

Wisconsin Department of Natural Resources  
 Bureau of Watershed Management (WT/3)  
 101 S. Webster St.  
 Madison, WI 53703  
 PO Box 7921  
 Madison, WI 53707-7921

**Final Report Form 3400-189** (rev. 7/30/09)

- Targeted Runoff Management Grant Program (ch. NR 153)
- Notice of Discharge Program (ch. NR 153)
- Urban Nonpoint Source & Storm Water Management Grant Program (ch. NR 155)

**NOTICE:** This Final Report is authorized under ss. 281.65 and 281.66, Wis. Stats., and chs. NR 153 and NR 155, Wis. Admin. Code. Personally identified information collected will be used for program administration and may be made available to requesters as required under Wisconsin Open Records Law [ss. 19.31-19.39, Wis. Stats.].

**INSTRUCTIONS:** Your grant agreement requires you to submit a Final Report with your final reimbursement request. This Final Report form must be used in conjunction with the "FINAL REPORT INSTRUCTIONS." The instructions detail how to complete and submit the report to DNR as described in the instructions.

<b>1. GRANT TYPE.</b> Check the one that applies.					
<input type="checkbox"/> Targeted Runoff Management Grant – Agricultural		<input type="checkbox"/> Targeted Runoff Management Grant – Urban			
<input type="checkbox"/> Urban Nonpoint Source & Storm Water Management Grant – Construction		<input checked="" type="checkbox"/> Urban Nonpoint Source & Storm Water Management Grant – Planning			
<input type="checkbox"/> Notice of Discharge Grant					
<b>2. PROJECT NAME &amp; LOCATION.</b>					
2.1. Project Name: Chippewa Valley Storm Water Public Outreach			2.2. Grant Number: USP-LC18-09000-08		
2.3. Governmental Unit Name: Eau Claire County Document 1 of 2		2.4. Primary Watershed Name: Duncan Creek		2.5. Watershed Code: LC18	
<b>NOTE FOR SECTION 2.6 (which follows):</b> Section 2.6. includes five (5) columns (A. through E.) for recording data about five (5) discrete site locations. If your grant has more than five (5) discrete project locations, attach additional columns for Section 2.6 as described in the instructions. If your project occurs in more than one 12-digit Hydrologic Unit Code (HUC), use the space in adjacent columns to record other HUC numbers.					
2.6. Site Location(s) →	A.	B.	C.	D.	E.
Name of Cost-Share Recipient or Governmental Unit	Eau Claire, County	Eau Claire, County	Eau Claire, County	Eau Claire, County	Eau Claire, County
Cost-Share Agreement Number (Agricultural only)	LC13-Muddy Elk	LC18-Duncan	LC21-Mcann Fisher	LC14-Lower EC	LC24-Lowes & Rock
12-Digit Hydrologic Unit Code(s) (HUC) Where Work Was Completed	070500050602	070500050404	070500050308	070500060508	07050005073
Nearest Surface Receiving Water Affected					
Name:	Half Moon Lake	Duncan Creek	Little Lake Wissota	Lake Altoona	Lowes Creek
Waterbody Identification Code(s) (WBIC):	2125400	2150600	2152800	2128100	2123900
Nearest Impaired Water Affected					
Name:	Half Moon Lake	Lake Hallie	Little Lake Wissota		
Waterbody Identification Code(s) (WBIC):	2125400	2150200	2152800		
Pollutants Reduced	Phosphorus Sediment	Phosphorus Sediment	Phosphorus Sediment	Phosphorus Sediment	Phosphorus Sediment
Impairments/Impacts Addressed	Water quality	Water quality	Water quality	Water quality	Water quality

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MAR 19 2012

Watershed Mgmt

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**1. GRANT TYPE.** Check the one that applies.

