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Please read the instructions prior to completion of this form. Complete all sections as applicable. Tab to each section or click in answer spaces.

**Applicant Information**

Calendar Year of Grant Start	2016				
Project Name	Southeast Wisconsin Clean Water Network Information and Education Campaign				
Applicant (governmental unit applying; name and type, e.g. Wausau, City; Randall, Town; Waunakee, Village)					
Village of Mount Pleasant					
Name of Government Official - Authorized Signatory (First Last)			Name of Government Official - Grant Contact Person (First Last)		
William Sasse, PE			Anthony Beyer, PE		
Title			Title		
Director of Engineering			Sanitary Sewer/Storm Water Utility Manager		
Area Code + Phone Number			Area Code + Phone Number		
(262) 664-7833			(262) 664-7849		
E-Mail Address			E-Mail Address		
bsasse@mtpleasantwi.gov			tbeyer@mtpleasantwi.gov		
Mailing Address - Street or PO Box			Mailing Address - Street or PO Box		
8811 Campus Drive			8811 Campus Drive		
City	State	ZIP Code	City	State	ZIP Code
Mount Pleasant	WI	53406	Mount Pleasant	WI	53406

**Project Information**

**A. Location of Project**

County			State Senate District number:				State Assembly District number:	
Minor Civil Division (city, town, village, e.g., Wrightstown, Village of)	Township (N)	Range	E or W	Section	Quarter	Quarter- Quarter	Latitude (North, 4 to 7 decimal places)	Longitude (West, 4 to 7 decimal places)
See Attachment A for	N							
Location data, Counties, and District numbers.	N							

Method for Determining Latitude & Longitude (check one)

- GPS     DNR Surface Water Data Viewer (<http://dnrm.wisconsin.gov/SL/?Viewer=SWDV>)  
 Other (specify):

**B. Project Summary and Description. Use this space for the project summary and description, not an attachment.**

Mention every activity being proposed in Part II; Question 1.

Southeast Wisconsin Clean Water Network Information and Education Campaign is an information and education project that will target people in 10 municipalities in areas of impaired waters located in the Root River, Oak Creek and Pike River. The 10 municipalities, listed in Attachment A, are all members of the Southeast Wisconsin Clean Water Network, a group of 18 municipalities and UW-Parkside. In 2013 they joined in an Intergovernmental Agreement for the purpose of funding a project that meets the "information and education" requirements of our NR 216 permits with the Village of Mount Pleasant as the fiscal agent for the Agreement. In 2009 we contracted with the Root-Pike Watershed Initiative Network, a nonprofit watershed protection organization, to carry out the information and education program. The two-year contract was renewed in 2011, 2013, and 2015.

The Clean Water Network, along with a 2014-2015 WDNR grant, is currently supporting a number of information and education outreach initiatives that include the deliverables listed below. We hope to continue and improve upon the program for 2016-2017.

- 1) Respect Our Waters ("ROW" from here forward) media and outreach campaign managed by a Milwaukee-based advertising agency, Eichenbaum/Associates (TV ads, TV and radio interviews and news stories, print ads and news stories, professional public relations assistance, a website landing page and advertising on the TV station website)
- 2) ROW Greener Yards, Cleaner Waters free workshops (that teach the reuse of yard waste including composting, healthy lawn care and proper use of fertilizers and pesticides, stormwater infiltration with rain gardens, and pet waste management)
- 3) ROW monthly e-newsletters (similar messages as the workshops written to address time of year...rain gardens in the spring, for example)
- 4) ROW community events (setup of a display booth at a minimum of 10 outreach events each year where campaign information is distributed via conversations and giveaway items: ROW buttons, temporary tattoos, bookmarks, activity books, pet waste bags, UW-Extension materials, and a rain barrel raffle at each event)
- 5) ROW social media campaigns (regular updates to website [www.respectourwaters.org](http://www.respectourwaters.org), Facebook, Twitter, and YouTube)
- 6) Quarterly meetings with the Clean Water Network for campaign updates, evaluation, special speakers or presentations, and outings to explore stormwater BMPs.
- 7) Annual program evaluation by the Clean Water Network members and household survey of residents every four years to gauge the impact of the campaign on their knowledge and behaviors.

A household survey conducted by UW-Extension for S.E. WI Clean Water Network in 2010 found that homeowners are largely unaware of the sources, types and magnitude of water pollution and their role in preventing runoff. Many believe sewer overflows and trash are the major sources of water pollution and causes of severe water quality problems in the area.

The Center for Watershed Protection found that "messages sent by television, radio and local newspapers are consistently more influential in reaching residents than any other technique, with up to 30% recall rates by the watershed population for each medium." In contrast, messages transmitted through meetings, brochures, local cable and videos tend to be recalled by only a very small segment of the watershed population."

Eichenbaum/Associates has developed a campaign with the slogan, "Respect Our Waters" that features "Sparkles" the Water Spaniel (puppet). They produced eight different television advertising pieces that were aired June-September each year, ranging from 30 seconds down to 5, 10, and 15 seconds. An estimated 1.5 million adults were exposed to at least one TV spot in 2014. See the ads on YouTube: <https://www.youtube.com/playlist?list=PL4mRhn-634cIwGO5bAq3fa6a1GDUgCWk>

The 2014 campaign focused on reducing the use of lawn chemicals, picking up pet waste, not sweeping debris into the street, no illicit dumping into storm sewers, the use of rain barrels and rain gardens to hold back stormwater, and proper auto maintenance to protect the quality of stormwater runoff. In 2015 the same ad campaign will run on a local TV station that provides the most competitive bidding package.

The ROW campaign planned for 2016-2017 will continue to target people, especially homeowners, with frequent, meaningful and timely media messages that will increase their awareness and knowledge of polluted stormwater runoff and how their actions contribute to the problem. The messages will have a call to action, inspiring and encouraging homeowners to adopt new practices that will reduce their contribution to runoff pollution. We will again contract with Root-Pike WIN, our non-profit partner, to manage the 2016-2017 campaign. Eichenbaum/Associates will be retained to negotiate the television ad buy and ad placement, secure news stories on TV, radio and in print media and assist with collateral.

**C. Watershed, Waterbody and Pollutants** (see Attachment A and <http://dnrm.wi.gov/SL/?Viewer=SWDV>).  
 Note: Planning areas may encompass several square miles and may affect multiple watersheds.

Watershed Name	Watershed Code	12-digit Hydrologic Unit Code (HUC)	% of Project Area	Nearest Waterbody Name
Root River	00	040400020301	70	Root River
Oak Creek	SE05	040400020302	15	Oak Creek
North Branch Pike River	SE02	040400020402	15	Pike River

Nonpoint Source Pollutant(s) Controlled by the Project

- Nutrients     Sediment     Other, specify: Fertilizer, yard waste, salt, pet waste, automobile fluids

**Part I. Screening Requirements**

**A. Maps and Photographs**

Yes

- An 8.5" x 11" map from the DNR data/map viewers, showing the project area, is attached (link to <http://dnrm.wi.gov/SL/?Viewer=SWDV>).
- Aerial photo maps and project area photos are also included.

**B. Filters** Note: The applicant must be able to check "Yes" to questions 1 through 8 below to be eligible for a grant. Check "Yes" to question 9, if applicable.

Yes

- 1. Project is in an area that is urban or will be urban within 20 years (see Attachment B).
- 2. Project will be completed within 24 months of the start of the grant period.
- 3. Staff and consultants designated to work on this project have adequate training, knowledge, and experience to implement the proposed project.
- 4. Staff or contractual services, in addition to those funded by this grant, will be provided if needed.
- 5. Planning products prepared under this grant will not work at cross-purposes to (are consistent with) the non-agricultural performance standards under ch. NR 151 (see Attachment D).
- 6. The local DNR District Nonpoint Source Coordinator has been contacted and the project was discussed. See contacts at: <http://dnr.wi.gov/topic/nonpoint/NPScontacts.html>.

Name of the District Nonpoint Source Coordinator Contacted	Date Contacted	Subject of Contact
Peter Wood	09/18/2014	Ongoing communication via email, phone, meetings to discuss this grant application and plans for extending the program for an additional two years.

