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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

"Respect Our Waters" Nonpoint Source Educational Campaign for Greater Milwaukee Watersheds

Applicant (governmental unit applying; name and type, e.g. Wausau, City; Randall, Town; Waunakee, Village)

Milwaukee Metropolitan Sewerage District (MMSD)

Name of Government Official - Authorized Signatory (First Last)			Name of Government Official - Grant Contact Person (First Last)		
Anna Kettlewell			Lisa Sasso		
Title			Title		
Commission Secretary/Executive Administrator			Project Manager		
Area Code + Phone Number			Area Code + Phone Number		
(414) 225-2088			(414) 225-2048		
E-Mail Address			E-Mail Address		
AKettlewell@mmsd.com			LSasso@mmsd.com		
Mailing Address - Street or PO Box			Mailing Address - Street or PO Box		
260 W Seeboth Street			260 W Seeboth Street		
City	State	ZIP Code	City	State	ZIP Code
Milwaukee	WI	53204	Milwaukee	WI	53204

Project Information

A. Location of Project

County		State Senate District number:				State Assembly District number:			
Milwaukee		7				19			
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)	
Milwaukee, City of	N		W						
Center Point:	N		W						
NW Milwaukee County	N		W				43.0525	-87.7686	

Method for Determining Latitude & Longitude (check one)

- GPS DNR Surface Water Data Viewer (<http://dnmaps.wi.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.

Sweet Water is working with Milwaukee Metropolitan Sewerage District (MMSD) for a 2016/2017 Urban Nonpoint Source & Stormwater Program Grant from the WI DNR. The District's application for a grant is part of an important growing partnership of governments from all across the Kinnickinnic, Menomonee and Milwaukee River watersheds. That partnership is strengthened by diverse groups including local governments, nongovernmental organizations, and business representatives. We are all working together to address the issues facing our rivers and Lake Michigan through a basin-wide, collaborative approach. This effort covers a large expanse of watershed area in the Southeastern Wisconsin region, encompassing 26 State Assembly districts and 11 State Senate districts (note that the districts selected on this form represent approximate center points for the project area overall).

The effort has been important to municipalities because of their need to convince residents that they have a key role to play in water quality issues. Local citizens make decisions about water every day that have a huge cumulative impact on the overall stormwater and sanitary sewage systems in the region.

During 2016-2017, MMSD will work with Sweet Water and partners to continue and expand on a multi-pronged approach to informing and educating the public about ways that they can work on improving watershed health in the region. The Respect Our Waters campaign (which began with support from just 11 municipalities and now has support from 37 across the watersheds) includes a combination of broadcast paid advertising, earned media (public service announcements, supportive articles and editorials) and targeted online advertising and social media, combined with hands-on workshops and participation in interactive public events that connect people with the water, such as river clean-ups, a consistent presence at community events and meetings designed to educate the public, and through a series of high-quality, locally produced first-person "mini documentaries" in concert with UW-Milwaukee. Jenny Plevin from UWM. Doc works with university students on filming documentaries and short videos for social media. Ms. Plevin has done a series of short films on water in the Greater Milwaukee area and has experience in disseminating the information in an interactive manner that draws people to get more involved in the issue. The documentaries will be used in the workshops, and these videos will be made available to the municipalities for their websites. Sweet Water, with Allison Thielen, Watershed Education Expert, will do up to 12 workshops and 24 information and education sessions over the two year period in the target area, and will try to distribute these equitably throughout the watersheds. The entire Respect Our Waters campaign is designed to increase knowledge and buy-in from the public about its role in protecting our watersheds.

Sweet Water's Respect Our Waters Campaign directly aligns with MMSD's 2035 Vision and Strategic Objectives. Some of those objectives include: 1) supporting a watershed-based permitting program and water quality trading program that improves environmental performance in a cost effective manner, 2) maximizing MMSD's ability to deliver public educational programming to increase the general public's support and understanding of its operations, 3) helping municipalities within the District to reduce the volume of flows they deliver to MMSD's sewer system cost effectively, and 4) working with MMSD's partners to strive toward zero basement backups, zero overflows, and improved water quality.

In 2010, the Wisconsin Coastal Management Program funded a public telesurvey of Menomonee, Milwaukee, and Kinnickinnic River watershed basin residents. Since then, the Respect Our Waters Campaign has been designed and targeted to educate the 1.9 million residents of the Greater Milwaukee Region on how their individual day-to-day decisions combined can greatly affect water pollution and how a change in their actions can drive down the volume of water and pollutants flowing into the sewers and subsequently into our streams, rivers and Lake Michigan. During the 2016-2017 effort there will be a re-survey of individuals in the targeted watersheds in order to track the effectiveness of the efforts in the past five years.

C. Watershed, Waterbody and Pollutants (see [Attachment A](#) and <http://dnmaps.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
Menomonee Watershed	M103	40400030405	15	(These watersheds all impact nearshore and offshore areas of Lake Michigan.)
Milwaukee Watershed East and West Branch	M106	40400030107	29	(These watersheds all impact nearshore and offshore areas of Lake Michigan.)
Milwaukee North Branch	M105	404000030107	16	(These watersheds all impact nearshore and offshore areas of Lake Michigan.)
Milwaukee South Branch and Milwaukee Estuary	M106	040400030606	19	(These watersheds all impact nearshore and offshore areas of Lake Michigan.)
Cedar Creek	M104	040400030304	14	(These watersheds all impact nearshore and offshore areas of Lake Michigan.)
Kinnickinnic Watershed	M101	40400030501	4	(These watersheds all impact nearshore and offshore areas of Lake Michigan.)
Oak Creek Watershed	SE05	40400020102	3	(These watersheds all impact nearshore and offshore areas of Lake Michigan.)