<input type="checkbox"/> Targeted Runoff Management Grant – Agricultural	<input type="checkbox"/> Targeted Runoff Management Grant – Urban
<input type="checkbox"/> Urban Nonpoint Source & Storm Water Management Grant – Construction	<input checked="" type="checkbox"/> Urban Nonpoint Source & Storm Water Management Grant – Planning
<input type="checkbox"/> Notice of Discharge Grant	

**2. PROJECT NAME & LOCATION.**

2.1. Project Name: Chippewa Valley Stormwater Forum	2.2. Grant Number:	
2.3. Governmental Unit Name: Eau Claire County, Document 2 of 2	2.4. Primary Watershed Name:	2.5. Watershed Code:

**NOTE FOR SECTION 2.6 (which follows):**

Section 2.6. Includes five (5) columns (A. through E.) for recording data about five (5) discrete site locations. If your grant has more than five (5) discrete project locations, attach additional columns for Section 2.6 as described in the instructions. If your project occurs in more than one 12-digit Hydrologic Unit Code (HUC), use the space in adjacent columns to record other HUC numbers.

2.6 Site Location(s) →	A.	B.	C.	D.	E.
Name of Cost-Share Recipient or Governmental Unit	Eau Claire County	Eau Claire County			
Cost-Share Agreement Number (Agricultural only)	LC25-Otter Cr	LC04-Wilson Cr			
12-Digit Hydrologic Unit Code(s) (HUC) Where Work Was Completed	070500060402	070500071002			
Nearast Surface Receiving Water Affected					
Name:	Otter Creek	Lake Menomin			
Waterbody Identification Code(s) (WBIC):	2125700	2065900			
Nearast Impaired Water Affected					
Name:		Lake Menomin			
Waterbody Identification Code(s) (WBIC):		2065900			
Pollutants Reduced		Phosphorus, Sediment			
Impairments/Impacts Addressed		Water Quality			

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Project Location(s) (cont.) →	A.	B.	C.	D.	E.
Project Coordinates					
Town					
Range					
Section					
Quarter					
Quarter-Quarter					
Latitude (degrees, minutes, seconds North of Equator; use the DNR's Surface Water Data Viewer (SWDV))					
Longitude (degrees, minutes, seconds W of Prime Meridian, use the SWDV)					

### 3. SUMMARY OF RESULTS.

Table A. Agricultural Projects – Ch. NR 151 Performance Standards and Prohibitions and Other Water Resources Management Priorities			
A.1. Management Measures	Units of Measure	Quantity	Measurement Method Used
Sheet, rill and wind erosion	Acres meeting "T"	acres	
Manure Storage Facilities: New Construction/Alterations	Number of facilities	facilities	
	Number of animal units	animal units	
Manure Storage Facilities: Closure	Number of facilities	facilities	
Manure Storage Facilities: Falling/Leaking Facilities	Number of facilities	facilities	
	Number of animal units	animal units	
Clean Water Diversions in WQMA	Pollutant load reduction	lbs.	
	Number of farms with diversions	farms	
	Number animal units	animal units	
Nutrient Management on Agricultural Land	Acres planned	acres	
Prohibition: Manure Storage Overflow	Number of farms	farms	
	Number of animal units	animal units	
Prohibition: Unconfined Manure Pile in WQMA	Number of farms	farms	
Prohibition: Direct Runoff From Feedlot/Stored Manure	Pollutant load reduction	lbs.	
	Number of facilities	facilities	
	Number of animal units	animal units	
Prohibition: Unlimited Livestock Access	Feet of bank protected	feet	
	Number of farms	farms	

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Table A: Agricultural Projects (continued)			
A.2. Other Management Measures			
	Units of Measure	Quantity	Measurement Method Used
Streambank & Shoreline Protection	Units (use feet, acres or number as applicable)		
	Pollutant load reduction (if method available)		
Other:	Units (use feet, acres or number as applicable)		
	Pollutant load reduction (if method available)		
Other:	Units (use feet, acres or number as applicable)		
	Pollutant load reduction (if method available)		
Other:	Units (use feet, acres or number as applicable)		
	Pollutant load reduction (if method available)		

