

*Expected ranges represent readings suggested by the March 2012 memo from WDNR titled "Illicit Discharge Detection Elimination"
**EPA Standard

NOTES
Pipe is active
Sample taken
2 photos

PHOTO INSET

#3

VILLAGE OF BUTLER EST 1913

Visual Inspection Form
For Illegal Connection/Illicit Discharge
WPDES Permit No. WI-S065404-2

Outfall ID	4
Date of Last Rainfall	7/8/23 0.34"
Date Inspection Performed	7/12/23
Name of Inspector	JAM JAP
Receiving Water	*Menomonee River*
M.H. or Outfall (Circle One)	M.H. (Outfall)
Pipe Size	36"
Pipe Material (Circle One)	(RCP) CMP PVC HDPE Steel DI VCP Other
Color (Circle One)	Clear Yellow Gray Orange Brown Green Red Other
Turbidity (Circle One)	Clear Slightly Cloudy Cloudy Opaque
Surface Sheen (Circle One)	None Oil Gasoline Scum Unknown
Odor (Circle One)	None Oil Decaying Vegetation SO_2 Fuel Sewage Methane Unknown
Pipe Active (Circle One)	No (Trickle) Moderate Substantial

IF FLOW IS OBSERVED, WATER SAMPLING MUST BE CONDUCTED TO DETERMINE IF AN ILLICIT DISCHARGE IS PRESENT.

Parameter	Expected Range	Actual Parameter Reading
pH Level*	6.0 – 9.0	
Total Chlorine Level*	< 0.2 mg/L	
Total Copper Level*	< 0.1 mg/L	
Total Phenol Level*	< 0.5 mg/L	
Detergents Level*	< 0.5 mg/L	
Ammonia Level*	< 0.1 mg/L	
Bacteria (E. Coli) Level**	<10,000 cfu/100mL	
Water Temperature	-	°F

*Expected ranges represent readings suggested by the March 2012 memo from WDNR titled "Illicit Discharge Detection Elimination"
**EPA Standard

NOTES
Water present but not
enough to sample
2 photos
End wall in bad condition

PHOTO INSET

#4

VILLAGE OF BUTLER EST 1913

Visual Inspection Form
For Illegal Connection/Illicit Discharge
WPDES Permit No. WI-S065404-2

Outfall ID	5
Date of Last Rainfall	7/8/23 0.34"
Date Inspection Performed	7/12/23
Name of Inspector	JAM JAP
Receiving Water	*Menomonee River*
M.H. or Outfall (Circle One)	(M.H.) Outfall
Pipe Size	36"
Pipe Material (Circle One)	(RCP) CMP PVC HDPE Steel DI VCP Other
Color (Circle One)	Clear Yellow Gray Orange Brown Green Red Other
Turbidity (Circle One)	Clear Slightly Cloudy Cloudy Opaque
Surface Sheen (Circle One)	None Oil Gasoline Scum Unknown
Odor (Circle One)	None Oil Decaying Vegetation SO_2 Fuel Sewage Methane Unknown
Pipe Active (Circle One)	(No) Trickle Moderate Substantial

IF FLOW IS OBSERVED, WATER SAMPLING MUST BE CONDUCTED TO DETERMINE IF AN ILLICIT DISCHARGE IS PRESENT.

Parameter	Expected Range	Actual Parameter Reading
pH Level*	6.0 – 9.0	
Total Chlorine Level*	< 0.2 mg/L	
Total Copper Level*	< 0.1 mg/L	
Total Phenol Level*	< 0.5 mg/L	
Detergents Level*	< 0.5 mg/L	
Ammonia Level*	< 0.1 mg/L	
Bacteria (E. Coli) Level**	<10,000 cfu/100mL	
Water Temperature	-	°F

*Expected ranges represent readings suggested by the March 2012 memo from WDNR titled "Illicit Discharge Detection Elimination"
**EPA Standard

NOTES
Pipe not active
2 photos

PHOTO INSET

#5

VILLAGE OF BUTLER EST 1913

Visual Inspection Form
For Illegal Connection/Illicit Discharge
WPDES Permit No. WI-S065404-2

Outfall ID	6
Date of Last Rainfall	7/8/23 0.34"
Date Inspection Performed	7/12/23
Name of Inspector	JAM JAP
Receiving Water	*Menomonee River*
M.H. or Outfall (Circle One)	(M.H.) Outfall
Pipe Size	48"
Pipe Material (Circle One)	(RCP) CMP PVC HDPE Steel DI VCP Other
Color (Circle One)	(Clear) Yellow Gray Orange Brown Green Red Other
Turbidity (Circle One)	(Clear) Slightly Cloudy Cloudy Opaque
Surface Sheen (Circle One)	(None) Oil Gasoline Scum Unknown
Odor (Circle One)	(None) Oil Decaying Vegetation SO_2 Fuel Sewage Methane Unknown
Pipe Active (Circle One)	No Trickle (Moderate) Substantial

IF FLOW IS OBSERVED, WATER SAMPLING MUST BE CONDUCTED TO DETERMINE IF AN ILLICIT DISCHARGE IS PRESENT.

Parameter	Expected Range	Actual Parameter Reading
pH Level*	6.0 – 9.0	9
Total Chlorine Level*	< 0.2 mg/L	0
Total Copper Level*	< 0.1 mg/L	0
Total Phenol Level*	< 0.5 mg/L	0
Detergents Level*	< 0.5 mg/L	0
Ammonia Level*	< 0.1 mg/L	0
Bacteria (E. Coli) Level**	<10,000 cfu/100mL	4800
Water Temperature	-	72.0 °F

*Expected ranges represent readings suggested by the March 2012 memo from WDNR titled "Illicit Discharge Detection Elimination"
**EPA Standard

NOTES
Pipe active, sample
taken near invert
of MH
2 photos

PHOTO INSET


Access Control
Locks
Door Closers
Exit Devices
Commercial, Industrial & Residential Installation & Sales
414-801-0290
6

#6

VILLAGE OF BUTLER EST 1913

Visual Inspection Form
For Illegal Connection/Illicit Discharge
WPDES Permit No. WI-S065404-2

Outfall ID	7
Date of Last Rainfall	7/8/23 0.34"
Date Inspection Performed	7/12/23
Name of Inspector	JAM JAP
Receiving Water	*Menomonee River*
M.H. or Outfall (Circle One)	(M.H.) Outfall
Pipe Size	15"
Pipe Material (Circle One)	(RCP) CMP PVC HDPE Steel DI VCP Other
Color (Circle One)	(Clear) Yellow Gray Orange Brown Green Red Other
Turbidity (Circle One)	(Clear) Slightly Cloudy Cloudy Opaque
Surface Sheen (Circle One)	(None) Oil Gasoline Scum Unknown
Odor (Circle One)	(None) Oil Decaying Vegetation SO_2 Fuel Sewage Methane Unknown
Pipe Active (Circle One)	No (Trickle) Moderate Substantial

IF FLOW IS OBSERVED, WATER SAMPLING MUST BE CONDUCTED TO DETERMINE IF AN ILLICIT DISCHARGE IS PRESENT.

