



## Rock River Stormwater Group 2010 Year in Review

Throughout the course of 2010, the Rock River Stormwater Group made some great advances toward reaching our goals. Here is an overview of the 2010 Rock River Stormwater Group achievements, sorted by goal.

### **Goal 1: Homeowners will know their municipality's leaf collection policy and follow that policy. They will also not put grass clippings into the street.**

1. Seasonal media blitz customized for each municipality, media outreach activities included:
  - Newspaper article and press release
  - Church bulletin announcements with ads
2. New webpage with specific municipal procedures
3. Targeted street sign project. Two areas in Fort Atkinson were selected for posting of leaf collection procedure signs. Compared to the street without signs, we saw a 26% increase in compliance.

### **Goal 2: Erosion control laws will be followed in all construction.**

1. An Erosion Control Packet was created City Hall/Building Departments, where permits are handled. This packet can be customize with appropriate information for each individual project including fact sheets, erosion control guides, contact information, copies of permits, etc.
2. Two new erosion control fact sheets were created.

### **Goal 3: Residents and business owners will recognize and report illicit discharges.**

1. New illicit discharge page on website
2. Restaurant Outreach Project: sent a cover letter and laminated poster to over 180 locally-owned restaurants on best practices.
2. Concrete companies outreach: packets of information were either delivered by a RRSB member or mailed to 12 concrete suppliers in the basin. This included a letter for the facility manager, brochures for drivers and magnets to be placed on trucks, pictured above.



**Goal 4: Municipal staff will have an understanding of construction site BMPs and common stormwater problems.**

1. Two workshops were held for municipal staff focusing on identifying illicit discharges and best management practices to be used in municipal operations. Attended by 59 people, presentations were given by local environmental engineer and WDNR staff. Created a pocket guide of the workshop materials to be kept in municipal offices or vehicles.
2. Meeting of RRSB for elected officials and administrators to discuss the work of the RRSB, the requirements for municipalities, upcoming changes in rules and policies and Water Star Program. Attended by 25 people, 11 guests.

**Goal 5: Establish public participation activities in all MS4 communities and Goal 6: Provide information on stormwater issues**

1. Website kept up to date with events, new programs and monitoring opportunities.
2. Quarterly Rock River Reflections articles; issues distributed to municipalities.
3. Permittees maintain RRSB stormwater materials in public locations.
4. Collaborative work with University of Wisconsin Whitewater: taught two classes on stormwater, the RRSB and how they can participate. For “Make a Difference Day” the RRSB worked with UWW and City of Whitewater to build a rain garden; outreach included press releases and articles in local papers. Five teams of students also participated in painting storm drains in the area.

**Goal 7: Maintain website with information for residents and professionals**

1. Professionals page expanded to include fact sheets and other materials created by EC.
2. External resources added to website for more detailed information

**Goal 8: Provide workshops, presentations and other training opportunities (also see Goal 4)**

1. Sustainable backyard workshop held in spring 2010 with guest speaker from Healthy Communities Project.
2. Rain garden workshop summer 2010 with requests for possible future workshops.

**PHOTOS: Whitewater “Make a Difference Day” and UW-Whitewater Freshmen for Freshwater rain garden project, Spring 2010. Before (top), during construction (middle) and after (bottom).**