Table B: Urban Construction Projects Serving Developed Areas			
B.1. Required Management Measures			
	Units of Measure	Quantity	Measurement Method Used
20-40% Total Suspended Solids (TSS) Reduction for NR 216 communities	TSS reduced		lbs.
	TSS reduction		%
B.2. Other Management Measures			
20-40% Reduction in TSS for non-NR 216 communities	TSS reduced		lbs.
	TSS reduction		%
Infiltration	Pre-development stay-on volume		%
	Stay-on volume		ft <sup>3</sup> /year
Peak flow discharge for 2 year/24 hour design storm	Change in cubic feet per second for design year		ft <sup>3</sup> /sec
Protective areas	Bank protected		feet
Fueling & maintenance areas	Oily sheen presence reduced	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Streambank & Shoreline Protection	Bank erosion reduced		tons
	Bank protected		feet
Other:	Pollutant load reduction (if method available)		
	Units (use feet, acres or number as applicable)		

Table C: Urban Planning Projects			
C.1. Governmental unit(s) involved (list by name):			
City of Eau Claire, City of Menomonie, City of Altoona, City of River Falls, City of Chippewa Falls, Eau Claire County, Chippewa County			
Village of Lake Hallie, Town of Eagle Point, Town of Washington, Town of LaFayette, Town of Seymour, Town of Union			
Also participating are St. Croix, Dunn County and Barron County.			
Technical support is provided by WI Department of Natural Resources and the University of Wisconsin Extension Basin Educator.			
C.2. Estimate total acres covered by the	Existing Developed Urban Areas	New Development	Total Acres

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planning product:	acres	acres	acres
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C.3. Products developed (check all below that apply)	Identify Documents by Name (if applicable)
<input type="checkbox"/> Storm Water Plan	
<input type="checkbox"/> Construction or Erosion Ordinances	
<input type="checkbox"/> Post-construction Storm Water Ordinances	
<input type="checkbox"/> Other Types of Storm Water Quality Ordinances	
<input type="checkbox"/> Financing Methods: identified and evaluated	
<input type="checkbox"/> Financing Methods: developed or implemented	
<input checked="" type="checkbox"/> I & E Plan	Chippewa Valley Stormwater Forum Storm Water Information & Education Plan
<input checked="" type="checkbox"/> I & E Implementation Activities	See attached CVSWF Educational Events and Activities
<input checked="" type="checkbox"/> Other:	See attached Scope of Work and Rain to Rivers CVSWF Final Report from MSA
C.4. Identify the Storm Water goals addressed (check all that apply)	
<input checked="" type="checkbox"/> Reduce TSS	Comments:
<input checked="" type="checkbox"/> Maintain infiltration	
<input type="checkbox"/> Control Peak Flow	
<input checked="" type="checkbox"/> Protective Areas	
<input checked="" type="checkbox"/> Control of Fueling & Maintenance Areas	
<input checked="" type="checkbox"/> Remove Illicit Discharges	
<input checked="" type="checkbox"/> Other:	

**4. Satisfaction of Notice Requirements.** If cost sharing for this project was offered under a formal notice pursuant to chs. NR 151 or 243, provide information for each notice in the table below.

Notice Information				Notice Satisfaction Information		
Chs. NR 151 or 243 Notice Type	Issue Date	From (Name)	To (Name)	Satisfied?		Date Letter Sent
				Yes	No	
				<input type="checkbox"/>	<input type="checkbox"/>	
				<input type="checkbox"/>	<input type="checkbox"/>	
				<input type="checkbox"/>	<input type="checkbox"/>	
				<input type="checkbox"/>	<input type="checkbox"/>	

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**5. Additional Information.** (Space will expand to fit your text.)

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**6. Summary of Project Challenges.** (Space will expand to fit your text.)

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**7. Grantee Certification.**

Checking here  certifies that, to the best of your knowledge, the information contained in this report is correct.

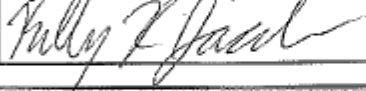
Name of Authorized Representative (type or print) ↓

Kelly Jacobs

Title of Authorized Representative (type or print) ↓

Eau Claire County Land Conservation Division Supervisor

Signature of Authorized Representative



Date

3-12-12

**8. For Departmental Use Only.**

Regional NPS Coordinator – Please complete the following:

8.A. Check here  if you have received the following from the project sponsor:

- one (1) printed, signed, original Final Report + attachments
- one (1) electronic version of Final Report

Send the printed, signed original Final Report with attachments + electronic version to the Community Financial Assistance Grants Manager. Community Financial Assistance will forward to Runoff Management Section Grants Coordinator.