Parameter	Expected Range	Actual Parameter Reading
pH Level*	6.0 – 9.0	8
Total Chlorine Level*	< 0.2 mg/L	0.1
Total Copper Level*	< 0.1 mg/L	0
Total Phenol Level*	< 0.5 mg/L	0
Detergents Level*	< 0.5 mg/L	0
Ammonia Level*	< 0.1 mg/L	0
Bacteria (E. Coli) Level**	<10,000 cfu/100mL	TNTC
Water Temperature	-	73.9 °F

OUTFALL RE-INSPECTED ON 7/25/23 BUT NO FLOW WAS PRESENT. OUTFALL WILL BE MONITORED FOR BACTERIA IN 2024.

*Expected ranges represent readings suggested by the March 2012 memo from WDNR titled "Illicit Discharge Detection Elimination"
**EPA Standard

NOTES
Pipe is active, sample taken
2 photos

PHOTO INSET

#7

VILLAGE OF BUTLER EST 1913

Visual Inspection Form
For Illegal Connection/Illicit Discharge
WPDES Permit No. WI-S065404-2

Outfall ID	8
Date of Last Rainfall	7/8/23 0.34"
Date Inspection Performed	7/12/23
Name of Inspector	JAM JAP
Receiving Water	*Menomonee River*
M.H. or Outfall (Circle One)	(M.H.) Outfall
Pipe Size	42"
Pipe Material (Circle One)	(RCP) CMP PVC HDPE Steel DI VCP Other
Color (Circle One)	Clear Yellow Gray Orange Brown Green Red Other
Turbidity (Circle One)	Clear Slightly Cloudy Cloudy Opaque
Surface Sheen (Circle One)	None Oil Gasoline Scum Unknown
Odor (Circle One)	None Oil Decaying Vegetation SO_2 Fuel Sewage Methane Unknown
Pipe Active (Circle One)	(No) Trickle Moderate Substantial

IF FLOW IS OBSERVED, WATER SAMPLING MUST BE CONDUCTED TO DETERMINE IF AN ILLICIT DISCHARGE IS PRESENT.

Parameter	Expected Range	Actual Parameter Reading
pH Level*	6.0 – 9.0	
Total Chlorine Level*	< 0.2 mg/L	
Total Copper Level*	< 0.1 mg/L	
Total Phenol Level*	< 0.5 mg/L	
Detergents Level*	< 0.5 mg/L	
Ammonia Level*	< 0.1 mg/L	
Bacteria (E. Coli) Level**	<10,000 cfu/100mL	
Water Temperature	-	°F

*Expected ranges represent readings suggested by the March 2012 memo from WDNR titled "Illicit Discharge Detection Elimination"
**EPA Standard

NOTES
Water present but not flowing
2 photos

PHOTO INSET

#8

Visual Inspection Form
For Illegal Connection/Illicit Discharge
WPDES Permit No. WI-S065404-2

Outfall ID	**9**
Date of Last Rainfall	7/8/23 0.34"
Date Inspection Performed	7/12/23
Name of Inspector	JAM JAP
Receiving Water	*Menomonee River*
M.H. or Outfall (Circle One)	(M.H.) Outfall
Pipe Size	48"
Pipe Material (Circle One)	(RCP) CMP PVC HDPE Steel DI VCP Other
Color (Circle One)	Clear Yellow Gray Orange Brown Green Red Other
Turbidity (Circle One)	Clear Slightly Cloudy Cloudy Opaque
Surface Sheen (Circle One)	None Oil Gasoline Scum Unknown
Odor (Circle One)	None Oil Decaying Vegetation SO_2 Fuel Sewage Methane Unknown
Pipe Active (Circle One)	(No) Trickle Moderate Substantial

IF FLOW IS OBSERVED, WATER SAMPLING MUST BE CONDUCTED TO DETERMINE IF AN ILLICIT DISCHARGE IS PRESENT.

Parameter	**Expected Range**	**Actual Parameter Reading**
pH Level*	6.0 – 9.0	
Total Chlorine Level*	< 0.2 mg/L	
Total Copper Level*	< 0.1 mg/L	
Total Phenol Level*	< 0.5 mg/L	
Detergents Level*	< 0.5 mg/L	
Ammonia Level*	< 0.1 mg/L	
Bacteria (E. Coli) Level**	<10,000 cfu/100mL	
Water Temperature	-	°F

*Expected ranges represent readings suggested by the March 2012 memo from WDNR titled "Illicit Discharge Detection Elimination"
**EPA Standard

NOTES
Water present but not flowing
2 photos

PHOTO INSET

#9

VILLAGE OF BUTLER EST 1913

Visual Inspection Form
For Illegal Connection/Illicit Discharge
WPDES Permit No. WI-S065404-2

Outfall ID	10
Date of Last Rainfall	7/8/23 0.34"
Date Inspection Performed	7/12/23
Name of Inspector	JAM JAP
Receiving Water	*Menomonee River*
M.H. or Outfall (Circle One)	(M.H.) Outfall
Pipe Size	15"
Pipe Material (Circle One)	(RCP) CMP PVC HDPE Steel DI VCP Other
Color (Circle One)	(Clear) Yellow Gray Orange Brown Green Red Other
Turbidity (Circle One)	(Clear) Slightly Cloudy Cloudy Opaque
Surface Sheen (Circle One)	(None) Oil Gasoline Scum Unknown
Odor (Circle One)	(None) Oil Decaying Vegetation SO_2 Fuel Sewage Methane Unknown
Pipe Active (Circle One)	No (Trickle) Moderate Substantial

IF FLOW IS OBSERVED, WATER SAMPLING MUST BE CONDUCTED TO DETERMINE IF AN ILLICIT DISCHARGE IS PRESENT.