7. The applicant can declare that **one** of the two statements below is TRUE.
- a. Statement A: The grant application is for a local governmental unit that has jurisdiction over the project area. (Jurisdiction over the project area means that the governmental unit has control over whether the planning recommendations are carried out.)
  - b. Statement B: The applicant does not have jurisdiction over the project area; however conditions "i" and "ii" or "i" and "iii" are met
    - i. The applicant is required to obtain a permit under subchapter I. of ch. NR 216; **and**

- ii. In addition, Inter-Governmental Agreements (IGAs) are in place,
- iii. or, will be put in place prior to the commencement of the grant period, to assure urban best management practices included on the grant are installed and maintained (see Attachment G).

8. The applicant can declare that **one** of the two statements below is TRUE.

- a. Statement A: The applicant is not the University of Wisconsin Board of Regents.
- b. Statement B: The applicant is the University of Wisconsin Board of Regents **and** the project will develop recommendations for a UW Campus area located in a municipality that meets **both** of the following criteria:
  - i. The municipality is required to obtain a municipal storm water permit under ch. NR 216 **and**
  - ii. The municipality is located either in a priority watershed or lake area identified under s. 281.65, Wis. Stats., or in an area of concern as identified by the International Joint Commission under the Great Lakes Water Quality Agreement.

9. This application is a joint application among local units of government, and

If yes, the required Inter-Governmental Agreement (maybe a DRAFT) is attached (see Attachment G).

If the applicant answered "No" to any of the items in 1-8, above, stop here. This project is ineligible.

## Part II. Competitive Elements

### Question 1. Project Activities and Extent of Pollutant Control

A project can consist of one or more of the following planning activity categories (A through F). For each category below, check the boxes that describe the work products which will be produced under **this** grant. **Do not check boxes based on prior work.**

#### A. Ordinance Preparation

Develop New    Update Existing    The project is to develop or update one or more of the following ordinances (must be the applying Governmental Unit's ordinances), including associated information, education and public participation activities. Check all that apply.

- 1. Construction erosion control ordinance including all the requirements of s. NR 151.11.
- 2. Storm water ordinance for new development and re-development including all the requirements of ss. NR 151.12, NR 151.121-128, and NR 151.241-249.  
(See NR 151 at: [http://docs.legis.wi.gov/code/admin\\_code/nr/100/151.pdf#page=1](http://docs.legis.wi.gov/code/admin_code/nr/100/151.pdf#page=1).)
- 3. Low impact development/conservation subdivision ordinances.
- 4. Other ordinances such as an illicit discharge ordinance, storm water ordinances affecting runoff from developed urban areas (e.g., pet waste management ordinances, nutrient management ordinances), or ordinances that regulate the application of fertilizers to non-municipal properties in accordance with s. NR 151.14.

#### B. Financing Mechanisms

Develop New    Update Existing    The project will evaluate financing mechanisms for storm water management, including associated information, education and public participation activities. Recommendations will be presented to the governing board for approval and DNR will be notified of the governing board's action. Check **one** of the following:

- 1. The project develops a dedicated revenue source, such as a storm water utility, to implement a storm water program focusing on implementation of performance standards in Subchapter III of ch. NR 151.
- OR**
- 2. The project is a general feasibility analysis of alternative funding mechanisms

#### C. Storm Water Plan for Developed Urban Areas (includes redevelopment)

Develop New    Update Existing    The project is to develop or update a storm water management plan for developed urban areas, including redevelopment, which addresses all applicable performance standards under NR 151 including associated information, education and public participation activities.  
Check **one** of the following

- 1. This project will cover the entire geographic area of the governmental unit.
- OR**
- 2. This project will cover only part of the geographic area of the governmental unit.

**D. Storm Water Plan for New Development**

Develop Update The project will develop or update a storm water management plan for new development that addresses all of the  
 New Existing performance standards under ss. NR 151.12, NR 151.121-128, and NR 151.241-249, including associated information, education and public participation activities. Check **one** of the following:

- 1. This project will cover the entire geographic area of the governmental unit.
- OR**
- 2. This project will cover only part of the geographic area of the governmental unit.

**E. Comprehensive Storm Water Information and Education Program**

- Check this box if the project will develop and/or implement a comprehensive storm water information and education program.  
*Note:* This category may **not** be checked if any boxes in categories A through D, above, have been checked. Information and education activities are expected to be included as necessary components of projects under categories A through D.

**F. Inter-Municipal and Watershed-based Cooperation (bonus)**

- Check this box if this project is being conducted as part of an inter-governmental storm water management strategy for a common water resource. This also includes entering into a Watershed-based Storm Water Management Permit with other municipalities.  
*Note: If more than one local unit of government is joining in this project application (a "joint application"), then an Inter-Governmental Agreement (IGA) meeting the requirements of Attachment G must be submitted with this application.*

Provide a description of the inter-governmental effort that will be used to complete the project. The local share is provided by the Southeast Wisconsin Clean Water Network, a stormwater permit group of 18 municipalities and the University of Wisconsin-Parkside, which includes the 10 municipalities targeted in this grant application. The group was first organized by Wisconsin Department of Natural Resources under the direction of Peter Wood. In 2016 and 2017 the SE WI Clean Water Network will contribute a combined total of \$81,132.91 to an Information and Education campaign under an Intergovernmental Agreement. This amount does not include an additional \$26,680.62 that the Network will contribute to Root-Pike Watershed Initiative Network for indirect or operational expenses. Nine municipal members of the Network are located in areas of impaired waters.

The Clean Water Network entered into the Agreement in 2009 and renewed it in 2013 to reflect the new fiscal agent, the Village of Mount Pleasant. The cost share provision is part of the Intergovernmental Agreement. The first 2-year contract with Root-Pike Watershed Initiative Network to manage and coordinate the I&E program was entered into by the Network in 2009 and renewed in 2011, 2013, and 2015 based on outcomes and favorable evaluations by members. The cost share provision for 2016 and 2017 is attached. A copy of the 2013 Intergovernmental Agreement is attached (Attachment G).

A professional advertising firm, Eichenbaum & Associates, Milwaukee, was contracted to develop and implement the campaign in 2012, 2013, 2014 and 2015 and will be asked to submit a proposal in 2016 for the 2-year campaign. Oversight of the advertising agency will be provided by Root-Pike WIN and the Southeast Wisconsin Clean Water Network, with the Village of Mount Pleasant as the lead and fiscal agent.

**Question 2. Fiscal Accountability**

**A. Timeline and Source of Staff**  
 For each applicable milestone listed below, fill in the appropriate data.

Milestone	Target Completion Date (month/year)	Source(s) of Staff
<b>Basic Milestones</b>		
Prepare preliminary scope of services and discuss with DNR NPS Coordinator	01/2016	Village of Mount Pleasant, Root-Pike Watershed Initiative Network, Eichenbaum & Associates

Project Name:

Southeast Wisconsin Clean Water Network Information and Educa

**UNPS&SW Program - Planning Grant Application**

Form 8700-299A (R 1/15)

Prepare Request for Proposal	02/2016	Village of Mount Pleasant, Root-Pike Watershed Initiative Network, Eichenbaum & Associates
Select Consultant	03/2016	Village of Mount Pleasant, Root-Pike Watershed Initiative Network, Eichenbaum & Associates
Finalize Scope of Service and Professional Services Contract	03/2016	Village of Mount Pleasant, Root-Pike Watershed Initiative Network, Eichenbaum & Associates
Get DNR approval of Professional Services Contract	04/2016	Village of Mount Pleasant, Wisconsin Department of Natural Resources, Root-Pike Watershed Initiative Network, Eichenbaum & Associates
Hold "kick-off" meeting	03/17/2016	Members of Southeast Wisconsin Clean Water Network including fiscal agent, Village of Mount Pleasant, Wisconsin Department of Natural Resources, Root-Pike Watershed Initiative Network
Interim meeting with DNR	03/2016	Village of Mount Pleasant, Root-Pike Watershed Initiative Network, Wisconsin Department of Natural Resources
Presentation to Municipal Council	03/17/2016	Village of Mount Pleasant, Southeast Wisconsin Clean Water Network, Wisconsin Department of Natural Resources, Root-Pike Watershed Initiative Network
Submit project and final report to DNR	12/2016 and 12/2017	Village of Mount Pleasant, Root-Pike Watershed Initiative Network

