



SUMMARY OF WORK AND COST STRUCTURE FOR

RESPECT OUR WATERS 2020 CAMPAIGN

January 1, 2020 - December 31, 2020

BETWEEN

Southeastern Wisconsin Watersheds Trust, Inc. (Sweet Water)

AND

MS4 permittee partners

A. Education and Information Outreach PROGRAM

a. Respect Our Waters Program Description

Sweet Water's *Respect Our Waters* campaign is an education and information outreach campaign that **assists** municipalities in meeting their various MS4 requirements per NR 216. The main focus of the program is on public education and outreach requirements in NR216.07. *Respect Our Waters* is:

- **Cost Effective**, taking an economies-of-scale approach that finds efficiencies in the assistance that we offer to our permittee partners.
- **Dynamic**, reacting to changing permit requirements so that the services provided remain focused on the outlined topics and delivery mechanisms.
- **Tailored**, ensuring that the services match the priorities and requirements of each permitted partner.
- **Voluntary**, participation is not mandated.

b. Respect Our Waters Program Scope

Respect Our Waters assists permittees to meet portions of permit requirements by defining the **target audience**, **education topics**, and **mechanisms** for education and outreach work that we provide. Each of our partners will receive a **municipal portfolio** that tracks the goals, priorities, and progress of the campaign as it applies to their permit requirements. This portfolio is created and updated through **communication** with our partners. We also assist in the annual **MS4 permit reporting**, which is aided by the constantly improved program. The scope of the program in this regard is explained below:

- **Target Audience:** The *Respect Our Waters* program creates and delivers information that is aimed at the general public. We will also offer educational opportunities for municipal staff, contractors, and other relevant audiences. We will work with each permittee partner at our annual meeting to determine their priority topics and target audiences. This will also allow us to pin down the appropriate delivery mechanisms for each topic area.
- **Education Topics:** Educational topics are listed in MS4 permits. Sweet Water will work with permittees to identify priority topic areas and ensure all education topics are discussed throughout permit cycles.
- **Mechanisms:** Messaging will be executed through Sweet Water's *Respect Our Waters* campaign.
 1. **Digital Advertising Campaign** - Through the *Respect Our Waters* campaign, Sweet Water will continuously deliver advertisements that educate community members. These advertisements will also encourage public involvement, either through Adopt Your Drain or another related program.

2. **Media Publicity** - Public relations contractor will work with us to promote our programs on local networks.
3. **Website & Social Media** - We will keep our website and social media pages up to date and ensure that they are stocked with appropriate educational material. We will also work with permittee partners to cross-promote website information between our websites and those of our partners.
4. **Exhibitions & Workshops** - We will keep our permittee partners informed about possible workshops and exhibitions that they could attend to meet certain permit requirements. We will also help permittees keep track of which workshops they have attended to ensure that they receive proper credit at the end of the permit cycle.
5. **Attend and/or Host Community Events** - Sweet Water will attend permittee partner's community outreach events to raise awareness about stormwater pollution prevention. In addition to attending community events, Sweet Water can host community events.
6. **Activities Upon Request** - If permittee partners have unique opportunities that would benefit from the services we provide, we are more than able to explore how we could add value.

- **Municipal Portfolio**

1. **Municipal Portfolios** - Sweet Water has started to develop municipal portfolios that will help us keep track of our progress with each of our permittee partners. The portfolios will contain municipal contact information, specific permits, program resources, priority lists, and all other relevant information.
2. **Online MS4 Portal** - The Sweet Water website will house a password protected online version of the municipal portfolios. This portal will also feature spreadsheets for each of our permittees that will clearly outline which of your MS4 permit requirements have been met.

- **Partner Communication**

1. **Annual Meetings** - At the beginning of each program year we will hold an annual meeting with various permittee partners to determine what the priority areas are for each municipality. Understanding there are different permit types for our partners we will develop unique programs for each of the specific permits (general permits, group permits or individual permits, etc.).
2. **Electronic Municipal Newsletter** - Every month we will send out an electronic newsletter to our permittee partners to provide necessary program updates in addition to educational material. These newsletters will act as one of the primary modes of communication between Sweet Water and our permittee partners.
3. **MS4 Partner Webpage** - We will have a space on our website to communicate that status of the outreach that assists these partners in meeting their I&E

requirements. It will also identify opportunities for meeting other permit requirements.

4. **Individual & Group Meetings** - Sweet Water staff can attend meetings upon request to provide updates or clarification about various aspects of the programs we provide.
- **MS4 Permit Reporting** - At the end of each project year, we will send each permittee partner an annual report that will outline all of the requirements that we have helped you meet that year. This annual report can then be included in your own annual report that gets submitted to the DNR.

c. Respect Our Waters Program Schedule (to be determined after meetings with individual permittees)

B. Public Involvement and Participation PROGRAM (additional service)

a. Adopt Your Drain Program Description

In addition to Sweet Water assisting and meeting education and outreach requirements, Sweet Water will offer additional activities to **assist** in meeting portions of public involvement requirements. The main focus of the program is on public involvement and participation requirements in NR216.07.