Parameter	Expected Range	Actual Parameter Reading
pH Level*	6.0 – 9.0	6
Total Chlorine Level*	< 0.2 mg/L	0
Total Copper Level*	< 0.1 mg/L	0
Total Phenol Level*	< 0.5 mg/L	0
Detergents Level*	< 0.5 mg/L	0
Ammonia Level*	< 0.1 mg/L	0
Bacteria (E. Coli) Level**	<10,000 cfu/100mL	0
Water Temperature	-	72.1 °F

*Expected ranges represent readings suggested by the March 2012 memo from WDNR titled "Illicit Discharge Detection Elimination"
** EPA Standard

NOTES
Pipe is active
Sample taken
2 photos

PHOTO INSET

#10

VILLAGE OF BUTLER EST 1913

Visual Inspection Form
For Illegal Connection/Illicit Discharge
WPDES Permit No. WI-S065404-2

Outfall ID	11
Date of Last Rainfall	7/8/23 0.34"
Date Inspection Performed	7/12/23
Name of Inspector	JAM JAP
Receiving Water	*Menomonee River*
M.H. or Outfall (Circle One)	(M.H.) Outfall
Pipe Size	24"
Pipe Material (Circle One)	(RCP) CMP PVC HDPE Steel DI VCP Other
Color (Circle One)	Clear Yellow Gray Orange Brown Green Red Other
Turbidity (Circle One)	Clear Slightly Cloudy Cloudy Opaque
Surface Sheen (Circle One)	None Oil Gasoline Scum Unknown
Odor (Circle One)	None Oil Decaying Vegetation SO_2 Fuel Sewage Methane Unknown
Pipe Active (Circle One)	(No) Trickle Moderate Substantial

IF FLOW IS OBSERVED, WATER SAMPLING MUST BE CONDUCTED TO DETERMINE IF AN ILLICIT DISCHARGE IS PRESENT.

Parameter	Expected Range	Actual Parameter Reading
pH Level*	6.0 – 9.0	
Total Chlorine Level*	< 0.2 mg/L	
Total Copper Level*	< 0.1 mg/L	
Total Phenol Level*	< 0.5 mg/L	
Detergents Level*	< 0.5 mg/L	
Ammonia Level*	< 0.1 mg/L	
Bacteria (E. Coli) Level**	<10,000 cfu/100mL	
Water Temperature	-	°F

*Expected ranges represent readings suggested by the March 2012 memo from WDNR titled "Illicit Discharge Detection Elimination
** EPA Standard

NOTES
Water present but
not flowing
2 photos

PHOTO INSET

#11

VILLAGE OF BUTLER EST 1913

Visual Inspection Form
For Illegal Connection/Illicit Discharge
WPDES Permit No. WI-S065404-2

Outfall ID	12
Date of Last Rainfall	7/8/23 0.34"
Date Inspection Performed	7/12/23
Name of Inspector	JAM JAP
Receiving Water	*Menomonee River*
M.H. or Outfall (Circle One)	(M.H.) Outfall
Pipe Size	21"
Pipe Material (Circle One)	(RCP) CMP PVC HDPE Steel DI VCP Other
Color (Circle One)	(Clear) Yellow Gray Orange Brown Green Red Other
Turbidity (Circle One)	(Clear) Slightly Cloudy Cloudy Opaque
Surface Sheen (Circle One)	(None) Oil Gasoline Scum Unknown
Odor (Circle One)	(None) Oil Decaying Vegetation SO_2 Fuel Sewage Methane Unknown
Pipe Active (Circle One)	No Trickle (Moderate) Substantial

IF FLOW IS OBSERVED, WATER SAMPLING MUST BE CONDUCTED TO DETERMINE IF AN ILLICIT DISCHARGE IS PRESENT.

Parameter	Expected Range	Actual Parameter Reading
pH Level*	6.0 – 9.0	7
Total Chlorine Level*	< 0.2 mg/L	0
Total Copper Level*	< 0.1 mg/L	0
Total Phenol Level*	< 0.5 mg/L	0
Detergents Level*	< 0.5 mg/L	0
Ammonia Level*	< 0.1 mg/L	6.1
Bacteria (E. Coli) Level**	<10,000 cfu/100mL	200
Water Temperature	-	71.9 °F

*Expected ranges represent readings suggested by the March 2012 memo from WDNR titled "Illicit Discharge Detection Elimination
**EPA Standard

NOTES
Pipe is active
Sample taken
2 photos

PHOTO INSET

#12

Pollution Prevention Municipal Facility Inspections

ROUTINE INSPECTION FORM
VILLAGE OF BUTLER
PUBLIC WORKS FACILITY

Inspector: BGH **Date:** 3/14/2023

Potential Pollutant Sources	Yes	No	If No, Describe Location & Action Needed	Initial & Date After Action Is Completed
A. Material and waste storage areas are maintained in good condition to minimize discharge of pollutants.	X			
B. Any oil leaks or spills present are properly contained by drip pans or absorbents. Absorbents are picked up and properly disposed of in a timely manner.	X			
C. Containers and above-ground storage tanks are in sound condition (check for corroded or damaged containers, supports, and valves.)			None on Site	
D. Fueling area and underground storage tanks in good condition.			None on Site	
E. Vehicle and equipment maintenance areas in sound condition.	X			
F. Grounds do not show signs of erosion.		X	There is some erosion that is occurring in the ditch at the downstream side of the driveway culvert.	
G. Washwater tanks in good working order.			None on Site	