**Additional Milestones** (list below)

Meet with advertising agency to review 2016 campaign and make adjustments as needed for 2017 campaign	11/2016-12/2016	Village of Mount Pleasant, Root-Pike Watershed Initiative Network, Eichenbaum & Associates
Advertising agency negotiates with three major TV stations (4, 6, 12) to secure best package of air time, TV news stories and public service announcements	02/2016 and 02/2017	Village of Mount Pleasant, Root-Pike Watershed Initiative Network, Eichenbaum & Associates
TV ads air, News stories, media interviews, community outreach events	06/2016 to 09/2016	Also 06/2017 to 09/2017. Root-Pike Watershed Initiative Network, Eichenbaum & Associates, and selected TV station that offers the most exposure

**B. Adequate Financial Budget**

Provide detailed budget information for every proposed project activity in Question 1. and supporting activities for which DNR funding is requested. Please note: the state share may not exceed 70% of eligible costs. The grant amount is capped at \$85,000 for the eligible planning activities.

**B.1. Financial Budget Table - Planning Activities**

A	B	C
Project Activity for Which DNR Funding is Requested Use this space, not an attachment.	Estimated Total Cost (\$)	Amount from Column B Eligible for DNR Cost Sharing (\$)
Root-Pike WIN to schedule four quarterly meetings with Southeast Wisconsin Clean Water Network and arrange presentations, provide refreshments for meetings, coordinate program evaluation, coordinate with fiscal agent, manage finances	8,264	8,264
Planning and Coordination by advertising agency to include media proposal solicitation/evaluation & media planning, negotiations, TV on-camera talent renewals, production of new ads if desired, media	18,005	18,005

relations (news releases, media interviews), community outreach events, updating of website, Facebook, Twitter and YouTube, TV spot transmission		
TV media placements (cost of actual air time)	77,316	77,316
Planning and Coordination by Root-Pike WIN/contractor, to include managing the advertising agency, community outreach staff, participating in media interviews and events, planning and facilitating homeowner workshops, speaking engagements at schools, municipalities and clubs, arranging 10-20 community outreach events and acquisition of collateral materials for events, mileage reimbursements, reporting to Village of Mount Pleasant (Tony Beyer) and assisting with evaluation of campaign.	53,736	53,736
Collateral materials for events (exhibit, buttons, bookmarks, rain barrels, banners, T-shirts, pet waste bags)	2,129	2,129
Marketing (Constant Contact service for email marketing and e-newsletters, social media promotions)	1,683	1,683
<b>1. Total</b>	<b>161,133</b>	<b>161,133</b>

**B.1. (continued) Cost Sharing Worksheet**

**Eligible Costs:**

2. 70% of Column C Total Row 1 above	\$	112,793
Cap Test:		
3. Maximum State Share Row 2 or \$85,000, whichever is less	\$	85,000
State and Local Share:		
4. Requested State Share Amount (Enter Requested Grant Amount)		80,000
5. Local Share Amount (Total of Row 1 Column B less Row 4)	\$	81,133

**B.2. Use of Additional Funding**

- Check this box if both of the following conditions are met.
- The requested state share amount in row 4 is less than the \$85,000 grant cap.
  - The requested state share amount in row 4 is below the maximum state-share in row 3. (The resulting cost-share rate is less than 70%.)

**B.3. Cost Estimate Quality** Describe the quality of cost estimates including whether the cost estimate is based on a competitive bid, scope of services, similar projects conducted locally, similar projects conducted elsewhere in the state or region, or other more generalized data. Provide documentation.

Cost estimates for paid services are based on a draft scope of services. In 2012 proposals were solicited from local advertising agencies and Eichenbaum and Associates was selected from among five agencies that competed for the project because of their past experience with similar projects and their campaigns and their media negotiations experience. We have been extremely pleased with their services for 2012, 2013, 2014, and the beginning of 2015. We have updated the costs of ad development and placement to reflect costs for 2016 and 2017. A list of the other agencies and their cost proposals is available upon request.

Cost estimates for Root-Pike WIN/contractor work were provided to the Village of Mount Pleasant via a contract for their scope of services.

Identify the source of the local share:

The local share is provided by the Southeast Wisconsin Clean Water Network, a stormwater permit group organized by Wisconsin Department of Natural Resources under the direction of Peter Wood. In 2016 and 2017, the SE WI Clean Water Network will contribute a combined total of \$81,132.91 to an Information and Education campaign under an Intergovernmental Agreement. This amount does not include an additional \$26,680.62 that the Network will contribute to Root-Pike Watershed Initiative Network for indirect or operational expenses. Nine municipal members of the Network are located in areas of impaired waters.

We expect to get even more cost share value through the free media exposures (public service announcements). In 2014, an estimated 1.5 million adults were exposed to at least one TV spot at least once. For a total cost of just \$75,000, we received \$230,110 in value for our campaign! That translates to an additional project contribution of \$155,110. In addition, the budget cost share also includes volunteer time for community events and office work such as data entry to expand our mailing lists.

The Clean Water Network entered into the Agreement in 2009 and renewed it in 2013 to reflect the new fiscal agent, the Village of Mount Pleasant. The cost share provision is part of the Intergovernmental Agreement. The first 2-year contract with Root-Pike Watershed Initiative Network to manage and coordinate the I&E program was entered into by the Network in 2009 and renewed in 2011, 2013, and 2015 based on outcomes and favorable evaluations by members. The cost share provision for 2016 and 2017 is attached. A copy of the 2013 Intergovernmental Agreement is attached (Attachment G).

### Question 3. Project Evaluation Strategy

Information that will be developed and presented to DNR to evaluate the environmental benefits of completing this project. Check all that apply.

- A. Information that quantifies how project implementation is projected to decrease storm water impacts on state waters will be provided to the DNR. The information may be provided as part of the planning product (e.g., storm water plan, I&E plan) or in the Final Report.
- B. Information that tracks progress in carrying out recommendations of this project will be provided to the Department for one or two years after the project is completed. Specify if it is going to be one or two years that tracking information will be provided and describe how this annual post-project tracking process will work:  
In February of 2010 the S.E. Wisconsin Clean Water Network funded a household survey to measure the views of homeowners of their local water resources and their yard care practices for the purpose of developing an effective Information & Education program. A copy of the survey results are posted on the website of Root-Pike WIN, under the Keep Our Waters Clean section:  
<http://rootpikewin.org/images/stories/stormwater/SummaryReport.pdf>.

UW-Extension's survey research center in Madison designed the survey instrument and schedule, and selected the random sample of 500 households. Root-Pike WIN coordinated the mailings and data input. The survey's results helped us gain a better understanding of homeowners' attitudes, behaviors and knowledge related to nonpoint pollution and yard care practices and how they acquire information about the topics.

To measure the impact of the Respect Our Waters campaign we plan to implement a follow-up survey in 2016 at the completion our current two-campaign to determine to what extent attitudes, knowledge and actions have changed since the 2010 survey. Specifically, to what extent did people adopt new yard care and pet waste management practices? Based on responses by homeowners on the number and size of rain barrels (per gallon) and rain gardens (per square feet) they installed and the amount of yard waste they composted (per cubic feet), the increased amount of pet waste they properly disposed of, their reduced use of fertilizers and pesticides (per square yards), their changed actions to prevent oil and chemical runoff, we would estimate the amount of stormwater infiltrated, evaporated and transpired; the amount of nutrients reduced



from composting or other onsite yard waste management; and reductions in the use of fertilizers and pesticides. Summary and final reports to WIDNR will detail advertising placement and provide measurements of the amount and type (age, income, education) of the audience reached by the advertisements, using Arbitron, Inc research. Arbitron is a media and marketing research firm that measures network and local-market radio audiences across the United States.

Funds for the survey described above have already been secured and reserved. At the conclusion of the 2016-2017 grant cycle, we plan to administer a more targeted survey after performing a more targeted mini-campaign that focuses on a specific area.