Nonpoint Source Pollutant(s) Controlled by the Project

- Nutrients Sediment Other, specify: Bacteria

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://dnmaps.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
Jamie Lambert	04/10/2015	In-person meeting to review of past efforts and proposed new and continuing activities for 2016-17, review of proposed budget items; follow up phone call and email.
Peter C. Wood	03/25/2015	Phone calls to inquire about pending RFP with DNR, nature of proposal that would likely be submitted to DNR and questions about filling out the application. Follow up emails.

- 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 "iii" 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 Update The project is to develop or update one or more of the following ordinances (must be the applying Governmental New Existing 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.)
- 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 Update 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 Update 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 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. This project is part of the joint activities of eleven municipalities joined by the Menomonee River Watershed-Based Stormwater Permit, according to the EPA the first true watershed-based permit in the country. That permit was negotiated in 2011 and 2012 and formally adopted on November 30, 2012. In addition to these municipalities, other local governments have joined them in this effort. The Menomonee group is very active and met most recently in late February, 2015. Thirty-seven municipalities currently participate.

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
Basic Milestones		
Prepare preliminary scope of services and discuss with DNR NPS Coordinator	2/2016	Neil Bardele of Eichenbaum and Associates, Lisa Sasso of MMSD, Linda Reid of Sweet Water, Allison Thielen of Sweet Water and Root WIN Pike, Jenny Plevin of UWM.doc, Jamie Lambert of WI DNR
Prepare Request for Proposal	2/2016	Reid
Select Consultant	3/2016	Reid, Sasso
Finalize Scope of Service and Professional Services Contract	3/2016	Reid, Sasso
Get DNR approval of Professional Services Contract	3/2016	Reid, Sasso, Lambert
Hold "kick-off" meeting	3/2016	Reid, Bardele, Thielen, Sasso
Interim meeting with DNR	11/2016	Reid, Sasso, Bardele, Thielen, Lambert
Presentation to Municipal Council	12/2016, 12/2017	Reid, Sasso, Thielen, Bardele
Submit project and final report to DNR	12/2017	Reid
Additional Milestones (list below)		
Solicitations of partners for Respect Our Waters television ads	2/2016, 2/2017	Bardele, Reid, Sasso
Negotiate and secure contract with lead TV station for most advantageous package of ads, PSAs, news coverage and other exposure	3/2016, 3/2017	Bardele, Reid
Meet with UWM.doc on concepts for mini-documentaries on watershed nonpoint issues	4/2016	Reid, Thielen, Plevin
Identification of locations, events to staff tables, information sessions	4/2016, 4/2017	Reid, Thielen
Produce to 12 hands-on workshops and 24 information/education	9/2016, 9/2017	Reid, Thielen, Plevin

Additional Milestones (list below)

sessions, working toward an equal distribution throughout the watersheds		
Film water-focused mini-documentaries	8/2016	Plevin, UWM.doc students, Reid, Thielen
Disseminate mini-documentaries via work-shops, local film festivals, social media, and least 25 municipalities' websites	7/2017	Plevin, UWM.doc students, Reid, Thielen
Conduct meetings with municipal officials throughout region to seek feedback on campaign and request new or continuing contributions campaign	12/2016, 12/2017	Reid, Thielen, Plevin, Bardele
Contract with Public Policy Forum to re-do the public telesurvey first completed in 2010/2011 to measure knowledge, attitudes and behaviors toward protection of waterways	12/2016, 3/2017	Reid, Public Policy Forum, Thielen

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 (\$)
Project Coordination of Respect Our Waters campaign: social media, website, newsletter, scheduling and developing hands on workshops, identifying tabling and community educational events	18,000	18,000
Hold 12 hands-on workshops around the watersheds	24,000	24,000
Public education tabling/information sessions at 24 events around the watersheds	6,000	6,000
Co-marketing public service messages on coffee cup wraps; newspaper bags, etc.	1,000	1,000
Planning and targeted television ad purchases	50,000	50,000
Media public relations to solicit free media placements and articles	5,000	5,000
Social media marketing and on-line ads placement	3,000	3,000
Mini-documentary production	40,000	40,000
Distribution of documentary videos via social media, Respect Our Waters and municipalities' websites; Interactive drive to website information	4,000	4,000

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Survey to measure program results and guide future programming	12,000	12,000
1. Total	163,000	163,000

B.1. (continued) Cost Sharing Worksheet

Eligible Costs:

2. 70% of Column C Total Row 1 above	\$	114,100
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)	\$	83,000

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.

For the past four years, Sweet Water has worked with partners to create, fund, and produce a broadly-based educational outreach campaign and determine costs and working with local experts to put out biddable costs such as contracts with local media companies each year. This ensures that costs remain competitive. The contractual agreements with Allison Thielen, Watershed Education Expert, and Jenny Plevin at UWM.doc will be based on previous actual costs of similar project scopes and reviewed by the board of directors at Sweet Water and also presented to the DNR for expert review and input to ensure the best stewardship of taxpayer resources.

Identify the source of the local share:

The local share comes from the municipalities in the watershed providing supporting match to the project each year. This support is renewed annually. Since the beginning of the Respect Our Waters campaign, participation has grown from 11 municipalities to 37. The annual local participation in 2013 totaled \$31,673. Payments from 2014 exceeded pledged amounts from the municipalities and for 2015 it is expected that the matching funds will meet or exceed the target amount of \$45,000. Five municipalities have already decided to commit to amounts higher than the amount that was requested. A full list of municipalities currently participating is attached (See Attachment C). The municipalities are pleased with the program and, as demonstrated in the attached letters of support from a sample of the municipalities, we have a reasonable expectation to raise the full matching funds of \$83,000 (\$41,500/year for 2 years) for the 2016-2017 grant period. (See Attachments B1-4). Sweet Water will be fully responsible for raising the matching funds for this project.

A presentation of program results was completed in December, 2014, and was attended by about 30% of the participating municipalities. The feedback they provided was universally positive, with all municipal partners opting to remain in the program.