2023 Quarter 1 – DPW Yard Inspection

Driveway Culvert - SE

Ditch Area - W

Driveway Area - S

Driveway Area (East Side) - S

Parking Area - S

Water Tower Area - SW

Water Tower Area - W

Pavement Area - W

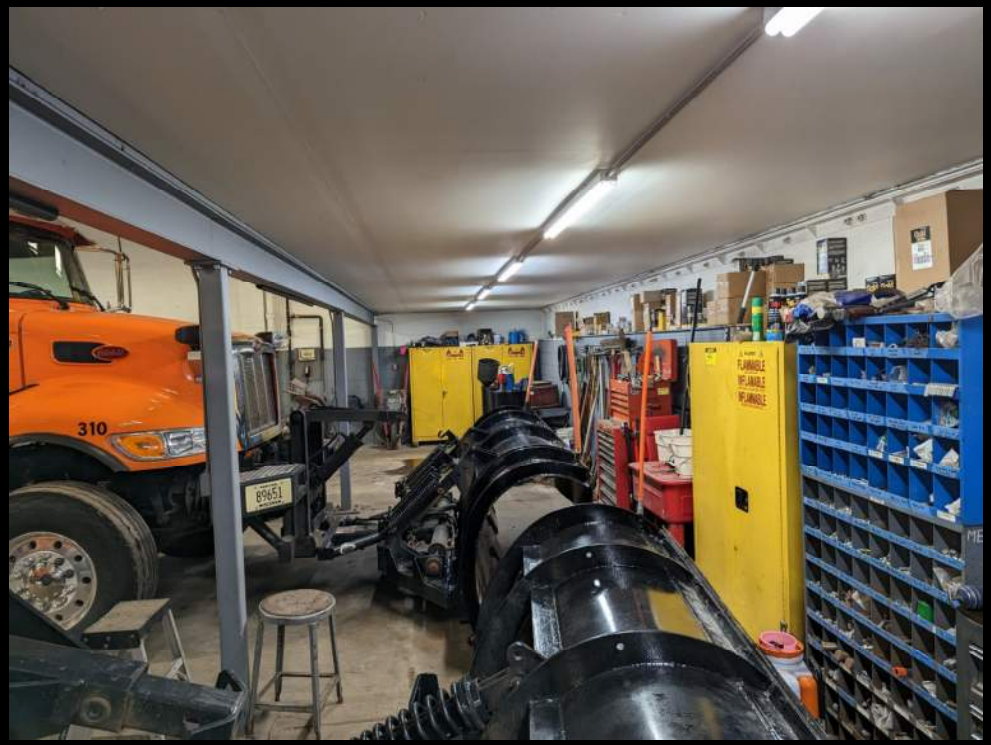
Pavement Area - E

South Storage Area - W

Salt Storage Area - NW

North Storage Area - W

Internal Storage Area - W



Storage Area - W

ROUTINE INSPECTION FORM
VILLAGE OF BUTLER
STORAGE BUILDING

Inspector: BGH **Date:** 3/14/2023

Potential Pollutant Sources	Yes	No	If No, Describe Location & Action Needed	Initial & Date After Action Is Completed
A. Material and waste storage areas are maintained in good condition to minimize discharge of pollutants.	X			
B. Any oil leaks or spills present are properly contained by drip pans or absorbents. Absorbents are picked up and properly disposed of in a timely manner.	X			
C. Containers and above-ground storage tanks are in sound condition (check for corroded or damaged containers, supports, and valves.)			None on Site	
D. Fueling area and underground storage tanks in good condition.			None on Site	
E. Vehicle and equipment maintenance areas in sound condition.			None on Site	
F. Grounds do not show signs of erosion.	X			
G. Washwater tanks in good working order.			None on Site	

2023 Quarter 1 – Storage Building Inspection

South Edge of Pavement - N

Pavement Area - NE

Area Behind Storage Building - N

North Edge of Pavement - W

Excess Soil Pile - W

Miscellaneous Material Storage - W

Front of Building - N

Pavement Area - NW

ROUTINE INSPECTION FORM
VILLAGE OF BUTLER
PUBLIC WORKS FACILITY

Inspector: BGH **Date:** 6/22/2023

Potential Pollutant Sources	Yes	No	If No, Describe Location & Action Needed	Initial & Date After Action Is Completed
A. Material and waste storage areas are maintained in good condition to minimize discharge of pollutants.	X			
B. Any oil leaks or spills present are properly contained by drip pans or absorbents. Absorbents are picked up and properly disposed of in a timely manner.	X			
C. Containers and above-ground storage tanks are in sound condition (check for corroded or damaged containers, supports, and valves.)			NONE ONSITE	
D. Fueling area and underground storage tanks in good condition.			NONE ONSITE	
E. Vehicle and equipment maintenance areas in sound condition.	X			
F. Grounds do not show signs of erosion.		X	THERE IS SOME EROSION THAT IS OCURRING IN THE DITCH AT THE DOWNSTREAM SIDE OF THE DRIVEWAY CULVERT.	
G. Washwater tanks in good working order.			NONE ONSITE	

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2023 Quarter 2 – DPW Yard Inspection

Driveway Culvert - SE

Ditch Area - W

Driveway Area - N

Water Tower Area - N

Water Tower Area - NW

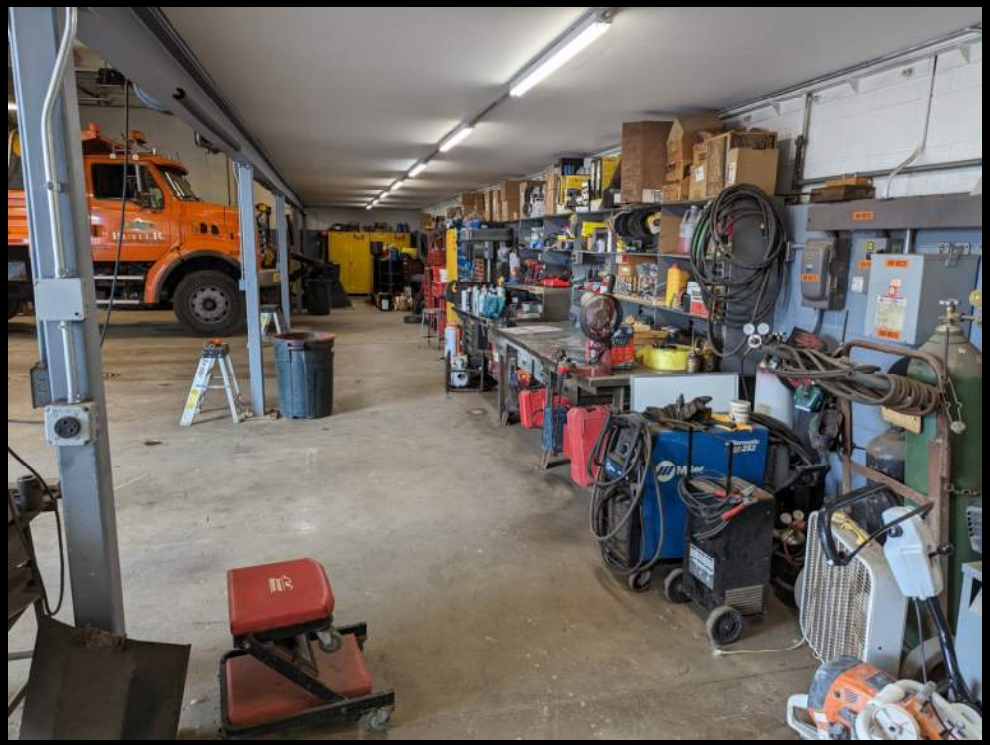
Pavement Area - NE

South Storage Area - W

Salt Storage Area - S

North Storage Area - W

Vehicle Storage Area - W



Tool Storage Area - W

Liquid Storage Area - W

ROUTINE INSPECTION FORM
VILLAGE OF BUTLER
STORAGE FACILITY

Inspector: BGH **Date:** 6/22/2023

Potential Pollutant Sources	Yes	No	If No, Describe Location & Action Needed	Initial & Date After Action Is Completed
A. Material and waste storage areas are maintained in good condition to minimize discharge of pollutants.	X			
B. Any oil leaks or spills present are properly contained by drip pans or absorbents. Absorbents are picked up and properly disposed of in a timely manner.	X			
C. Containers and above-ground storage tanks are in sound condition (check for corroded or damaged containers, supports, and valves.)			NONE ONSITE	
D. Fueling area and underground storage tanks in good condition.			NONE ONSITE	
E. Vehicle and equipment maintenance areas in sound condition.			NONE ONSITE	
F. Grounds do not show signs of erosion.	X			
G. Washwater tanks in good working order.			NONE ONSITE	