**Question 4. Water Quality Needs**

The project must be consistent with at least one of the following seven watershed priorities. For each watershed in the project area, identify the category that best identifies the project goals. If more than one category is checked (because the project area contains more than one watershed), estimate the portion of the project area to be assigned to each category.

*Note: For border waters where a State of the Basin Report does not exist, another governmental document acceptable to the District NPS Coordinator may be used to identify the water quality need.*

	Percent of Project Area (Total should equal 100%)	Surface Water Considerations
<input checked="" type="checkbox"/>	100	<p><b>A. Clean Water Act section 303(d) List of Impaired Waters</b>                      Project with water quality goals directly dealing with a water body (lake or stream) on the latest Clean Water Act (CWA) s. 303(d) List of Impaired Waters, where the cause of the impairment is nonpoint source pollution and this project will reduce the type of nonpoint pollutants for which the water is listed (see Attachment A and <a href="http://dnrmaps.wi.gov/SL/?Viewer=SWDV">http://dnrmaps.wi.gov/SL/?Viewer=SWDV</a>).</p> <p><b>Name of Applicable Impaired Water:</b></p> <hr/> <p><b>Name of Pollutant Causing Impairment:</b></p> <hr/>
<input type="checkbox"/>		<p><b>B. Outstanding or Exceptional Resource Waters or Other Areas of Special Natural Resource Interest</b>                      Prevention of degradation due to nonpoint sources of outstanding resource waters (ORW) (per s. NR 102.10) or exceptional resource waters (ERW) (per s. NR 102.11) or other areas of special natural resource interest (ASNRI).                      To locate ORW/ERW and other ASNRI's see Attachment A and go to DNR's Surface Water Data Viewer Designated Waters Theme at <a href="http://dnrmaps.wi.gov/SL/Viewer.html?Viewer=SWDV&amp;runWorkflow=DesignatedWaters">http://dnrmaps.wi.gov/SL/Viewer.html?Viewer=SWDV&amp;runWorkflow=DesignatedWaters</a>.</p> <p><b>Name of Applicable ORW/ERW or ASNRI:</b></p> <hr/>
<input type="checkbox"/>		<p><b>C. Not Fully Supporting Uses or NPS Ranking of High or Medium</b>                      A water body (lake or stream) identified in a DNR-approved Basin/Watershed Plan as not supporting designated uses due to nonpoint sources, but is not on the section 303(d) List. In newer plans, these waters are categorized as "supporting" (as opposed to "fully supporting") designated uses; in plans prior to 2010 they were labeled as "partially meeting" designated uses. Or, the project is located in watershed, lake watershed, or other area ranked high or medium on the NPS Rankings List, where the goals of the project are directly associated with the reason for the ranking on the NPS Rankings List.</p>
<input type="checkbox"/>		<p><b>D. Surface Water Quality</b>                      Prevention of degradation of surface water quality due to nonpoint sources</p>
		<p><b>Groundwater Considerations</b> For assistance with this section, please consult the DNR District Drinking Water and Groundwater Specialist at: <a href="http://dnr.wi.gov/topic/drinkingWater/documents/CountyContacts.pdf">http://dnr.wi.gov/topic/drinkingWater/documents/CountyContacts.pdf</a> or the County Extension office.</p>
<input type="checkbox"/>		<p><b>E. Exceeds Groundwater Enforcement Standard</b>                      Groundwater within the project area where representative information indicates that stormwater pollutants in groundwater exceed the Enforcement Standard (ES).</p>

<input type="checkbox"/>		<b>F. Exceeds Groundwater Preventive Action Limit</b> Groundwater within the project area where representative information indicates that storm water pollutants in groundwater exceed the Preventative Action Limit (PAL).
<input type="checkbox"/>		<b>G. Groundwater Quality</b> (see <a href="#">Attachment F</a> ) The project area is within a geological area defined in Attachment F as susceptible to groundwater contamination.
	<b>Total:</b>	
	100	

**Drinking Water Bonus Points** (see [Attachment E](#))

- Yes Check this box if the project water quality goals identified above relate to the reduction of nonpoint source contaminants in community or non-community public drinking water supplies. This includes any of the following: Municipal supplies governed by chs. NR 809 and 811; Other-Than-Municipal (OTM) water supplies governed by chs. NR 809 and 811; Non-Transient water supplies governed by chs. NR 809 and 811; Transient water supplies governed by chs. NR 809 and 812.
- 
1. If "Yes," and you checked boxes E, F, or G, above, then mark a, b, or c, below and move on to question 6. (You will need assistance from your DNR District NPS Coordinator at <http://dnr.wi.gov/topic/nonpoint/NPSContacts.html> or Water Supply Specialist at <http://dnr.wi.gov/topic/drinkingWater/documents/CountyContacts.pdf> to answer.)
- a. Check this box if the project is located: within the wellhead protection area of a municipal well; or within 1,200 feet of a municipal well for which a wellhead protection area is not delineated; or within 1,200 feet of an Other-Than-Municipal (OTM) water supply well; or within 1,200 feet of a Non-Transient water supply well.
- b. Check this box if the project is located within 200 feet of a Transient water supply well.
- c. Check this box if **neither** a nor b applies
2. If "Yes," and you checked box **A, B, or C or D above**, then place a check mark next to the appropriate drainage area where the project is located. If the project is in more than one drainage area, enter the appropriate percentages in the boxes provided. (See [Attachment E](#).)

Source Water Drainage Area	Portion of Project in Assessment Area (%)
<input checked="" type="checkbox"/> Pike River and Creek	15
<input checked="" type="checkbox"/> Root River	70
<input checked="" type="checkbox"/> Oak Creek	15
<input type="checkbox"/> Milwaukee River	
<input type="checkbox"/> Sauk Creek	
<input type="checkbox"/> Sheboygan and Onion Rivers	
<input type="checkbox"/> Manitowoc River	
<input type="checkbox"/> Twin Rivers	
<input type="checkbox"/> Kewaunee and Ahnapee Rivers	
<input type="checkbox"/> Menominee River	
<input type="checkbox"/> Fish Creek	
<input type="checkbox"/> St. Louis and Nemadji Rivers	
<input type="checkbox"/> Lake Winnebago	

**Question 5. Evidence of Local Support**  
 For A. and B., check the applicable situation that exists at the time of application. Submit supporting information and documentation with the application.

- A. Government**
1. The local-share funds for this project's expenses are already included specifically in an **adopted** budget.
- Evidence of the adopted budget is included with the application submittal.

Project Name:

Southeast Wisconsin Clean Water Network Information and Educa

**UNPS&SW Program - Planning Grant Application**

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Describe the document and list date of adoption:

Each municipality budgets for their share of the funds and funds are collected annually. Some municipalities submit the full two year amount at the start of the new contract. The cost share provision for 2016 and 2017 is attached and was provided to each municipality well before the contract signing for budgeting purposes.

2. The local-share funds for the project expenses are or will be included in a **proposed** budget.
- Evidence of the proposed budget is included with the application submittal.  
Describe the document and list date for adoption;

**B. Community** Supporting information must be submitted with the application.

1. There is local community support from community stakeholders specifically for the project.
- a. There is local support from citizen groups.
- b. There is local support from municipal committees or councils representing the applicant.
2. There is community support for addressing general water resource needs in the community, even though there may not be evidence of support for this specific project.
- a. There is general support from citizen groups.
- b. There is general support from municipal committees or councils representing the applicant.

**Question 6. Plans and Regulations**

**A. Consistency With Resource Management Plans**

- Check this box if the proposed project focuses on plans to implement a water quality recommendation from a locally-approved resource management plan. Examples include Smart Growth plans, Legacy Community plans, Water Star plans, local Storm Water Management plans, wellhead protection, lake management, regional water quality plans, Remedial Action plans and other watershed-based nonpoint source control plans.

*(This question does not include a TMDL report, TMDL implementation plan, or County Land and Water Resource Management Plan.)*

If Yes, summarize the water quality recommendation and describe how it relates to the goals of this proposed project. Cite the title, author and date(s) of publication of the resource management plan. Attach pertinent page(s) or provide URL and page numbers.