8.B. Comments about this project:

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8.C. Type or print Name of Regional NPS Coordinator →

8.D. Signature of Regional NPS Coordinator

8.E. Date

# Chippewa Valley Stormwater Forum Storm Water Information & Education Plan *DRAFT*

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## Purpose, Goals, Target Audiences and Objectives

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This chapter sets the direction for the storm water information and education plan by identifying its purpose, goals, target audiences and objectives.

### PURPOSE

The purpose of implementing the Education plan is to improve the quality and reduce the quantity of urban runoff, resulting in area lakes and rivers meeting their designated use.

### GOALS

The goals of the I&E plan derive from the requirements of the NR 218 permit, focusing on improving urban storm water quality and eliminating illicit discharges. This plan therefore does not address the control of runoff from agricultural resources, which is the focus of various other programs.

Goals are broad ideas that may take a very long time to achieve. Goals usually don't change significantly over the life of a project, occasionally new ones may be added. An educational program is dynamic, some goals may be more important at certain times in a project's life than others.

Specifically the goals of this plan are:

Goal 1: Improve quality and reduce quantity of storm water runoff from existing urban areas to meet or exceed state and local standards.

Goal 2: Improve quality and reduce quantity of storm water runoff from all new development and redevelopment to meet or exceed state and local standards.

Goal 3: Identify and eliminate all unpermitted wastewater discharges to the storm water system.

Redevelopment, as defined in NR 151.002(39), means areas where development is replacing older development.

### TARGET AUDIENCES

Educational programs are designed to meet the educational needs of specific audiences. These audiences may be determined by where they live, the work they do, their contribution to the problem and their ability to make behavioral changes that can lead to achieving the storm water program's goals. Educational programs are then designed to meet an audience's unique needs for topics, skills and best delivery methods.

### OBJECTIVES

Objectives are the detailed knowledge and skills that either all people, or specific target audiences, need in order to meet the purpose and goals of the Chippewa Valley Stormwater Forum I&E plan. Objectives are normally

accomplished in less time than goals, usually within five to ten years. Objectives specify an audience, and an educational need such as knowledge or skill to be gained.

The objectives are the heart of an education plan. They are based on the goals and target audience needs, and result in an orchestrated set of educational activities that are focused and effective. Well-written and designed objectives will result in measurable outcomes upon which the program's evaluation will be based. The objectives in this plan are organized by target audiences.

### **General Public**

General public is a term used for all people living and working in the permit area. These objectives pertain to all audiences including all other target audiences, and are not repeated under each target audience's section. When the term 'All Audiences' is used it denotes a particularly important educational need.

- Objective 1.1 All audiences will understand the impacts of storm water and why it is important to decrease storm water runoff, including water quality impacts and the effects of impervious surface on runoff (heat, quantity, pollutants, extreme variations in flow). \*\*
- Objective 1.2 All audiences will know where to get information on Best Management Practices (BMPs) and will be able to use the appropriate BMPs such as directing downspouts to pervious areas, reducing impervious areas, developing rain gardens, using rain barrels and having proper landscaping techniques around their home or business. \*\*
- Objective 1.3 All audiences will understand where storm water drains go to and will not dump material into them. \*\*
- Objective 1.4 The general public will know whom to call when someone is violating performance standards or the local ordinances. +
- Objective 2.1 All audiences will understand how the amount of runoff impacts habitat, groundwater and surface water. \*\*
- Objective 2.2 All audiences will evaluate opportunities to reduce imperviousness and increase infiltration during redevelopment or in new developments. \*\*

### **Homeowners, Landlords and Small Business Owners**

Property owners and managers need specific knowledge and skills in order to implement practices that improve the quality and reduce the quantity of storm water runoff. Small businesses are here defined as self-standing businesses, responsible for the management of their own parking lot and landscaping. They are frequently owner-operated and include restaurants, gas stations, dry cleaners, printers, and other specialty shops. They are not part of a strip mall or other large development.