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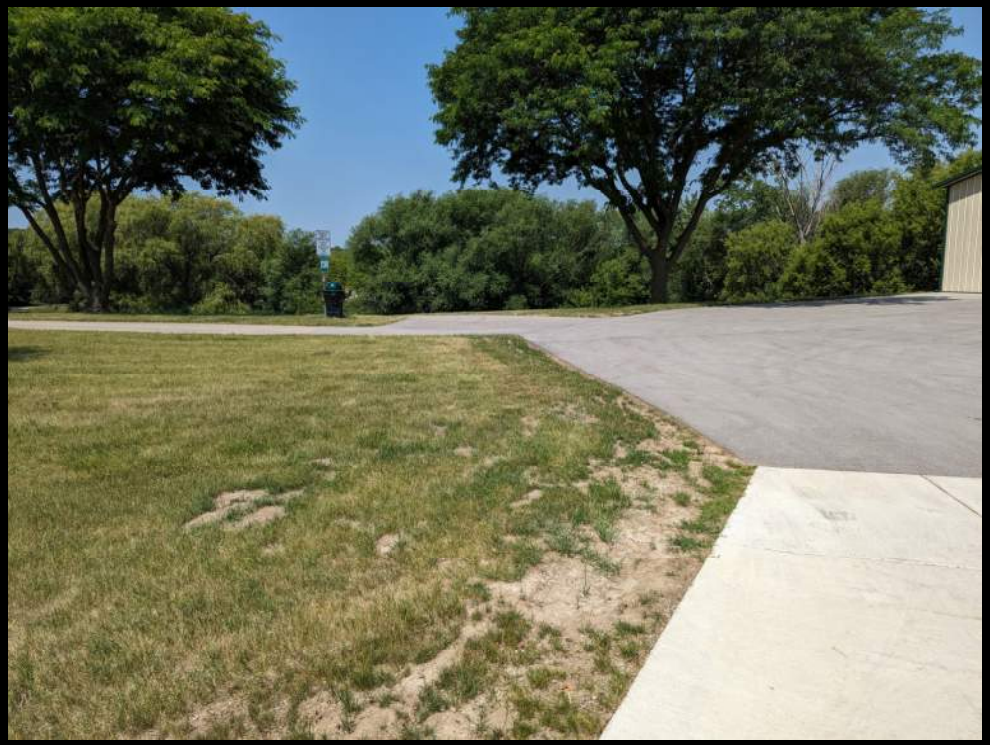
2023 Quarter 2 – Storage Building Inspection



South Edge of Pavement - W

Pavement Area - NW

Area Behind Storage Building - N

Pavement Area - N

Miscellaneous Storage - W

Miscellaneous Material Storage - W

Front of Building - W

Pavement Area - SW

ROUTINE INSPECTION FORM
VILLAGE OF BUTLER
PUBLIC WORKS FACILITY

Inspector: KMJ **Date:** 9/28/23 Q3

Potential Pollutant Sources	Yes	No	If No, Describe Location & Action Needed	Initial & Date After Action Is Completed
A. Material and waste storage areas are maintained in good condition to minimize discharge of pollutants.	X			
B. Any oil leaks or spills present are properly contained by drip pans or absorbents. Absorbents are picked up and properly disposed of in a timely manner.	X			
C. Containers and above-ground storage tanks are in sound condition (check for corroded or damaged containers, supports, and valves.)			None Onsite	
D. Fueling area and underground storage tanks in good condition.			None Onsite	
E. Vehicle and equipment maintenance areas in sound condition.	X			
F. Grounds do not show signs of erosion.		X	Some erosion at DS side of driveway within the road	
G. Washwater tanks in good working order.			None onsite	

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2023 Quarter 3 – DPW Yard Inspection