Information and education are a key recommendation in many watershed restoration plans, water quality management plans and other water resource protection plans.

THE STATE OF THE ROOT-PIKE RIVER BASIN, WISCONSIN DEPARTMENT OF NATURAL RESOURCES IN COOPERATION WITH THE ROOT-PIKE WATERSHED INITIATIVE NETWORK AND OTHER STAKEHOLDERS, MAY 2002. This Report recommends the development of an Information & Education program that addresses urban non-point sources of pollution. It addresses the goals in this application as follows: 1) Encourage developers to employ conservation design principals in site plans (Goal 2.1.8 Environmentally sensitive land development); 2) Promote and assist in the establishment of riparian buffers along all streams within the basin (Goal 2.1.4 Management of streambanks). Go to: <http://dnr.wi.gov/water/basin/rootpike/rootpikefinal.pdf>

A REGIONAL WATER QUALITY MANAGEMENT PLAN UPDATE FOR THE GREATER MILWAUKEE WATERSHEDS, SOUTHEASTERN WISCONSIN REGIONAL PLANNING COMMISSION, PLANNING REPORT NO. 50, ADOPTED BY THE COMMISSION DECEMBER 5, 2007 AND UNDER FINAL STAFF REVIEW. The Plan recommends the control of both point and nonpoint pollution sources for Milwaukee area watersheds, to include the Root River and Oak Creek watershed and the direct drainage area to Lake Michigan and the near shore area within the lake. The final watershed plan consists of 1) a land use element; 2) a surface water quality element; 3) a groundwater management plan element. Implementation recommendations (Chapter XI, pp. 40-41) address the following goals outlined in this application: 2.1.1

(detect and eliminate illicit discharges; 2.1.2 and 2.1.3 (educate about fertilizer and pesticide use; pet litter management, household hazardous wastes); 2.1.4 (streambank and shoreline management to minimize erosion and restore ecological health of waterways and protect and restore fisheries); 2.1.5 (infiltration options for draining roof runoff such as rain gardens and rain barrels); 2.1.6 (design, installation and maintenance of storm water management facilities; 2.1.7 (identify businesses and activities that may pose a storm water pollution concern and educate audiences on methods of prevention) ; 2.1.8 (land protection, restoration and remediation to include open space preservation and restoration of wetlands). Go to: <http://www.sewrpc.org/SEWRPC/Environment/RegionalWaterQualityManagement.htm>

THE APPLICATION OF STORMWATER RUNOFF REDUCTION BEST MANAGEMENT PRACTICES IN METROPOLITAN MILWAUKEE , STORMWATER RUNOFF REDUCTION PROGRAM FINAL REPORT, METROPOLITAN MILWAUKEE SEWERAGE DISTRICT, FEBRUARY 28, 2007. Part of the 2020 facilities planning, the report provides performance results (volume, pollution) and implementation costs for stormwater best management practices, including: rain barrels, rain gardens, green roofs, bioretention, green parking lots, porous pavement and stormwater trees, which address goals 2.1.5 (promote infiltration); 2.1.6 (design, install, maintain practices of stormwater facilities); 2.1.7 (methods of storm water pollution prevention for businesses and others); 2.1.8 (environmentally sensitive land development designs). Go to: <http://www.mmsd.com/-/media/MMSD/Documents/Water%20Quality/Reports/StormwaterRunoffReductionProgramFinalReport2007.pdf>

2010 WATER QUALITY MANAGEMENT PLAN UPDATE - PIKE RIVER WATERSHED (SE02), Wisconsin DNR. Recommendations for the Pike River include providing continued support for stormwater best management practices. Go to: [http://dnr.wi.gov/water/basin/rootpike/wtplans/se02/se02\\_wtplan.pdf](http://dnr.wi.gov/water/basin/rootpike/wtplans/se02/se02_wtplan.pdf)

2013 PIKE RIVER WATERSHED RESTORATION PLAN, developed by Applied Ecological Services with input from a citizen advisory group, has identified information and education as one of the primary goals of the plan to ensure its implementation and improvement in water quality in the watershed. Go to: [http://rootpikewin.org/index.php?option=com\\_content&view=article&id=169&Itemid=168](http://rootpikewin.org/index.php?option=com_content&view=article&id=169&Itemid=168), specifically Chapter 9.0

2014 ROOT RIVER WATERSHED RESTORATION PLAN, developed by the Southeastern Wisconsin Regional Planning Commission, with input from a citizen advisory group, has identified ongoing watershed-wide information and education programs and the use of rain gardens and other best management practices, as important to achieving water quality improvements in the Root River watershed. Go to: <http://www.sewrpc.org/SEWRPC/Environment/Root-River-Watershed-Restoration-Plan.htm>

WIND POINT WATERSHED RESTORATION PLAN, currently being developed by Applied Ecological Services and expected to be completed in May of 2015. The plan was written with input from a citizen advisory group and has identified information and education as one of the primary goals of the plan to ensure its implementation and improvement in water quality in the watershed. View the draft chapters at: [http://rootpikewin.org/index.php?option=com\\_content&view=article&id=178&Itemid=177](http://rootpikewin.org/index.php?option=com_content&view=article&id=178&Itemid=177), specifically Chapter 7.0.

#### **B. Supporting Regulations**

Check the box for the statement(s) that applies to this project. The project is located within an area which has:

1. The applicant (applying governmental unit) has regulations in place to administer and enforce construction erosion controls in the governmental unit that are consistent with the non-agricultural performance standards in s. NR 151.11 Include the web site where the regulation can be found (most direct web page URL) and page number(s). [http://www.peglawfirm.com/system/ckeditor\\_assets/attachments/90/mt\\_pleasant-march-2015\\_code\\_of\\_ordinances.pdf?1427837316](http://www.peglawfirm.com/system/ckeditor_assets/attachments/90/mt_pleasant-march-2015_code_of_ordinances.pdf?1427837316)  
Page 481 (74:75) to page 495 (74:89)

Or check the box if a copy of the regulation is attached to this application.

- 2. The applicant (applying governmental unit) has regulations in place to administer and enforce post-construction runoff for areas of new development and redevelopment in the governmental unit consistent with the non-agricultural performance standards in s. NR 151.12.

Include the web site where the regulation can be found (most direct web page URL) and page number(s). http://www.peglawfirm.com/system/ckeditor\_assets/attachments/90/mt\_pleasant-march-2015\_code\_of\_ordinances.pdf?1427837316 Page 481 (74:75) to page 495 (74:89)

Or check the box if a copy of the regulation is attached to this application.

Question 7. City of Racine

- Check this box if this is an application from the City of Racine for a project that is necessary for the city to comply with state storm water permitting requirements.

Part III. Eligibility for Multipliers

Completion of this part of the application is optional. However, an applicant can increase the final project score by qualifying for a project multiplier.

Local Implementation Program (select all that are in place as of the application submittal date)

- A. The governmental unit is implementing a pollution prevention information and education program targeted for property owners and other residents.
B. The governmental unit is tracking storm water permitting activity (construction and post-construction) in the governmental unit and can make summary information available to the DNR upon request.
C. The governmental unit is implementing a nutrient management plan for municipally-owned properties of pervious area where nutrients are applied.

Optional Additional Information

Carefully review the answers to all of the questions above. Is there additional information that will add to the understanding of this project? If so, describe here.

The Village of Mount Pleasant has entered into an Intergovernmental Agreement with the municipalities named in this grant application for the purpose of funding a combined Information and Education program that will meet the requirements of their respective stormwater permits. The Village of Mount Pleasant is the fiscal agent for the SE WI Clean Water Network and has authority to entered into a contract with a consultant (Root-Pike Watershed Initiative Network, also known as Root-Pike WIN) to manage and coordinate the Information & Education campaign described in this application.

Applicant Certification

A Responsible Governmental Official (authorized signatory) must sign and date the application form prior to submittal to the DNR. The governmental official with signatory authority must be the person authorized by the Governmental Responsibility Resolution. I certify that, to the best of my knowledge, the information contained in this application and attachments is correct and true.