- Objective 1.5 During retrofitting and redevelopment, homeowners, landlords and small business owners will install practices to decrease volume and peak flows and improve water quality. \*
- Objective 2.3 Homeowners, landlords and small business owners will choose development and hire contractors who will meet or exceed standards. +

### **Consultants, Developers, Home Builders and Contractors**

The following objectives relate specifically to those individuals who plan and implement land developments and those individuals who are involved in new construction and redevelopment.

- Objective 1.6 Homeowners and their contractors will know the importance of using effective BMPs and will properly install and maintain effective BMPs. \*\*
- Objective 2.4 Consultants and developers will know storm water rules and the regulatory process. \*\*
- Objective 2.5 Consultants will prepare designs that meet or exceed performance standards. \*\*



- Objective 2.6 Consultants and developers will design construction sites to minimize erosion and storm water runoff. Contractors and builders will install and maintain these erosion control and storm water BMPs.\*\*
- Objective 2.7 Developers will understand the financial and other benefits of complying with performance standards. \*\*
- Objective 2.8 Developers will understand elements of and implement low-impact/conservation design development.\*\*
- Objective 2.9 Homebuilders will follow plans and not interfere with site storm water and erosion controls and will follow construction sequencing plans to protect storm water quality and prevent regulatory concerns. +
- Objective 3.1 All audiences will understand the environmental consequences of illicit discharges and who to contact for enforcement or remedy. \*\*

### **Municipalities and Municipal Staff**

The following objectives refer to professional, career staff employed by county, city, town and village governments. They may be employed in planning, zoning, land conservation, parks, public works or other departments with land use or land management responsibilities.

- Objective 1.7 Municipal staff and consultants will be able to evaluate BMPs for effectiveness. \*\*
- Objective 1.8 Municipalities will hire engineering firms that understand and use proper storm water retrofitting.\*
- Objective 2.10 Municipalities will communicate standards to landowners, developers, contractors and consultants. \*\*
- Objective 2.11 Municipalities will review plans and enforce standards in plans. \*\*
- Objective 2.12 Municipalities will provide demonstrations of new and innovative practices that meet or exceed standards. \*
- Objective 2.13 Municipal staff and consultants will be aware of and suggest designs that minimize erosion from construction sites. \*
- Objective 2.14 Municipalities will take action to encourage "green developments".\*\*

### **Elected Officials**

Elected officials, especially those serving on land use, and zoning committees have unique educational needs that will allow them to make policy and legal decisions regarding the storm water program.

### **Managers of Large Facilities**

Large commercial, industrial and municipal properties as well as golf courses, zoos, gas stations and fleet handling facilities have distinctive educational needs due to potential runoff from fertilizers, pesticides, heavy metals, petroleum products and other chemicals. Therefore, specific educational objectives are needed, but, more importantly, unique educational programs are needed to educate this audience. Other audiences that need similar education will also be addressed by this section, which include lawn care companies, painters, boat storage and cleaning firms, mobile cleaning operations and any business with outdoor storage.

- Objective 1.9 Business owners/operators and municipal staff will understand storm water rules and regulations, and why proper business and municipal storm water practices are important, and they will utilize appropriate BMPs.\*\*

## ACTIONS AND TIMELINE

### INTRODUCTION

Reaching each of the target audiences described in the preceding chapter will require coordinated, long-term efforts involving many public and private agencies. This chapter lists specific educational activities, the priority assigned to each activity by the members of the Chippewa Valley Stormwater Forum, the responsible party in charge of developing and implementing the activity, when the action is expected to occur and what funding source is likely to be used to accomplish the activity.

Normally, the first party identified in the "Who" column is the main activity coordinator with others providing various levels of support during implementation and development. Most of the individuals listed to work on activities have agreed to their role. A few have not, but are listed since they typically provide similar services or are likely partners. As the Information and Education plan is developed each year, partners will be asked to help with development and implementation of activities.

More ideas have been generated than can be accomplished. Each year, this plan will be evaluated and an annual work plan developed. The needs of the most important target audiences, based on goals and objectives, will be the main determinant of where energy is placed. Information will be gathered regarding specific audience needs and preferred learning methods to assist with this reevaluation.