Driveway Culvert - SE

Ditch Area - W

Driveway Area - S

Driveway Area (East Side) - S

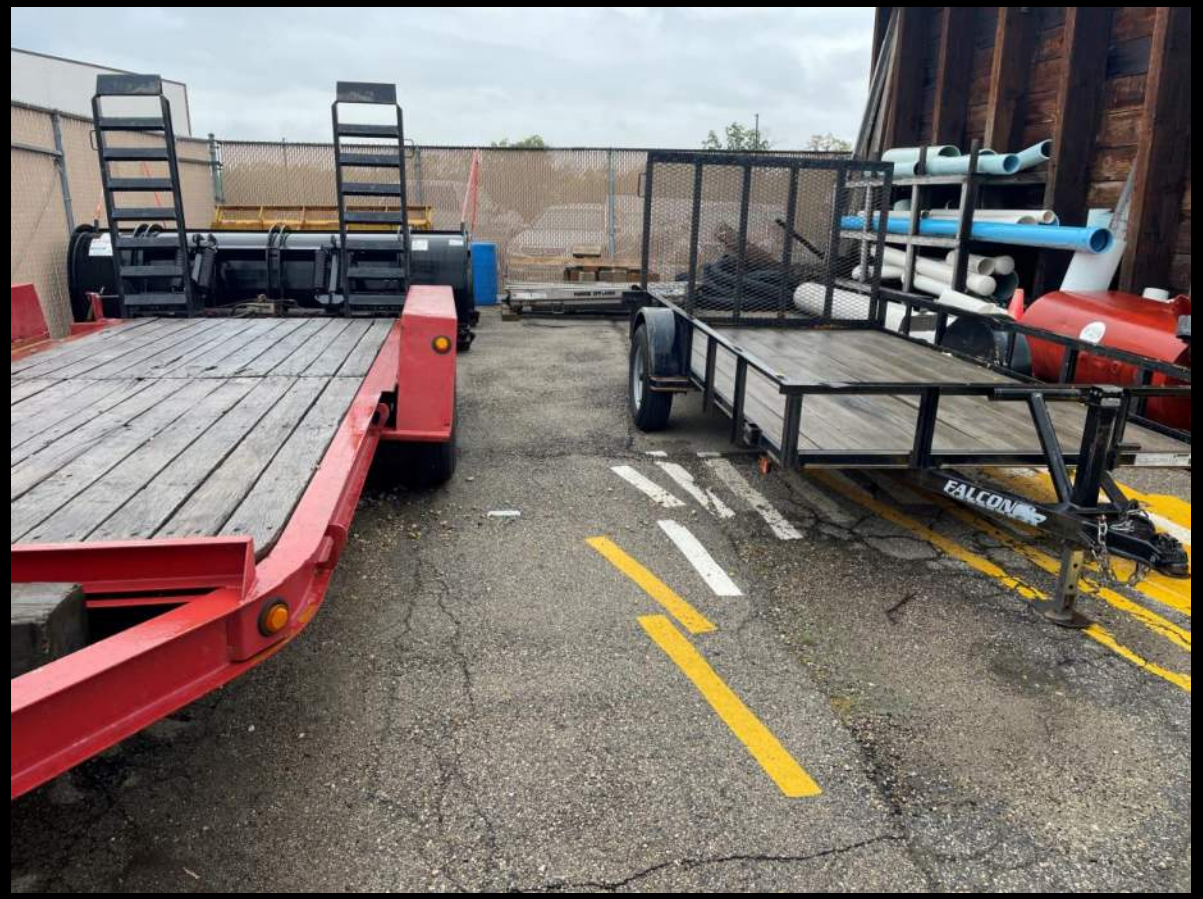
Parking Area - S

Water Tower Area - SW

Water Tower Area - W

Pavement Area - W

Pavement Area - E



South Storage Area - W

Salt Storage Area - NW

ROUTINE INSPECTION FORM
VILLAGE OF BUTLER
STORAGE FACILITY

Inspector: KMJ **Date:** 9/28/23 Q3

Potential Pollutant Sources	Yes	No	If No, Describe Location & Action Needed	Initial & Date After Action Is Completed
A. Material and waste storage areas are maintained in good condition to minimize discharge of pollutants.	X			
B. Any oil leaks or spills present are properly contained by drip pans or absorbents. Absorbents are picked up and properly disposed of in a timely manner.	X			
C. Containers and above-ground storage tanks are in sound condition (check for corroded or damaged containers, supports, and valves.)			None Onsite	
D. Fueling area and underground storage tanks in good condition.			None Onsite	
E. Vehicle and equipment maintenance areas in sound condition.			None Onsite	
F. Grounds do not show signs of erosion.	X			
G. Washwater tanks in good working order.			None Onsite	

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2023 Quarter 3 – Storage Building Inspection

South Edge of Pavement - N

Pavement Area - NE

Area Behind Storage Building - N

North Edge of Pavement - W

Excess Soil Pile - W

Miscellaneous Material Storage - W

Front of Building - N

Pavement Area - NW

ROUTINE INSPECTION FORM
VILLAGE OF BUTLER
PUBLIC WORKS FACILITY

Inspector: BGH **Date:** 11/30/23

Potential Pollutant Sources	Yes	No	If No, Describe Location & Action Needed	Initial & Date After Action Is Completed
A. Material and waste storage areas are maintained in good condition to minimize discharge of pollutants.	X			
B. Any oil leaks or spills present are properly contained by drip pans or absorbents. Absorbents are picked up and properly disposed of in a timely manner.	X			
C. Containers and above-ground storage tanks are in sound condition (check for corroded or damaged containers, supports, and valves.)			NONE ONSITE	
D. Fueling area and underground storage tanks in good condition.			NONE ONSITE	
E. Vehicle and equipment maintenance areas in sound condition.	X			
F. Grounds do not show signs of erosion.	X		ASPHALT AREA BY DRIVEWAY WAS REPLACED WITH A CONCRETE ENDWALL.	
G. Washwater tanks in good working order.			NONE ONSITE	

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2023 Quarter 4 – DPW Yard Inspection

Driveway Culvert - SE

Driveway Culvert - S

Driveway Area - S

Driveway Area (East Side) - S

Parking Area - SW

Water Tower Area - SW

Water Tower Area - W

Pavement Area - N

Pavement Area - NE

South Storage Area - W

Salt Storage Area - W

Storage Area - W

Storage Area - W

Oil Storage Area - W

ROUTINE INSPECTION FORM
VILLAGE OF BUTLER
STORAGE FACILITY

Inspector: BGH **Date:** 11/30/23

Potential Pollutant Sources	Yes	No	If No, Describe Location & Action Needed	Initial & Date After Action Is Completed
A. Material and waste storage areas are maintained in good condition to minimize discharge of pollutants.	X			
B. Any oil leaks or spills present are properly contained by drip pans or absorbents. Absorbents are picked up and properly disposed of in a timely manner.	X			
C. Containers and above-ground storage tanks are in sound condition (check for corroded or damaged containers, supports, and valves.)			NONE ONSITE	
D. Fueling area and underground storage tanks in good condition.			NONE ONSITE	
E. Vehicle and equipment maintenance areas in sound condition.			NONE ONSITE	
F. Grounds do not show signs of erosion.	X			
G. Washwater tanks in good working order.			NONE ONSITE	

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2023 Quarter 4 – Storage Building Inspection

South Edge of Pavement - W

South Edge of Pavement - N

Area Behind Storage Building - N

North Edge of Pavement - N

Storage Area - SW

Miscellaneous Material Storage - W

Front of Building - W

Pavement Area - N

Construction Site Pollutant Control Inspections

Project Name:	Flexo Graphics Building Addition
raSmith Project Number:	2236200
Permit Issued:	22-Jun-23
Project Completed:	

Copies of inspection reports are filed in the respective project folder on raSmith's network drive. Hard copies are also kept with the Village's Building Inspector.

2023 Erosion Control Inspection Summary

Date of Inspection	*Inspector*	*Action Taken*	*Village Personnel Copied*	*Enforcement Action*
8/21/2023	Kate Jankowski	Spash Guards placed at downspouts	-	Written Warning (including e-mail)
9/28/2023	Kate Jankowski	Riprap at culvert endwall added, trackout pad repaired	-	Verbal Warning
11/9/2023	Riley Stone	Need to stablized bare soil areas before winter	-	Written Warning (including e-mail)
12/21/2023	Riley Stone	Bare soil areas remain near pond. Suggest installing hay bales.	-	Written Warning (including e-mail)

Total Number of Inspections	4	***Permit Requirements Regarding Inspection Frequency***
Verbal Warning	1	New projects shall be inspected within the first two weeks of commencement of land disturbing activity.
Written Warning (including e-mail)	3	All active sites shall be inspected at least once every 45 days
Notice of Violation	0	All inactive sites shall be inspected at least once every 60 days
Civil Penalty/Citation	0	Follow up inspections are required within 7 days of any sediment discharge or inadequate control measure, unless corrections were made and observed by the inspector during initial inspection or corrections were verified via photographs submitted to the inspector
Stop Work Order	0	
Forfeiture of Deposit	0	Confirm that all graded areas have reached final stabilization and that all temporary control measures are removed, and permanent storm water management BMPs are installed as designed

Internal Education Documentation

Village of Butler

Department of Public Works Meeting

I attended a meeting on 11-1-2023 pertaining to salt reduction and understand the information given to me by Jim Bremberger.

Meeting Information:

The importance of air and road temperature when salting.