Signature of Government Official/Authorized Signatory: William D. Sasse; Date Signed: April 15, 2015; Name: William Sasse, PE; Title: Director of Engineering

- Check this box if the required, completed Governmental Responsibility Resolution (GRR) (see Attachment H) is attached. Authorized signatory must be approved in the GRR. Draft GRR included; completed/signed GRR will be forwarded ASAP

Submittal Directions

To be considered for funding, provide the following for each application submitted:

- One hard copy of the completed application form [DNR Form 8700-299A (R 1/15) with original signature in blue ink and all attachments.

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- Three additional hard copies of the completed, signed application form and all attachments.
- One electronic copy of the completed application form (this saved application form) in **PDF format only** plus all attachments on CD.

All application materials must be postmarked by midnight **April 15 of the same calendar year.**

Mail to: State of Wisconsin  
Runoff Management Section-WT/3  
Department of Natural Resources  
101 South Webster Street  
Madison, WI 53703

PO Box 7921  
or Madison WI 53707-7921

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**Please use this page to write any constructive comment(s) you might have to improve this application.**

Thank you.

On Page 1 under Location, it would be beneficial to have the ability to list more than one county. Some Information and Education programs will have a broader "project area" than other types of projects proposed for this grant.

Similarly, our project falls within several State Senate District numbers and several State Assembly District numbers, and the application only allows us to enter one number, forcing me to have the application appear incomplete and include additional attachments.

It would also be helpful to have more fields for adding comments. For example, I am unable to provide a signed Governmental Responsibility Resolution (GRR) at this time, but am including a draft that is going through the municipal process at this time. I checked the box indicating that the GRR is included but I wish I had a way to explain that it is a draft and that I will provide the completed, signed GRR as soon as it is available.

Finally, there is a limited number of characters allowed in many of the application fields, but no way that I can see to know ahead of time what those limits are. Listing the character counts for each field would be very helpful.

Overall, I found this application to be very well constructed and easy to use. Thank you for providing this section for comments and thank you for the opportunity to apply.

**Attachment A: Location of Project Area**

Calendar Year of Grant Start: 2016

Names of Townships	Center Point	Township (N)	Range	E or W	Section	Latitude (N to 4 decimal places)	Longitude (W to 4 decimal places)
<b>City of New Berlin</b>	Jct. Calhoun & Observatory Roads	06	20	E	All	42.9698	-88.1285
<b>Village of Hales Corners</b>	Jct. HWY 45 & Grange Ave.	06	21	E	29-32	42.9446	-88.0484
<b>Village of Greendale</b>	Jct. CTH ZZ & CTH U	06 05	21 21	E E	26-28, 33-36 2-4	42.9308	-88.0088
<b>City of Franklin</b>	Jct. CTH U & Puetz Rd.	05	21	E	All	42.8871	-88.0098
<b>City of Oak Creek</b>	Jct. 15 <sup>th</sup> Ave & Puetz Rd.	05 05	22 23	E E	3-6, 7-10, 13-36 31	42.8862	-87.8725
<b>Village of Caledonia</b>	Jct. Fast River Rd. and Five Mile Rd.	04 04	22 23	E E	All 6-7, 16-18, 19-21, 28-30, 31-32	42.7993	-87.8691
<b>City of Racine</b>	Jct. Ohio St. & Graceland Blvd.	04 03 03	23 23 22	E E E	31-34 4-6, 7-10, 16-21, 29-30 12-13, 23-24	42.7258	-87.8361
<b>Village of Sturtevant</b>	Jct. Wisconsin St. & STH 11	03	22	E	16, 20-22, 27-29	42.6981	-87.9047
<b>Village of Mt. Pleasant</b>	Jct. STH 20 & 90 <sup>th</sup> St.	03 03	22 23	E E	All 6-7, 21, 28-30	42.7195	-87.8948
<b>Town of Somers</b>	Jct. STH 31 & CTH L	02 02	22 23	E E	1-5, 8-17, 20-24, 27-29, 32-34 5-8, 18-19, 30	42.6251	-87.8773

**Counties:**

Portions of Waukesha, Milwaukee, Racine and Kenosha Counties

**State Senate District Numbers:**

07, 21, 22, 28

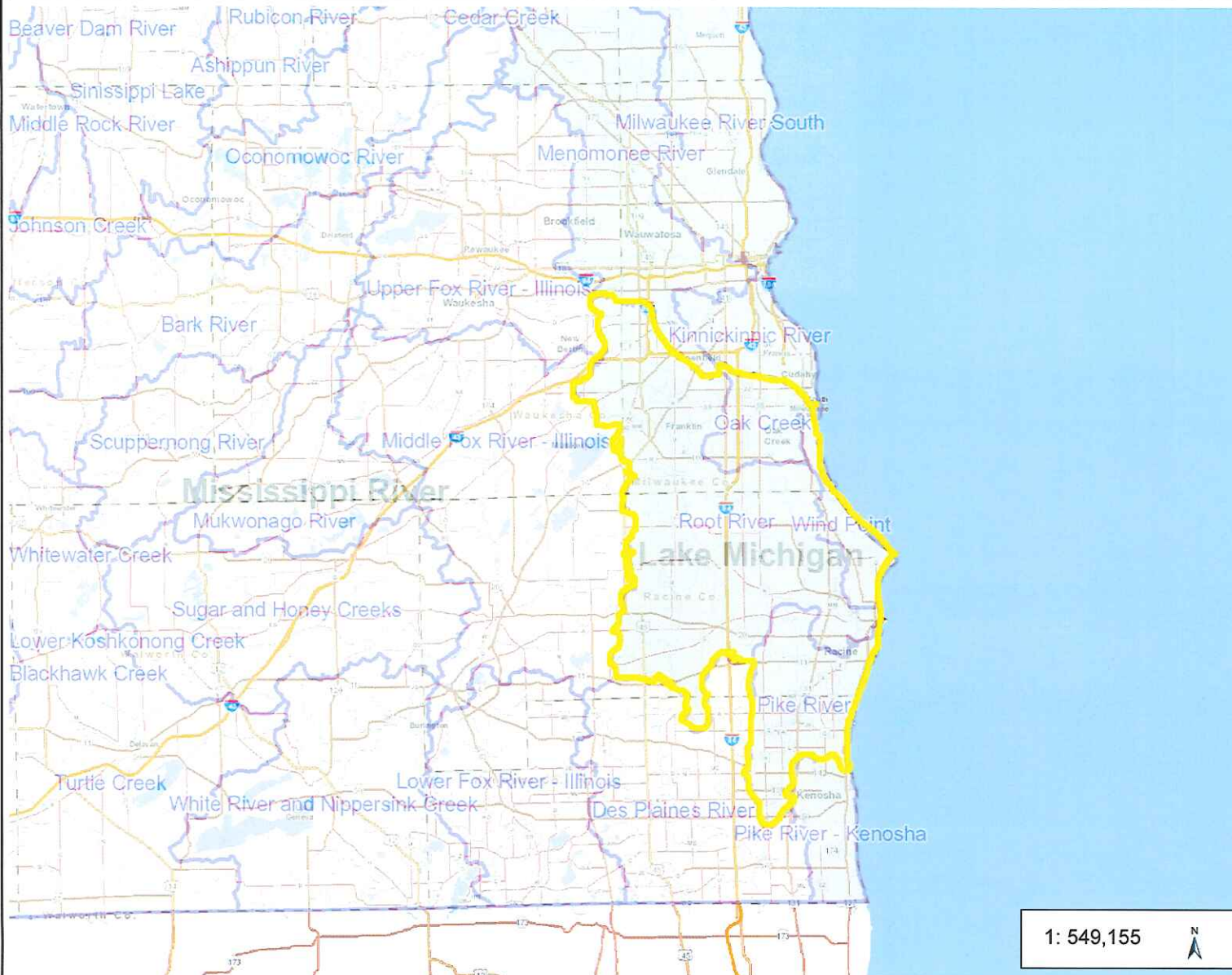
**State Assembly District Numbers:**

21, 62, 63, 66, 82, 83, 84





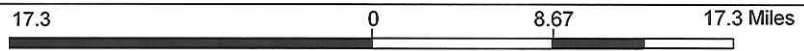
# SE WI Clean Water Network Information and Education Campaign Project area



**Legend**

- Watersheds
- Great Lakes & Mississippi Bas
  - Great Lakes Basin
  - Lake Superior Basin
  - Mississippi River Basin
- Rivers and Streams
- Open Water

1: 549,155



NAD\_1983\_HARN\_Wisconsin\_TM  
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**Notes**  
Area of reach covers the Root River, Oak Creek, Wind Point and Pike River Watersheds.