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:

Sweet Water will work with the Public Policy Forum (or similar entity) to repeat the 2011 telesurvey and report process that gave initial insights into residents' knowledge, attitudes and behaviors regarding water and water quality. With nearly five years of implementation of the Respect Our Waters campaign, the hope is that there will be positive changes in knowledge, attitudes and behaviors of local residents that can be attributed to the outreach campaign from Respect Our Waters and work done by local municipalities to promote cleaner water/stormwater runoff prevention activities. While anecdotal information has been overwhelmingly positive, a telesurvey conducted by trained researchers will provide the hard data necessary to more fully evaluate the campaign's impact to date.

Transactional metrics (people reached at education and outreach/information efforts) will also be tracked to measure whether or not the program is on time target, working toward planned outcomes. An interim report to the WI DNR is planned for November of December, 2016, with all final results being reported in December, 2017.

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>A. Clean Water Act section 303(d) List of Impaired Waters 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 http://dnrmaps.wi.gov/SL/?Viewer=SWDV).</p> <p>Name of Applicable Impaired Water: Kinnickinnic River (4 areas); Menomonee River (9 areas); Milwaukee River South Branch (2 areas); Milwaukee River North Branch (2 areas); Milwaukee Estuary; Oak Creek. (See Attachment D for detailed list of impaired waters and pollutant causing impairment).</p> <hr/> <p>Name of Pollutant Causing Impairment: Pollutant causing impairment included in list above due to length of list</p>
<input type="checkbox"/>		<p>B. Outstanding or Exceptional Resource Waters or Other Areas of Special Natural Resource Interest 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 (ASNRIs). To locate ORW/ERW and other ASNRIs see Attachment A and go to DNR's Surface Water Data Viewer Designated Waters Theme at http://dnrmaps.wi.gov/SL/Viewer.html?Viewer=SWDV&runWorkflow=DesignatedWaters.</p>

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		Name of Applicable ORW/ERW or ASNRI:
<input type="checkbox"/>		C. Not Fully Supporting Uses or NPS Ranking of High or Medium 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.
<input type="checkbox"/>		D. Surface Water Quality Prevention of degradation of surface water quality due to nonpoint sources
		Groundwater Considerations For assistance with this section, please consult the DNR District Drinking Water and Groundwater Specialist at: http://dnr.wi.gov/topic/drinkingWater/documents/CountyContacts.pdf or the County Extension office.
<input type="checkbox"/>		E. Exceeds Groundwater Enforcement Standard Groundwater within the project area where representative information indicates that stormwater pollutants in groundwater exceed the Enforcement Standard (ES).
<input type="checkbox"/>		F. Exceeds Groundwater Preventive Action Limit Groundwater within the project area where representative information indicates that storm water pollutants in groundwater exceed the Preventative Action Limit (PAL).
<input type="checkbox"/>		G. Groundwater Quality (see Attachment F) The project area is within a geological area defined in Attachment F as susceptible to groundwater contamination.
	Total:	
	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 type="checkbox"/> Pike River and Creek	
<input type="checkbox"/> Root River	
<input checked="" type="checkbox"/> Oak Creek	3
<input checked="" type="checkbox"/> Milwaukee River	79
<input type="checkbox"/> Sauk Creek	
<input type="checkbox"/> Sheboygan and Onion Rivers	

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- | | | |
|-------------------------------------|------------------------------|----------------------|
| <input type="checkbox"/> | Manitowoc River | <input type="text"/> |
| <input type="checkbox"/> | Twin Rivers | <input type="text"/> |
| <input type="checkbox"/> | Kewaunee and Ahnapee Rivers | <input type="text"/> |
| <input checked="" type="checkbox"/> | Menominee River | 15 |
| <input type="checkbox"/> | Fish Creek | <input type="text"/> |
| <input type="checkbox"/> | St. Louis and Nemadji Rivers | <input type="text"/> |
| <input type="checkbox"/> | Lake Winnebago | <input type="text"/> |

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.
Describe the document and list date of adoption:

- 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;
Attached is the list of municipalities and their allocations for funding for the Respect Our Waters education program for 2015. (See Attachment C.) Our partner municipalities do not pass their 2016 budgets until the Fall, but the municipalities have consistently supported this program since 2011, renewing support annually, and some providing support above their allocated share. The municipalities support and value this program as evidenced in the attached letters of support from a sample of four of the municipalities in the program. (See Attachments B1-4).

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.

The importance of information and education to persuade residents to address nonpoint source pollution through changes in behavior is highlighted in many management plans for the region:

1. An ongoing TMDL analysis of four Milwaukee-area waterways, led by the MMSD with support from Sweet Water, will soon report results that are expected to add further evidence of the impact of nonpoint source pollution on area rivers and Lake Michigan.
2. SEWRPC's Water Quality Management Plan Update (2007) and the MMSD 2020 Facilities Plans both identify urban nonpoint source pollution as a significant component in the loads of phosphorus, nitrogen, fecal coliform, and total suspended solids:
http://www.sewrpc.org/SEWRPCFiles/Publications/ppr/pr-050_summary_water_quality_plan_greater_mke_watersheds.pdf
SEWRPC's related Regional Water Quality Management Plan Update (RWQMPU) offers additional support, pgs. 4 and 14-16:
http://www.sewrpc.org/SEWRPCFiles/Publications/pr/pr-050_part-1_water_quality_plan_for_greater_mke_watersheds.pdf
3. Milwaukee County's 2011 update of its 2006 "Land and Water Resource Management Plan for Milwaukee County: 2012-2021" explicitly calls to "Encourage Public Awareness of Water Quality Problems and Stormwater Issues" as part of the solution to nonpoint source problems. p. 135
4. WIDNR's Milwaukee River Basin Plan (2001) covers 3 of the 5 watersheds in the Greater Milwaukee Watersheds and finds that "future improvements in water quality will come only when a significant investment is made in improving runoff quality from our urban areas" http://dnr.wi.gov/water/basin/milw/milwaukee_801.pdf, p. 22
5. WIDNR's Update of the Wisconsin Great Lakes Strategy (2009) calls for a strategy to "Minimize impacts from nonpoint sources of pollution in urban areas through regulatory programs and voluntary actions." Public education to promote voluntary action by residents is a standard requirement of stormwater permits. http://www.dnr.state.wi.us/org/water/greatlakes/wistrategy/GLStrategy2009_final_wcover.pdf
6. GLRC's Great Lakes Regional Collaboration Strategy (2005) notes the significant contribution of urban stormwater to sediment loads, which harm aquatic habitat and carry pollutants like petrochemicals and metals. An appendix on Sustainable Development (<http://www.glrc.us/documents/strategy/Sustainable-Development-Appendix.pdf>, p. 36) recommends:
 - All aspects of landscaping from the selection of plants to soil preparation to installation of irrigation systems should be designed to reduce water demand, retain runoff, decrease flooding, and recharge groundwater.
 - Permeable surfaces should be used for hardscape. Impervious surfaces such as driveways, streets, and parking lots should be minimized so that land is available to absorb storm water, and reduce polluted urban runoff.
7. Milwaukee Metropolitan Sewerage District's "Fresh Coast, Green Solutions" study found that, compared to the costs of expanding Milwaukee's Deep Tunnel (\$2.42 per gallon of water managed), voluntary activities by property owners are often cheaper. For example, native landscaping can manage 1-2 gallons of rainwater per square foot at a cost of \$0.07 per gallon; rain barrels cost between \$.80 and \$1.95 per gallon of rainwater stored; cisterns cost about \$1.00 per gallon of rainwater stored.
<http://v3.mmsd.com/assetsclient/documents/sustainability/SustainBookletweb1209.pdf>
8. Milwaukee Metropolitan Sewerage District's "Regional Green Infrastructure Plan," documents how to meet the 2035 Vision goal of capturing the first 0.5 inch of rainfall in green infrastructure to complement the region's grey infrastructure to continue to be the backbone for meeting water quality goals and flood management for the region. The plan quotes, "with over 60% of the pollutants now coming from stormwater, there is no simple end-of-pipe solution. The solution necessitates the engagement of the citizens throughout communities who assume the responsibility for stormwater generated on their own property and act to reduce its impact."
http://www.freshcoast740.com/PDF/final/MMSDGIP_Final.pdf
9. This work also conforms to the Watershed Restoration Plans and the corresponding Sweet Water Implementation Plans for the Kinnickinnic and Menomonee River watersheds completed in 2010. The implementation plans call for a watershed-wide public information campaign related to pet waste and working with MS-4 stormwater permittees to assure that public education and outreach activities are meeting permit requirements and are effective.
<http://www.swwtwater.org/home/documents/KKWATImplementationPlan11-30-2010.doc>
<http://www.swwtwater.org/home/documents/MNWATImplementationPlan11-30-2010.doc>
10. Finally, as noted above, the Menomonee River Group has recently completed the development of a pilot

watershed-based stormwater permit, one of three EPA pilot projects in the nation, underscoring the importance and necessity of a coordinated information and education effort to promote consistent and strategic messaging to achieve behavioral and attitudinal changes in the general public. That new permit was approved by the EPA and the WIDNR and officially went into effect on 11-30-2012.

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).
- 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).
- 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.
- N/A
- 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.

1. Research shows that repeated messaging through multiple media combined with hands-on activities is needed to change people's behavior. The Respect Our Waters campaign is committed to this strategy.
2. There is also a need to educate the media, which has often published inaccurate information about the true causes of pollution. This, too, will continue to be part of the Respect Our Waters campaign. Last year's campaign generated 47 stories from the print and broadcast media. Future efforts to gain coverage of the campaign in print will approach the Milwaukee Journal Sentinel, Journal Times (Racine), Waukesha Freeman, Business Journal, Wisconsin Gazette, Wisconsin Outdoor Journal, Wisconsin Sportsman Magazine, Wisconsin Trails and Wisconsin Natural Resources Magazine; efforts to attract broadcast stories will enlist the support of broadcast and cable TV stations, and efforts attract online stories will enlist the support of UrbanMilwaukee.com, Onmilwaukee.com, Milwaukee Neighborhood News Service and other publications.
3. The broad reach of Milwaukee television enables advertising to reach residents throughout the Greater Milwaukee region, which includes about 33% of the entire population of the state. The campaign has the potential to help build a regional identity and pride based on the quality of life and economic vitality that is founded upon the health of our rivers and Lake Michigan.

4. Eichenbaum & Associates has long experience running ad campaigns and negotiating with TV stations to get the best package of ads, PSAs and "free" media coverage within news or community programming. They will also advise and help the Respect our Waters campaign expand in social media advertising.
5. Jenny Plevin and UWM docs students have done extensive filming and developing short videos on water issues in the Greater Milwaukee area. Plevin will also advise the campaign in how the public can engage with these videos in an interactive manner.
6. The Campaign will seek out co-marketing opportunities for the Respect our Waters campaign such as public service ads appearing on the plastic wrapper in which newspapers are delivered.
7. Sweet Water and the many partner environmental groups have many years of experience creating hands-on workshops and community events, which will be a key part of the effort to spread the Respect Our Waters message. Sweet Water has established relationships with all the municipal governments (and their stormwater managers) in the watersheds of the Milwaukee, Menomonee and Kinnickinnic rivers, which will help in the effort to persuade all to support the campaign with donations of money and time, and to coordinate messaging across multiple media and cooperate on community workshops.
8. Attached documents to this application include
 - A. Project area map
 - B1-4. Letters of support for project from a representative sample of four municipalities providing a cash match for the project (Brookfield, Germantown, Menomonee Falls and Milwaukee (City)).
 - C. Schedule of local share/matching funds from municipalities for 2015.
 - D. Detailed List of Impaired Waters in the Project Area.
 - E. Milwaukee Metropolitan Sewerage District Commission Resolution Authorizing Application for a WI DNR Urban Non-Point Source and Storm Water Program Planning Grant on behalf of the Southeastern Wisconsin Watersheds Trust, Inc.