Employee's Present At Meeting:

1. Jim Bremberger
2. ~~Craig Bremberger~~
3. Craig Beringer
4. Pat Regan
5. Jeremy Stehli
6.
7.
8.
9.
10.

Questions/Comments:

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

Waste Load Allocation Analysis

raSmith

CREATIVITY BEYOND ENGINEERING

Waste Load Attainment Plan

VILLAGE OF BUTLER EST 1913

Village of Butler, WI

September 2023

Brookfield, WI | Milwaukee, WI | Appleton, WI | Madison, WI | Cedarburg, WI
Naperville, IL | Irvine, CA

WASTE LOAD ATTAINMENT PLAN
Village of Butler, WI

Prepared by

Riley Stone, P.E.
Civil Engineer

Ben High, P.E.
Village Engineer

raSmith
16745 W Bluemound Road
Brookfield, WI 53005

Prepared for

Village of Butler
12621 W. Hampton Ave
Butler, WI 53007

September 2023

BACKGROUND

As part of the Village's Municipal Separated Storm Sewer System (MS4) permit, the Village is required to complete a Waste Load Attainment Plan that is designed to set the ground work for how the Village plans on making progress towards meeting the TMDL limits.

VILLAGE'S CURRENT TMDL STATUS

The majority of the Village drains to the Menomonee River at N. 124th Street via storm sewer. Since that location is upstream of the confluence with the Little Menomonee River, the majority of the Village is tributary to reachshed MN-6. A small portion near the southern boundary of the Village also drains to the Menomonee River but outfalls downstream of the Little Menomonee River. This portion of the Village is tributary to reachshed MN-10. Table 1 displays the required reductions that the Village is required to meet for each reachshed and the Village's current status.

Table 1. Village of Butler Pollutant Loading Summary

Reachshed	Total Phosphorus (TP) Reduction			Total Suspended Solids (TSS) Reduction		
	TMDL Requirement	Current Village Reduction	Difference	TMDL Requirement	Current Village Reduction	Difference
MN-6	69.0%	10.3%	58.7%	73.6%	14.4%	59.2%
MN-10	31.7%	11.5%	20.2%	67.2%	5.1%	62.1%

METHODOLOGY OF ANALYSIS

Based on the modeling previously completed, the Village is not currently meeting their TMDL requirements. This report will look at potential alternatives that the Village could pursue to try and help them reach the TMDL limits. This analysis will look at traditional and untraditional stormwater best management practices.

MAINTENANCE AGREEMENTS FOR EXISTING BMPS

There are several existing Best Management Practices (BMPs) within the Village that are not included within the Village's existing WinSLAMM model due to the lack of the proper maintenance agreement. If the Village pursues getting the proper maintenance agreements signed by the existing property owners then the onsite BMPs can be added into the Village's WinSLAMM model. Table 2 below shows the BMPs that could potentially be added to the Village's WinSLAMM model.

Table 2. Village of Butler Existing BMPs Not in the Village's WinSLAMM Model

Name	TMDL Reach	BMP Type	Drainage Area	TSS Removal (lbs/yr)	TP Removal (lbs/yr)
First Industrial	MN-10	Wet Pond	5.93 ac	684.57	0.84
City of Brookfield Pond	MN-10	Wet Pond	12.66 ac	4,878.96	5.98
Cargill (Wisconsin Packing Co)	MN-6	Underground Detention	1.74 ac	628.46	0.65
Frank Armstrong Enterprises, LLC	MN-6	Underground Detention	1.21 ac	862.87	0.91

Based on the above modeled results, Table 3 displays the potential new removal percentages compared to the TMDL requirements.

Table 3. Adjusted Village of Butler Pollutant Loading Summary due to Existing BMPs

Reachshed	Total Phosphorus (TP) Reduction			Total Suspended Solids (TSS) Reduction		
	TMDL Requirement	Potential Village Reduction	Difference	TMDL Requirement	Potential Village Reduction	Difference
MN-6	69.0%	10.8% (+0.5%)	58.2%	73.6%	15.5% (+1.1%)	58.1%
MN-10	31.7%	39.0% (+27.5%)	-7.3%	67.2%	53.1% (+48%)	14.1%

Based on the results listed above, obtaining maintenance agreements for existing BMPs almost satisfies the TMDL requirements for the MN-10 reachshed. The costs associated with trying to obtain maintenance agreements from property owners of existing BMPs are hard to quantity since the process for obtaining the agreements has not been established.

REGIONAL STORM WATER FACILITIES

The majority of the Village's storm water drains to 124th Street and then flows to the Menomonee River (see the Village's TMDL Map in Appendix A). Treatment after the storm water reaches 124th Street is not feasible. Instead, the Village will look at the potential of installing storm water quality BMPs upstream of the 124th Street connections. Due to the lack of space within the Village for a traditional pond or even an underground storage facility, this analysis will use a single chamber hydrodynamic separator (STC 4800 Stormceptor). The following MN-6 reachshed basins will be analyzed using this type of BMP to determine the potential TSS and TP removals:

- Basins B, F, G, I, K, L, M, N, P, Q, R, S, T, U, V, and W.

Table 4 below displays the removals from each potential regional BMP.

Table 4. Village of Butler Potential Regional BMPs WinSLAMM Model Results

Name	Drainage Area	TP Removal (lbs/yr)	TSS Removal (lbs/yr)
B	5.67 ac	0.54	417.60
F	29.69 ac	1.18	955.00
G	9.12 ac	0.69	467.00
I	3.45 ac	0.39	308.80
K	6.49 ac	0.58	446.60
L	15.67 ac	0.89	429.40
M	11.37 ac	0.72	320.60
N	21.69 ac	0.99	386.60
P	26.45 ac	1.14	450.40
Q	53.73 ac	1.64	635.80
R	28.09 ac	1.25	590.60
S	6.22 ac	0.55	264.40
T	17.78 ac	1.00	674.80
U	13.12 ac	0.76	319.80
V	28.43 ac	1.26	827.00
W	29.35 ac	1.34	1,030.40

Based on the above modeled results, Table 5 displays the potential new removal percentages compared to the TMDL requirements.

Table 5. Adjusted Village of Butler Pollutant Loading Summary due to Regional BMPs

Reachshed	Total Phosphorus (TP) Reduction			Total Suspended Solids (TSS) Reduction		
	TMDL Requirement	**Potential Village Reduction**	**Difference**	**TMDL Requirement**	**Potential Village Reduction**	**Difference**
MN-6	69.0%	24% (+13.7%)	45%	73.6%	33% (+18.6%)	40.6%
MN-10	31.7%	11.5% (+0%)	20.2%	67.2%	5.1% (+0%)	62.1%

The estimated cost for a STC 4800 Stormceptor, delivered and installed, is about $35,000. Implementing this many regional BMPs in the MN-6 reachshed is not very realistic for the Village. It does, however, show progress towards meeting the Village's TMDL requirements. The Village may consider looking into adding potentially one or two of these modeled BMPs in the future if the opportunity arises.