**Intergovernmental Agreement  
Southeast Wisconsin Clean Water Network**

**Between the VILLAGE OF MOUNT PLEASANT AND**

\_\_\_\_\_  
**(NAME OF TOWN, VILLAGE, CITY, COUNTY)**

**A member of the Southeast Wisconsin Clean Water Network for a Storm Water Information and Education Program Services, named Keep Our Waters Clean.**

Whereas the \_\_\_\_\_  
(TOWN, VILLAGE, CITY COUNTY), as a member of the SOUTHEAST WISCONSIN CLEAN WATER NETWORK ("S.E. WI Clean Water Network"), recognizes the negative impacts storm water runoff from urban lands can have on local water resources and are subject to a WPDES Municipal Separate Storm Sewer Discharge General Permit under NR 216 Wisconsin Administrative Code; and

Whereas, the Municipal Permit requires the VILLAGE OF MOUNT PLEASANT and the other municipal members of the S.E. WI Clean Water Network to implement an Information and Education Program relating to water pollution caused by storm water discharges.

Whereas, sharing resources and coordinating information and educational activities between the VILLAGE OF MOUNT PLEASANT and the towns, villages, cities and counties that comprise the S.E. WI Clean Water Network can be a cost-effective way to satisfy the municipal permit requirements for all units of government.

Now, therefore, in consideration of these premises and under the authority of subsection 66.0101 Wis. Stats., the VILLAGE OF MOUNT PLEASANT

and \_\_\_\_\_  
(TOWN, VILLAGE, CITY, COUNTY) agrees to join the SOUTHEAST WISCONSIN CLEAN WATER NETWORK and cooperate on the implementation of an Information and Education Program, titled Keep Our Waters Clean! (the "*Keep Our Waters Clean project*"), in accordance with the following:

**A) SERVICES.** Starting January 1, 2015 the ROOT-PIKE WATERSHED INITIATIVE NETWORK ("Root-Pike WIN") agrees to provide the S.E. WI Clean Water Network with information and educational program services under a contract and in accordance with the ***Keep Our Waters Clean project***. When implemented, the *Keep Our Waters Clean Plan* is designed to meet the requirements titled, "Public Education and Outreach" (Section 2.1) and "Public Involvement and Participation" (Section 2.2) of the WPDES Municipal Separate Storm Sewer Discharge General Permit under Chapter NR 216 Wis. Admin. Code. The *Keep Our Waters Clean Plan* describes an annual work plan of actions, a timetable, oversight process, program goals by target audience, planned activities, evaluation, and the management and coordination roles of the MUNICIPALITY MEMBERS OF THE S.E. WI CLEAN WATER NETWORK, the Advisory Committee of the S.E. WI Clean Water Network during the implementation. The VILLAGE OF MOUNT PLEASANT and other members (TOWN, VILLAGE, CITY, COUNTY) of the S.E. WI Clean Water Network agree to assign a representative

**Attachment G**

who will participate in at least two program planning and implementation meetings each year and will take the lead in facilitating the participation in the activities described in the Plan. It is understood that the VILLAGE OF MOUNT PLEASANT and other members of the S.E. WI CLEAN WATER NETWORK must implement the program described in the Plan to maintain compliance with their respective Municipal Permits and all members are subject to annual evaluations by the Wisconsin Department of Natural Resources. The VILLAGE OF MOUNT PLEASANT agrees to serve as the fiscal agent for the SOUTHEAST WISCONSIN CLEAN WATER NETWORK and will be reimbursed in the amount of \_\_\_\_\_ per year for its oversight services.

**B) FEES.** By March 1 of 2015 and 2016 each member of the S.E. WI Clean Water Network (County, City, Village, Town) agrees to pay the VILLAGE OF MOUNT PLEASANT the applicable fee shown in the Plan for the Information and Education Program services for the *Keep Our Waters Clean Plan*. The fee is designed to cover costs for work performed by the Root-Pike WIN for coordinating meetings of the Clean Water Network and for coordinating the WIDNR NPES Planning Grant and its Respect Our Waters advertising and outreach campaign. After 2016, this fee will be subject to an annual increase not to exceed 5 percent. The VILLAGE OF MOUNT PLEASANT will notify the (County, City, Village, Town) of the applicable fee by September 15 of the preceding year.

**C) REPRESENTATIVE/CONTACT.** Upon execution of this agreement, the VILLAGE OF MOUNT PLEASANT and

\_\_\_\_\_  
(TOWN, VILLAGE, CITY, COUNTY) and municipal member of the S.E. WI CLEAN WATER NETWORK shall designate a primary contact person who will take the lead and be responsible for carrying out the activities described in the *Keep Our Waters Clean Plan*.

**D) REPORTING.** By FEBRUARY 1 of each year, as required by the Municipal Permit, the VILLAGE OF MOUNT PLEASANT will provide (County, City, Village, Town) with a detailed report of activities carried out by the ROOT-PIKE WIN and the progress toward the goals listed in the *Keep Our Waters Clean Plan*. The (County, City, Village, Town) will be responsible for tracking and documenting their own activities and submitting all required reports to the Wisconsin Department of Natural Resources with copies to the VILLAGE OF MOUNT PLEASANT.

**E) MISCELLANEOUS PROVISIONS**

**1. Effective Date.** Upon execution by the VILLAGE OF MOUNT PLEASANT and

\_\_\_\_\_  
(TOWN, VILLAGE, CITY COUNTY), this Agreement shall take effect on FEBRUARY 1, 2015 and shall remain in effect through the term of the Municipal Permit or until otherwise terminate by either party under sub. 3. below.

**2. Review and Amendments.** The terms of the agreement shall be reviewed annually and may be modified if approved in writing by both parties and duly executed by the authorized representative. Annual fees for the Information And Education Program services shall be documented by invoice.

**3. Termination.** The VILLAGE OF MOUNT PLEASANT or the

\_\_\_\_\_  
(TOWN, VILLAGE, CITY COUNTY) or any other municipal member of the S.E. WI Clean Water

**Attachment G**

Network may terminate this Agreement at any time upon a 60-day written notice of intent. The Town, Village, City or County is responsible for notifying the Wisconsin Department of Natural Resources of any termination of this Agreement and for subsequent compliance with WIDNR permit requirements.

**4. Effect of Agreement.** This Agreement contains the entire Agreement of the parties. All parties recognize that this Agreement is the product of a unique set of circumstances. Accordingly, is mutually acknowledged that many of the provisions contained herein are unique into themselves and should not be seen as a precedent for any future Agreement between the VILLAGE OF MOUNT PLEASANT and other entities

**5. Binding Agreement.** This Agreement is binding on the parties and their respective successors and assigns.

**Signed by the (County, City, Village, Town)**

\_\_\_\_\_  
(signature)

\_\_\_\_\_  
(date)

\_\_\_\_\_  
(printed name & title)

**Signed by VILLAGE OF MOUNT PLEASANT**

\_\_\_\_\_  
(signature)

\_\_\_\_\_  
(date)

\_\_\_\_\_  
(printed name & title)