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

Date Signed

Anna Kettlewell

4-15-15

Name (Please Print)

Anna Kettlewell

Title

Commission Secretary/Executive Administrator

- Check this box if the required, completed Governmental Responsibility Resolution (GRR) (see Attachment H) is attached. Authorized signatory must be approved in the GRR.

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.
- 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

Project Name:
"Respect Our Waters" Nonpoint Source Educational Campaign for

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

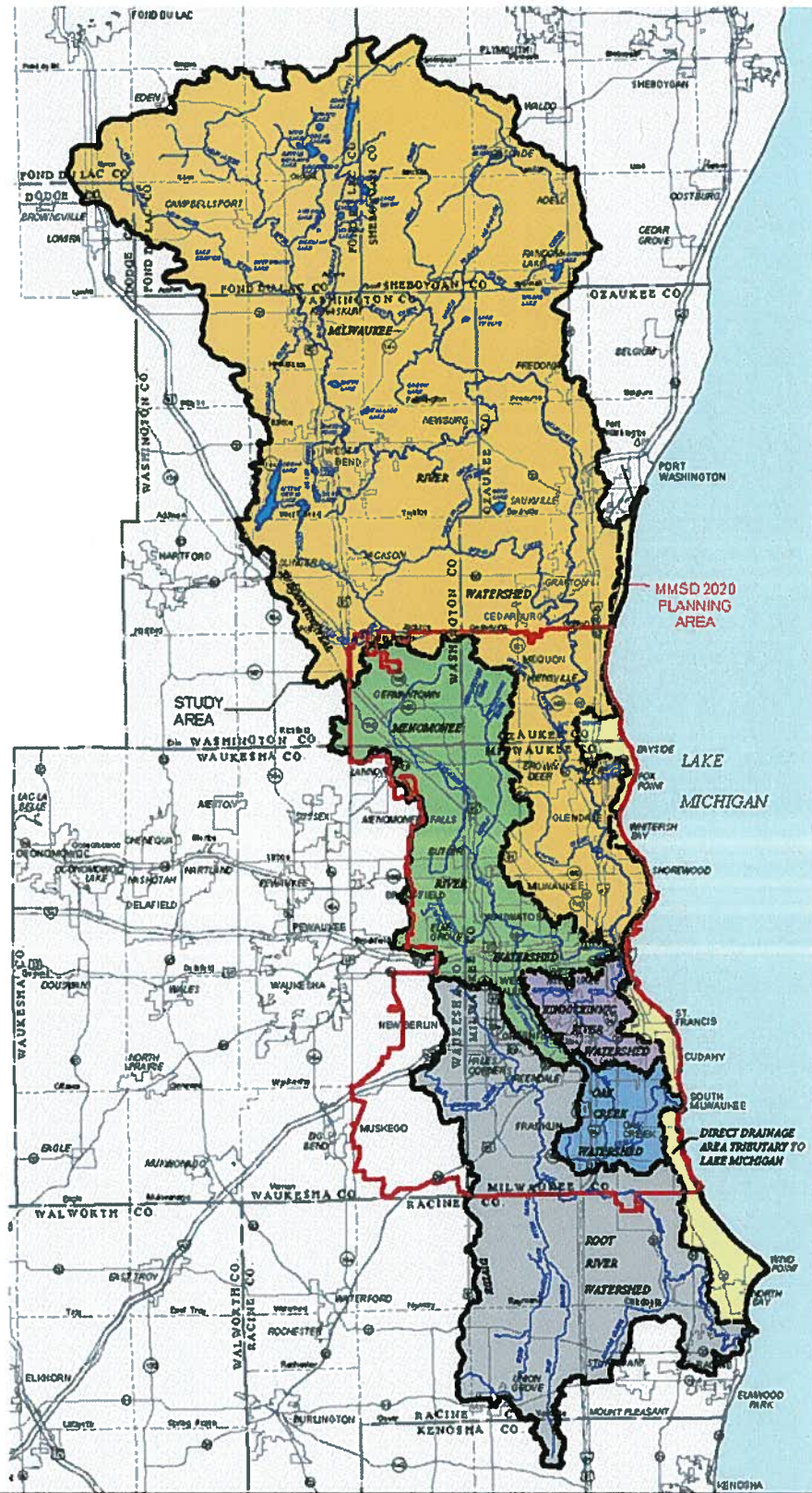
Form 8700-299A (R 1/15)

Page 15 of 15

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

Thank you.

Map 17
SURFACE DRAINAGE AND SURFACE WATER IN
THE REGIONAL WATER
QUALITY MANAGEMENT PLAN
UPDATE STUDY AREA





Engineering Department
N112 W17001 Mequon Rd.
P.O. Box 337
Germantown, Wisconsin 53022
Phone: (262) 250-4720

April 13, 2015

Jamie D. Lambert, Wastewater Specialist
Wisconsin Department of Natural Resources
2300 N. Dr. Martin Luther King Jr. Drive
Milwaukee, WI 53212

RE: Milwaukee Metropolitan Sewerage District's Nonpoint Source Pollution Public Outreach Project

I am contacting you to encourage your support of Milwaukee Metropolitan Sewerage District's (MMSD) application for a 2016/2017 Urban Nonpoint Source & Stormwater Program Grant to support our *Respect Our Waters* education efforts. The Village of Germantown has become part a growing collaboration of local governments in the Kinnickinnic, Menomonee and Milwaukee River watersheds. That partnership is strengthened by diverse groups, including local governments, nongovernmental organizations, and business representatives. We are all working together to address the issues facing our rivers and Lake Michigan through a basin-wide, collaborative approach.