Public involvement requirements differ in regards to the various permit types, so Sweet Water will work with individual permittees to develop specific activities to help you meet your specific requirements. For permittees with public involvement requirements, the *Adopt Your Drain* program provides an on-going volunteer opportunity for the public to prevent stormwater pollution. Community members have the opportunity to claim a storm drain to maintain by clearing it of debris, especially before a rainfall event. This program is:

- **Measurable**, recording where interest in engaging in stormwater activities exists in our partner communities.
- **Adaptable**, showing where additional opportunities for engagement exist.
- **Voluntary**, participation is not mandated.

Permittees who are interested in this program will need to provide Sweet Water with data communicating the locations of storm drains within the MS4. We will work with partners to explain how to send that information and in what type of format.

Permittees with other permit requirements for public involvement and participation who are interested in receiving assistance from Sweet Water in meeting these requirements should reach out. We may be able to identify alternate ways in which we can assist you.

C. Budget

Respect Our Waters (ROW) is Sweet Water's education and outreach campaign. Through this program, Sweet Water will assist permittees in meeting portions of their public education and outreach requirements. If permittees would like assistance in meeting their public involvement and participation requirements, they may also participate in the *Adopt Your Drain* (AYD) program.

Permittees may not participate in the Adopt Your Drain program without participating in the Respect Our Waters program.

If you would like to continue to be a permittee partner of Sweet Water and continue to benefit from these programs, please review the cost structure below to understand what your financial contribution would be in 2020. If you would like to participate in our education and information outreach program **only**, see the yellow column. If you would like to participate in our public participation program **in addition to** our education and information outreach program, see the column on the far right.

(cost structure on next page)

Municipality	ROW (I, E & O)	AYD - Public Participation program (Cannot participate in AYD if you are not participating in ROW)	ROW & AYD
Bayside (Village of)	525	\$ 300.00	\$825.00
Brookfield (City of)	5,250	\$ 2,500.00	\$7,750.00
Brown Deer (Village of)	1,325	\$ 700.00	\$2,025.00
Butler (Village of)	525	\$ 300.00	\$825.00
Cedarburg (City of)	1,325	\$ 700.00	\$2,025.00
Cedarburg (Town of)	875	\$ 300.00	\$1,175.00
Cudahy (City of)	1,325	\$ 1,200.00	\$2,525.00
Elm Grove (Village of)	875	\$ 300.00	\$1,175.00
Fox Point (Village of)	875	\$ 300.00	\$1,175.00
Germantown (Village of)	2,650	\$ 1,200.00	\$3,850.00
Glendale (City of)	1,325	\$ 700.00	\$2,025.00
Grafton (Town of)	875	\$ 300.00	\$1,175.00
Grafton (Village of)	875	\$ 700.00	\$1,575.00
Greenfield (City of)	3,500	\$ 2,000.00	\$5,500.00
Hartford (City of)	1,325	\$ 1,200.00	\$2,525.00
Hartford (Town of)	525	\$ 300.00	\$825.00
Jackson (Village of)	875	\$ 300.00	\$1,175.00
Kewaskum (Village of)	525	\$ 300.00	\$825.00
Menomonee Falls (Village of)	4,400	\$ 2,500.00	\$6,900.00
Mequon (City of)	3,500	\$ 1,200.00	\$4,700.00
Milwaukee (City of)	35,000	\$ 36,000.00	\$71,000.00
Port Washington (City of)	1,325	\$ 700.00	\$2,025.00
Random Lake (Village of)	525	\$ 300.00	\$825.00
Richfield (Village of)	2,650	\$ 700.00	\$3,350.00
River Hills (Village of)	875	\$ 300.00	\$1,175.00
Saukville (Village of)	525	\$ 300.00	\$825.00
Shorewood (Village of)	875	\$ 700.00	\$1,575.00
Slinger (Village of)	1,750	\$ 300.00	\$2,050.00
South Milwaukee (City of)	875	\$ 1,200.00	\$2,075.00
St. Francis (City of)	875	\$ 700.00	\$1,575.00
Thiensville (Village of)	525	\$ 300.00	\$825.00
Wauwatosa (City of)	3,500	\$ 3,000.00	\$6,500.00
West Allis (City of)	4,400	\$ 3,000.00	\$7,400.00
West Bend (City of)	3,500	\$ 2,000.00	\$5,500.00
West Bend (Town of)	1,325	\$ 300.00	\$1,625.00
West Milwaukee (Village of)	525	\$ 300.00	\$825.00
Whitefish Bay (Village of)	875	\$ 700.00	\$1,575.00
**Milwaukee (County of)	3500		3,500
Ozaukee (County of)	1100		1,100
Washington (County of)	1100		1,100