**Southeast Wisconsin Clean Water Network  
2016-2017 Contract Shares**

<b>2-Year Information and Education Campaign Project</b>				
<b>2016-2017 Local Shares</b>				
	<b>2016 Share</b>	<b>One year 5% increase</b>	<b>2017 Share</b>	<b>Total 2016+2017 Shares</b>
Village of Bristol	\$1,130.08	\$56.50	\$1,186.59	\$2,316.67
City of Kenosha	\$4,521.69	\$226.08	\$4,747.77	\$9,269.46
County of Kenosha	\$1,130.08	\$56.50	\$1,186.59	\$2,316.67
Village of Pleasant Prairie	\$2,260.72	\$113.04	\$2,373.75	\$4,634.47
Town of Salem	\$2,260.72	\$113.04	\$2,373.75	\$4,634.47
Village of Silver Lake	\$1,130.08	\$56.50	\$1,186.59	\$2,316.67
Town of Somers	\$1,130.08	\$56.50	\$1,186.59	\$2,316.67
City of Franklin	\$4,484.88	\$224.24	\$4,709.13	\$9,194.01
Village of Greendale	\$2,989.98	\$149.50	\$3,139.48	\$6,129.46
Village of Hales Corners	\$2,989.98	\$149.50	\$3,139.48	\$6,129.46
City of Oak Creek	\$4,484.88	\$224.24	\$4,709.13	\$9,194.01
Village of Caledonia	\$2,989.98	\$149.50	\$3,139.48	\$6,129.46
Village of Mt. Pleasant	\$4,484.88	\$224.24	\$4,709.13	\$9,194.01
City of Racine	\$5,980.29	\$299.01	\$6,279.30	\$12,259.59
Village of Sturtevant	\$2,260.72	\$113.04	\$2,373.75	\$4,634.47
Village of Wind Point	\$1,130.08	\$56.50	\$1,186.59	\$2,316.67
City of New Berlin	\$4,484.88	\$224.24	\$4,709.13	\$9,194.01
UW - Parkside	\$1,130.08	\$56.50	\$1,186.59	\$2,316.67
County of Racine	\$1,130.08	\$56.50	\$1,186.59	\$2,316.67
	<b>\$52,104.16</b>	<b>\$2,605.21</b>	<b>\$54,709.37</b>	<b>\$106,813.54</b>

*Prepared by Allison Thielen, Root-Pike WIN Program Manager, on 04/14/2015*

**Southeast Wisconsin Clean Water Network  
2016-2017 BUDGET**

INCOME		2016	2017	TOTAL
S.E. WI Clean Water Network		52,104.16	54,709.37	106,813.53
WI Department of Natural Resources Grant		40,000.00	40,000.00	80,000.00
<b>TOTAL INCOME</b>		<b>92,104.16</b>	<b>94,709.37</b>	<b>186,813.53</b>
EXPENSES		2016	2017	TOTAL
SE WI CLEAN WATER NETWORK	Staffing: Schedule four quarterly meetings (1-2 annual for SWWT munis) and arrange presentations; coordinate evaluation of program, coordinate with fiscal agent, manage finances	3,150.00	3,240.00	6,390.00
	Refreshments for meetings	420.00	431.63	851.63
	Travel/mileage: @ 0.56/mile	180.00	184.98	364.98
	Contingency	324.16	333.13	657.29
<b>SUBTOTALS</b>		<b>4,074.16</b>	<b>4,189.74</b>	<b>8,263.90</b>
RESPECT OUR WATERS CAMPAIGN	Campaign Coordinator: program planning, media interviews, program management, attend outreach events, give school presentations, update websites, Facebook, send electronic newsletter, write grants, prepare reports, attend planning meetings and presentations to municipalities and others, plan and present six workshops, update Powerpoint presentation, order instructional materials, design workshop brochure and poster, deliver brochures and posters to municipalities, write news releases and nine issues of Greener Yards e-newsletter, maintain records, prepare final reports.	18,700.00	19,225.00	37,925.00
	Campaign Coordinator benefits: Health insurance	2,250.00	2,350.00	4,600.00
	Public Event Outreach Staffing	3,675.00	3,784.30	7,459.30
	Workshops: Room fees, media usage fees, contracted instructors	1,325.00	1,361.68	2,686.68
	Promotional materials: Printed brochures & posters, copy materials & printing supplies, Sparkles buttons, bookmarks, pet waste bags, baggies, tattoos, native plants, mulch, exhibit fees, T-shirts, exhibit artwork, rain barrels (community outreach events).	1,050.00	1,079.07	2,129.07
	Marketing: Constant Contact for email marketing and e-newsletters, social media promotions	830.00	852.98	1,682.98
	Travel/mileage: @ 0.56/mile	525.00	539.53	1,064.53
	Advertising and Public Relations, Eichenbaum & Associates: TV spots, media relations/news stories, negotiating, planning, contingency	47,010.00	48,311.44	95,321.44
	<b>SUBTOTALS</b>		<b>75,365.00</b>	<b>77,504.00</b>
OPERATIONS	Staffing: Bookkeeping, grantwriting, communications, day to day operations	10,975.00	11,278.84	22,253.84
	Office rental	640.00	657.72	1,297.72
	Insurance: Workers comp, nonprofit liability, D&O insurance	262.50	269.77	532.27
	Website & Email hosting	210.00	215.81	425.81
	Accounting Services: CPA Review of books, IRS 990, State 1952	262.50	269.77	532.27
	Staff Benefits & Contingency: cell phone reimb, professional development, meals for planning meetings	315.00	323.72	638.72
<b>SUBTOTALS</b>		<b>12,665.00</b>	<b>13,015.62</b>	<b>25,680.62</b>
<b>TOTAL EXPENSES</b>		<b>92,104.16</b>	<b>94,709.37</b>	<b>186,813.53</b>

**RESOLUTION \_\_\_\_ - \_\_\_\_\_**

**Resolution Authorizing DNR Urban Nonpoint Source & Stormwater Planning Grant Application and Approval to Act as Fiscal Agent**

Whereas the Village of Mt. Pleasant desires to receive a grant for the Village of Mt. Pleasant and nine other members of the Southeast Wisconsin Clean Water Network (City of New Berlin, Village of Hales Corners, Village of Greendale, City of Franklin, City of Oak Creek, Village of Caledonia, City of Racine, Village of Sturtevant, Town of Somers) from the Wisconsin Department of Natural Resources (WDNR) pursuant to ss. 281.65 or 281.66, Wis. Stats., and chs. NR 151, 153, and 155, Wis. Adm. Code, for the purpose of implementing measures to control nonpoint source water pollution; and

Whereas the Village of Mt. Pleasant and nine other members of the Southeast Wisconsin Clean Water Network (City of New Berlin, Village of Hales Corners, Village of Greendale, City of Franklin, City of Oak Creek, Village of Caledonia, City of Racine, Village of Sturtevant, Town of Somers) agree to contribute the local share (also called "match") needed for projects that ultimately grant-funded by the WDNR; and

NOW, THEREFORE BE IT RESOLVED, that the Village of Mt. Pleasant authorizes the Director of Engineering to submit a signed grant application to the WDNR on behalf of the Village of Mt. Pleasant and nine other members of the Southeast Wisconsin Clean Water Network (City of New Berlin, Village of Hales Corners, Village of Greendale, City of Franklin, City of Oak Creek, Village of Caledonia, City of Racine, Village of Sturtevant, Town of Somers) and a signed grant agreement between the Village of Mt. Pleasant and the WDNR on behalf of the Village of Mt. Pleasant and nine other members of the Southeast Wisconsin Clean Water Network (City of New Berlin, Village of Hales Corners, Village of Greendale, City of Franklin, City of Oak Creek, Village of Caledonia, City of Racine, Village of Sturtevant, Town of Somers).

The Village of Mt. Pleasant authorizes the Director of Engineering to submit signed quarterly and final report forms to WDNR and nine other members of the Southeast Wisconsin Clean Water Network (City of New Berlin, Village of Hales Corners, Village of Greendale, City of Franklin, City of Oak Creek, Village of Caledonia, City of Racine, Village of Sturtevant, Town of Somers).

The Village of Mt. Pleasant authorizes the Director of Engineering to submit signed grant reimbursement requests to the WDNR.

Adopted by the Village Board of the Village of Mt. Pleasant, Racine County, Wisconsin, this \_\_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_.

VILLAGE OF MOUNT PLEASANT

By: \_\_\_\_\_  
Jerry Garski, Village President

Attest: \_\_\_\_\_  
Stephanie Kohlhausen, Village Clerk/ Treasurer