In 2010, the Wisconsin Coastal Management Program funded a public telesurvey of Menomonee, Milwaukee, and Kinnickinnic River watershed basin residents. Building on the knowledge from that survey, a public outreach program was created in 2011. Since then, funding support for the program has grown from 11 municipalities to 37 municipalities in the 3 watersheds. We expanded the campaign each successive year with WI DNR support to a more diverse, region-wide education effort that includes a multi-media campaign supported by hands-on workshops and events for residents of the watersheds.

The Village of Germantown became a founding member of the *Respect Our Waters* stormwater education partnership because we think it is a smart use of precious village resources. We have made our investments in a combined stormwater education effort because we know pooling our outreach resources allows us to have a **much** bigger combined impact. We are confident that we can build public knowledge of the sources of nonpoint pollution. That effort is key, because we truly believe that our residents have an important role to play in water quality improvement.

Just as we have invested our local resources, I urge the Department to also support this MMSD grant proposal. You will be assisting our partners in advancing our shared goals of water quality improvements throughout the rivers in the greater Milwaukee area.

Respectfully,
Village of Germantown

Brionne R. Bischke, P.E.
Village Engineer



RESPECT OUR WATER'S NONPOINT SOURCE EDUCATIONAL Campaign for
Greater Milwaukee Watersheds
Attachment B-2

Village of Menomonee Falls
W156 N8480 Pilgrim Road
Menomonee Falls, WI 53051-3140
Telephone: (262) 532-4200

April 13, 2015

Jamie D. Lambert
Wastewater Specialist
Wisconsin Department of Natural Resources
2300 N. Dr. Martin Luther King Jr. Drive
Milwaukee, Wisconsin 53212

RE: Milwaukee Metropolitan Sewerage District's Nonpoint Source Pollution Public Outreach Project

Dear Ms. Lambert:

As the Director of the Menomonee Falls Stormwater Utility, I am writing in support of Milwaukee Metropolitan Sewerage District's (MMSD) application for a 2016/2017 Urban Nonpoint Source and Storm Water Program Grant from the Wisconsin Department of Natural Resources. The MMSD's application for a grant is part of an important growing partnership of governments from all across the Kinnickinnic, Menomonee and Milwaukee River watersheds. That partnership is strengthened by diverse groups, including local governments, non-governmental organizations, and business representatives. We are all working together to address the issues facing our rivers and Lake Michigan through a basin-wide, collaborative approach.

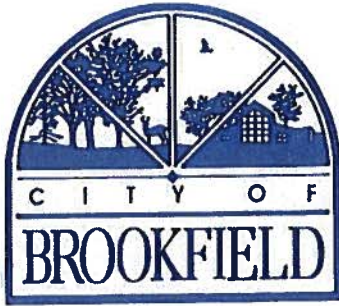
The Village of Menomonee Falls has been a committed member of that partnership, investing both staff time and the Village's cash resources. This project is hugely important to municipalities like Menomonee Falls because we need to convince our residents that they have a key role to play in water quality issues. Local citizens make decisions about water every day that can have a huge cumulative impact on the overall storm water and sanitary sewage systems in our regions.

In 2010, the Wisconsin Coastal Management Program funded a public telesurvey of Menomonee, Milwaukee, and Kinnickinnic River watershed basin residents. Building on the knowledge from that survey, a public outreach program was created in 2011. Since then, funding support for the program has grown from 11 municipalities to 37 municipalities in the 3 watersheds. We expanded the campaign each successive year with WI DNR support to a more diverse, region-wide education effort that includes a multi-media campaign supported by hands-on workshops and events for residents of the watersheds.

I strongly request that the Wisconsin Department of Natural Resources fund this MMSD grant proposal. I believe that it will build on our prior work and it will further our region's goals of water quality improvements throughout the rivers in the greater Milwaukee area.

Sincerely,

Jeffrey S. Nettesheim, P.E.
Director of Utilities - Village of Menomonee Falls



DIRECTOR OF PUBLIC WORKS

Thomas M. Grisa, P.E.

2000 North Calhoun Road

Brookfield, Wisconsin 53005-5095

(262) 796-6644 FAX (262) 782-1323

April 13, 2015

Jamie D. Lambert
Wastewater Specialist
Wisconsin Department of Natural Resources
2300 N. Dr. Martin Luther King Jr. Drive
Milwaukee, WI 53212

RE: Milwaukee Metropolitan Sewerage District's Nonpoint Source Pollution Public Outreach Project

Dear Ms. Lambert:

I am writing in support of Milwaukee Metropolitan Sewerage District's application for a 2016/2017 Urban Nonpoint Source & Stormwater Program Grant from the WI DNR. The District's application for a grant is part of an important partnership of governments from all across the Kinnickinnic, Menomonee and Milwaukee River watersheds. That partnership is strengthened by diverse groups, including local governments, nongovernmental organizations, and business representatives. We are all working together to address the issues facing our rivers and Lake Michigan through a basin-wide, collaborative approach.

The City of Brookfield has been a committed member of that partnership, investing both staff time and the City's cash resources. This project is hugely important to municipalities like Brookfield to help educate residents that they have a key role to play in water quality issues. Local citizens make decisions about water every day which can have a huge cumulative impact on the overall storm water and sanitary sewage systems in our regions.

In 2010, the Wisconsin Coastal Management Program funded a public telesurvey of Menomonee, Milwaukee, and Kinnickinnic River watershed basin residents. Building on the knowledge from that survey, a public outreach program was created in 2011. Since then, funding support for the program has grown from 11 municipalities to 37 municipalities in the 3 watersheds. We expanded the campaign each successive year with WI DNR support to a more diverse, region-wide education effort that includes a multi-media campaign supported by hands-on workshops and events for residents of the watersheds.

I strongly request that WI DNR fund this Milwaukee Metropolitan Sewerage District grant proposal. I believe that it will build on our prior work and it will further our region's collaboration goals of water quality improvements throughout the rivers in the greater Milwaukee area.