WATER QUALITY TRADING

Water quality trading is a mechanism that the WDNR allows for municipalities to reach their TMDL goals. This process involves the Village paying for excess pollutant reduction from another upstream entity in the same reachshed area that has excess pollutant reductions. For instance, if a municipality meets their TMDL goal for TSS, then they could potentially trade that excess TSS removal with other downstream municipalities in the same reachshed that are not meeting their TMDL goals for TSS.

In the Village of Butler's case, they are located at the downstream side of the MN-6 reachshed and at the upstream side of the MN-10 reachshed. So the MN-6 reachshed is a more plausible location for water quality trading just based on the Village's location within the reachshed.

STREAMBANK STABILIZATION

Even though streambank stabilization work cannot directly be modeled in WinSLAMM, the goal of the TMDL is de-list the waterway in question from the DNR's Impaired Waters List. Stabilization of the streambanks could potentially help improve the health of the Menomonee River by not allowing storm water runoff to erode the streambanks and discharge large amounts of sediment into the river. The Village has about 2.5 miles of streambanks within its municipal boundary. Previously, the Village has completed one streambank stabilization project and it was a big success.

Waukesha County has approached the Village with a proposed streambank stabilization project. Since the County does not have the land available to construct storm water BMPs, they have decided to approach local municipalities. The County is going to pay for the cost of the project with the goal of obtaining water quality credits. Based on the WDNR water quality trading guidance, the Village will also be able to obtain some water quality credits from this project.

FUTURE REDEVELOPMENT

Based on the last five years of redevelopment in the Village, a redevelopment project that requires storm water BMPs occurs once every two years. If the Village required developers to match the TSS and TP removals of the Village's TMDL, then even less redevelopment would occur within the Village. Counting on redevelopment projects as a mechanism for the Village to reach their TMDL goals does not seem like a viable option at this point.

FUNDING OPTIONS

The funds available through the Village's storm water utility cover WPDES permit work and storm water related costs that occur as a part of the Village's annual paving program. Funding for storm water related

projects that are designed to help the Village reach their TMDL goals will need to be acquired from outside sources.

Some potential outside funding sources are as follows:

- Wisconsin DNR Grant Funding
    - Targeted Runoff Management Program (TRM)
        - TRM grants are provided to control nonpoint pollution from agricultural and urban settings. There is a maximum funding cap of $225,000 for smaller projects and a $600,000 for larger projects. Recipients of this grant have a 70% cost share of eligible costs or a 90% cost share in cases of economic hardship.
    - Urban Non-point Source & Storm Water Management Grants (UNPS&SW)
        - UNPS&SW grants are available in urban settings that have a population density of 1,000 or more people per square mile, or an area of industrial or commercial landuse. These grants are for projects that are site specific. The cost sharing on these grants is 50%. The funding cap for a design project is $85,000 and the funding cap for a construction project is $150,000.
- Fund for Lake Michigan
    - To be eligible, the projects, for the most part, have to be located within the Lake Michigan basin in Wisconsin with priority given to projects in Southeastern Wisconsin.
    - The fund plans on awarding between $750,000 to $1,000,000 in grants per quarter until 2035.

MN-6 REACHSHED IMPLEMENTATION RECOMMENDATIONS

Reaching the Village's TMDL goals in this reachshed is going to be challenging. The majority of the Village drains to this reachshed. Even though the impact on the overall TSS and TP removal percentages is small, the Village is going to pursue obtaining maintenance agreements for existing BMPs within the reachshed. The Village will also potentially implement BMPs as a part of their annual paving program. This reachshed also has the biggest potential for the Village to entertain the idea stormwater quality trading with the other communities in the reachshed. After reviewing all of the alternatives mentioned above streambank stabilization projects seem to be the best way for this reachshed to meet the TMDL goals and as such the Village will continue to seek out these types of opportunities. Table 6 summarizes the effectiveness of each modeled alternative analyzed for the MN-6 Reachshed.

Table 6. Village of Butler Pollutant Loading Summary of MN-6 Reachshed Alternatives

Alternative	Total Phosphorus (TP) Reduction			Total Suspended Solids (TSS) Reduction		
	TMDL Requirement	**Potential Village Reduction**	**Difference**	**TMDL Requirement**	**Potential Village Reduction**	**Difference**
Maintenance Agreements	69.0%	10.8% (+0.5%)	58.2%	73.6%	15.5% (+1.1%)	58.1%
Regional BMP		24% (+13.7%)	45%		33% (+18.6%)	40.6%

MN-10 REACHSHED IMPLEMENTATION RECOMMENDATIONS

Based on the alternatives analysis in this report, the best path for progress towards the TMDL goals in this reachshed is obtaining maintenance agreements for existing BMPs within the reachshed. When redevelopment does occur in this reachshed the Village will work closely with the property owners to try and maximize the TSS and TP reductions possible at each site.

APPENDIX A

Village of Butler

Waukesha County, Wisconsin

Total Maximum Daily Load Map

Legend

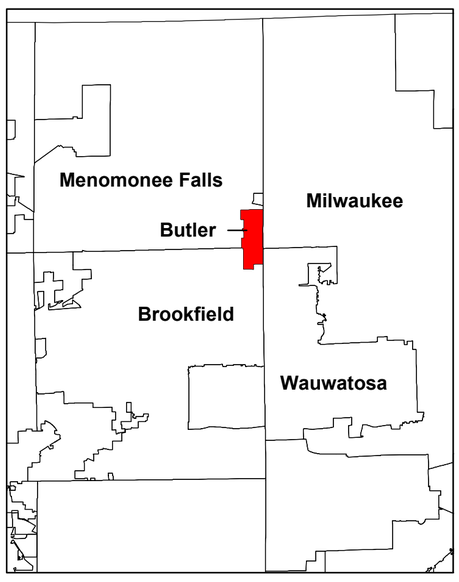
- Regional BMP
- Water Body Area
- WPDES Permit Locations
- Public Works Facilities
- Publicly Owned Land
- Priority Outfall
- Major Outfall
- Village of Butler Boundary
- Subbasin Boundary
- BMP Inventory
- Culvert
- Storm Manhole
- Storm Catchbasin
- Storm Sewer

Water Quality Ponds

- Dry
- Wet

TMDL Boundaries

- MN-10
- MN-6



Major Outfalls

Outfall ID	Subbasin ID	Pipe Size	Ind. LU
1	C	12"	Yes
2	E	42"	Yes
3	O	144" x 96"	Yes
4	F	42"	Yes
5	Q	36"	Yes
6	R	48"	No
7	T	15"	Yes
8	V	42"	Yes
9	W	48"	Yes
10	U	15"	Yes
11	N	24"	Yes
12	K	21"	Yes

N

September 2023

1 inch = 300 feet

raSmith

H:\Butler-V\NR 216_CH13\GIS\Butler Storm Sewer System Map (TMDL) - WLA Plan.mxd