Sincerely,

CITY OF BROOKFIELD

Thomas M. Grisa, P.E.
Director of Public Works

"Respect Our Waters" Nonpoint Source Educational Campaign
for Greater Milwaukee watersheds
Attachment B-4



Department of Public Works

Ghassan Korban
Commissioner of Public Works

Preston D. Cole
Director of Operations

April 13, 2015

Jamie D. Lambert
Wastewater Specialist
Wisconsin Department of Natural Resources
2300 N. Dr. Martin Luther King Jr. Drive
Milwaukee, WI 53212

RE: Milwaukee Metropolitan Sewerage District's Nonpoint Source Pollution Public Outreach Project

Dear Ms. Lambert:

I am writing in support of Milwaukee Metropolitan Sewerage District's (MMSD) application for a 2016/2017 Urban Nonpoint Source & Stormwater Program Grant from the WI DNR. MMSD's application for a grant is part of an important growing partnership of governments from all across the Kinnickinnic, Menomonee and Milwaukee River watersheds. That partnership of local governments, nongovernmental organizations, and business representatives is working, together, to address the nonpoint pollution issues facing our rivers and Lake Michigan through a basin-wide, collaborative approach.

The City of Milwaukee is a founding member of the partnership that has led to the *Respect Our Waters* campaign. Working with MMSD and Sweet Water, the Southeastern Wisconsin Watersheds Trust, Inc., we have built a growing regional partnership of local governments (from 11 founding municipalities to 37 municipalities) and civic groups working to educate the public on their role in reducing impacts from stormwater and nonpoint source pollution.

As part of our work with Sweet Water, I am active member of Sweet Water's leadership. Jeff Fleming, from the City's Department of City Development, worked with Sweet Water to plan the pilot public stormwater education efforts. That 2010 work grew into the current *Respect Our Waters* campaign.

Though our continued partnership and financial support, we hope to utilize additional support from the DNR to take our campaign to scale, making it both regional in scope and multimedia in execution. We have begun the effort to turn the public's attention on their own impacts on our rivers, our coasts, and Lake Michigan.

I strongly request that DNR fund this MMSD grant proposal. I believe that it will build on our prior work and it will further our region's collaboration and goals of water quality improvements throughout the rivers in the greater Milwaukee area.

Very truly yours,

Ghassan Korban
Commissioner of Public Works

GK:TT:ejg



"Respect Our Waters" Nonpoint Source Educational Campaign for Greater Milwaukee Watersheds					Attachment C
ATTACHMENT for Part II. Question 5 Evidence of Local Support, A. 2 and for					
Question 2 Financial Accountability, B. 3 Cost Estimate Quality- Identify the source of local share					
2015 Supporter Roster for Sweet Water Stormwater Information & Education Outreach Program					
Municipality	Land Area (square miles)	% of Total Area	Approx. Population	% of Total Population	Proposed 2015 Cost Share to raise \$45k in total
Adell (Village of)	0.56	0.14%	516	0.05%	\$ 42.38
Bayside (Village of)	2.4	0.60%	4,389	0.41%	\$ 227.11
Brookfield (City of)	27.09	6.79%	37,920	3.52%	\$ 2,320.77
Brown Deer (Village of)	4.4	1.10%	11,999	1.11%	\$ 498.90
Butler (Village of)	0.8	0.20%	1,841	0.17%	\$ 83.60
Campellsport (Village of)	1.33	0.33%	2,016	0.19%	\$ 117.16
Cascade (Village of)	0.81	0.20%	709	0.07%	\$ 60.52
Cedarburg (City of)	4.83	1.21%	11,412	1.06%	\$ 510.91
Cudahy (City of)	4.77	1.20%	18,267	1.70%	\$ 650.68
Elm Grove (Village of)	3.27	0.82%	5,934	0.55%	\$ 308.47
Fox Point (Village of)	2.9	0.73%	6,701	0.62%	\$ 303.61
Fredonia (Village of)	2.09	0.52%	2,160	0.20%	\$ 163.06
Germantown (Village of)	34.42	8.63%	19,749	1.83%	\$ 2,354.97
Glendale (City of)	5.76	1.44%	12,872	1.19%	\$ 593.89
Grafton (Village of)	5.06	1.27%	11,459	1.06%	\$ 524.87
Greenfield (City of)	11.51	2.89%	36,720	3.41%	\$ 1,416.43
Jackson (Village of)	3.05	0.77%	6,753	0.63%	\$ 313.16
Kewaskum (Village of)	2.45	0.61%	4,004	0.37%	\$ 221.89
Menomonee Falls (Village of)	32.92	8.26%	35,626	3.31%	\$ 2,601.88
Mequon (City of)	46.28	11.61%	23,132	2.15%	\$ 3,094.95
Milwaukee (City of)	96.12	24.11%	594,833	55.21%	\$ 17,846.96
Milwaukee (County of)					
Ozaukee County					
Newburg (Village of)	0.89	0.22%	1,254	0.12%	\$ 76.42
Random Lake (Village of)	1.35	0.34%	1,594	0.15%	\$ 109.48
Richfield (Village of)	35.91	9.01%	11,300	1.05%	\$ 2,262.61
River Hills (Village of)	5.1	1.28%	1,597	0.15%	\$ 321.18
Saukville (Village of)	3.8	0.95%	4,465	0.41%	\$ 307.70
Shorewood (Village of)	1.59	0.40%	13,162	1.22%	\$ 364.60
South Milwaukee (City of)	4.8	1.20%	21,156	1.96%	\$ 712.71
Slinger (Village of)	5.29	1.33%	5,068	0.47%	\$ 404.39
St. Francis (City of)	2.55	0.64%	9,365	0.87%	\$ 339.49
Thiensville (Village of)	1.2	0.30%	3,235	0.30%	\$ 135.28
Waldo (Village of)	0.94	0.24%	503	0.05%	\$ 63.55
Wauwatosa (City of)	13.25	3.32%	46,396	4.31%	\$ 1,716.70
West Allis (City of)	11.39	2.86%	60,411	5.61%	\$ 1,904.41
West Bend (City of)	14.57	3.65%	31,078	2.88%	\$ 1,471.30
West Milwaukee (Village of)	1.1	0.28%	4,206	0.39%	\$ 149.92
Whitefish Bay (Village of)	2.13	0.53%	14,110	1.31%	\$ 414.88
Totals	398.68	100.00%	1,077,396	100.00%	\$ 45,000.00
*The \$45,000 represents the municipality's allocated funding share for one year support of the education program.					
The municipalities renew this support annually.					

Attachment for

Question 4: Water Quality Needs

Surface Water Conditions

A. Clean Water Act Section 303(d) List of Impaired Waters

Name of Applicable Impaired Water:

Detailed list of Impaired waterways in the project area and pollutant causing impairment:

Kinnickinnic River: Phosphorus, fecal coliform, e coli
--Cherokee Creek--fecal coliform
--Holmes Creek-- fecal coliform
--Wilson Park Creek- e coli, phosphorus, fecal coliform
--S 43 Street Ditch-- fecal coliform

Menomonee River--fecal coliform
--Butler Ditch-- fecal coliform
--Goldenthal Creek--fecal coliform
--Honey Creek--fecal coliform
--Lily Creek-- fecal coliform
--Little Menomonee-- e coli, fecal coliform, phosphorus
--Non X-way Channel-- fecal coliform
--Underwood Creek--fecal coliform
--W. Branch--fecal coliform
--Willow Creek--fecal coliform

Milwaukee River South Branch-- fecal coliform, phosphorus, e coli
--Indian Creek-- TSS, sediment, phosphorus
--Lincoln creek-- TSS, sediment, phosphorus

Milwaukee River North Branch--TSS
--Adelle Tributary-- TSS, sediment

Milwaukee Estuary--e coli, phosphorus

Oak Creek-- nonpoint source pollutants-- unknown



COMMISSION FILE NO: 15-053-5 **DATE INTRODUCED:** May 4, 2015

INTRODUCED BY: Executive Director

REFERRED BY COMMISSION CHAIRPERSON TO: Policy, Finance, and Personnel Committee

RELATING TO: Authorizing Application for a Wisconsin Department of Natural Resources Urban Non-Point Source and Storm Water Program Planning Grant on Behalf of the Southeastern Wisconsin Watersheds Trust, Inc.

SUMMARY:

The Commission is requested to authorize the Executive Director to submit the "Respect Our Waters' Nonpoint Source Educational Campaign for Greater Milwaukee Watersheds" grant application on behalf of the Southeastern Wisconsin Watersheds Trust, Inc. (Sweet Water) to the Wisconsin Department of Natural Resources (WDNR), and to act as their fiscal agent. The grant application is for the purposes of public education and outreach on stormwater impacts.

WDNR is making available planning grant funds that can be used for public education and awareness. The WDNR Urban Non-Point Source and Storm Water Program Planning Grants are offered to Wisconsin counties, cities, towns, and villages as a competitive grant process to improve urban water quality by limiting or ending sources of urban nonpoint source pollution, also known as stormwater pollution. Among the eligible activities allowed by the grant are, "(p)ublic participation, education, and outreach activities." The Urban Non-Point Source and Storm Water Planning Grant funding is available to government entities, but not directly to nongovernmental organizations, such as Sweet Water. As such, the Milwaukee Metropolitan Sewerage District (District) would act as a fiscal agent for Sweet Water in submitting the grant application. WDNR requires that the fiscal agent, the District, provide a resolution authorizing this arrangement as a condition of the grant application process.

Sweet Water's "Respect Our Waters" project proposes multi-media messaging combined with educational materials distributed through hands-on workshops and tabling at community events. These efforts are designed to raise awareness of individual behavior that contributes to non-point source pollution and to educate people on how to change these behaviors to better protect the waterways.

ATTACHMENTS: **BACKGROUND** **KEY ISSUES** **RESOLUTION**
FISCAL NOTE **S/W/MBE** **OTHER** _____

PFPP_SWWT_DNR_Grant_Approval_legislative_file.docx
04-14-15

COMMITTEE ACTION: _____ **DATE:** _____

COMMISSION ACTION: _____ **DATE:** _____

SUMMARY (Cont'd)

Authorizing Application for a Wisconsin Department of Natural Resources Urban Non-Point Source and Storm Water Program Planning Grant on Behalf of the Southeastern Wisconsin Watersheds Trust, Inc.

The project area is the Menomonee River Watershed, Milwaukee River Watershed - East and West Branch, Milwaukee River - North Branch, Milwaukee River - South Branch and Milwaukee Estuary, Cedar Creek, Kinnickinnic River Watershed, and Oak Creek Watershed. The timeline of the project is January 2016 through December 2017 with a total budget of \$165,000. The amount requested from WDNR in the grant application is \$80,000, and the match amount is \$85,000.

As an eligible entity, the District can apply for this grant, and Sweet Water can perform the public education activities outlined in the proposal scope and strategy, working on behalf of its municipal partners. The cost share (match amount) required by WDNR would be provided by Sweet Water using both its own resources through Sweet Water's fundraising efforts and with funding offered by municipal partners working with Sweet Water. Should Sweet Water be unable to provide the required cost share, the District will not accept the grant.

RESOLUTION

Authorizing Application for a Wisconsin Department of Natural Resources Urban Non-Point Source and Storm Water Program Planning Grant on Behalf of the Southeastern Wisconsin Watersheds Trust, Inc.

RESOLVED, by the Milwaukee Metropolitan Sewerage Commission, that the Executive Director is authorized to submit the "Respect Our Waters' Non-Point Source Educational Campaign for Greater Milwaukee Watersheds" grant application on behalf of the Southeastern Wisconsin Watershed Trust, Inc. to the Wisconsin Department of Natural Resources, and to act as their fiscal agent.

DRAFT