Along with funding and action prioritization, the Chippewa Valley Stormwater Forum will determine what educational activities can be accomplished each year. Other organizations, such as the Department of Natural Resources, University of Wisconsin-Extension and various friends groups will be independently, and in partnership, developing storm water education programs that will help meet the needs of this plan. They are listed in the actions, if known.

### Actions And Timetable

#### General Public

Action Number	Action	Who	When	Cost/Funding Source
Printed materials				
1	Develop and distribute newspaper articles, municipal newsletter stories			
2	Develop and distribute utility inserts, direct mail pieces and counter publication with seasonal messages			
3	Create and distribute articles for friends groups, community groups and neighborhood association newsletters			

4		Create or link to an existing resource list for citizens on rain gardens, rain barrels, housekeeping, porous pavement, etc.			
5		Provide a resource list for environmental actions (youth, community groups, college)			
Presentations					
6		Provide city cable programs regarding NR 216 as they become available			
7		Develop presentations focused on audience interests/concerns			
8		Develop storm water, runoff and other videos			
9		Develop speakers bureau and method to promote it			
Web-based					
10		Create Web sites: information and resource lists for environmental actions, link to municipal sites			
11		Use existing list serves to disseminate info			
Display					
12		Use already developed displays or create and distribute them at fairs, expos, etc.			
13		Create posters, placards, decals, and/or yard signs			
14		Develop a point-of-purchase display for lawn and other yard products			
Special programs					
15		Create and implement a media campaign, including PSAs, for homeowner/general public (storm sewers, dog feces, leaves, etc.)			
16		Provide organizations and community groups assistance with work projects			
17		Support expansion of citizen monitoring programs by friends groups			
18		Promote storm drain stenciling and marking programs			
19		Develop and promote BMP demonstration sites			
20		Develop and coordinate rain garden, conservation design, BMP and Parade of Homes tours in conjunction with friends groups			

School/youth					
21		Provide assistance with curriculum development			
22		Provide teacher training on storm water issue			

### Municipalities and Municipal Staff

Action Number	Action Rank	Action	Who	When	Cost/Funding Source
Printed materials					
23		Develop materials for public and private facility managers regarding landscape and snow removal practices to influence hiring			
Web-based					
24		Create distribution lists			
25		Develop website listing resources and monitoring research results or link to runoffinfo website			
Personal contact					
26		Encourage facility managers to require short environmental management course for all staff including contract services such as landscape companies			
27		Develop and provide presentations focused on audiences' needs and concerns			
Technical training materials					
28		Create and provide technical workshops or activity, promote state workshops			
29		Provide one-on-one personal contact during review process			
30		Develop, coordinate, and publicize BMP demonstrations			

### Developers, Consultants, Contractors, House Builders

Action Number	Action Rank	Action	Who	When	Cost/Funding Source
Printed materials					
31		Develop checklist, flow chart, and/or fact sheet for developers, contractors, landowners, and consultants			
32		Publicize performance standards			

33		Create articles for local Builders Association for newsletter and other professional organizations			
Web-based					
34		Develop website for link to existing resources such as runoff info			
Technical training					
35		Provide one-on-one personal contact during review process			
36		Promote rain garden, conservation design, BMP, and Parade of Homes tours			
37		Create and provide focused presentations			
38		Plan and provide workshops on BMPs <ul style="list-style-type: none"> <li>• citizens' impacts, marketability, amenities, etc.</li> <li>• technical</li> <li>• monitoring research results</li> </ul>			

**Business**

Action Number	Action Rank	Action	Who	When	Cost/Funding Source
Printed material					
39		Develop fact sheets for public and private facility managers regarding hiring landscape and snow removal practices to influence hiring			
Web-based					
40		Develop website listing resources			
Personal contact					
41		Encourage facility managers to require short environmental management course for all staff including contract services such as landscape companies			
42		Create and provide focused presentations			
Programs					
43		Develop environmental assets program: small business pollution prevention program with focus on storm water			
44		Develop and provide a green business honor or award			

Technical training					
45		Develop and provide technical workshop for landscape contractors			

#### Elected Officials

Action Number	Action Rank	Action	Who	When	Cost/Funding Source
46		Send correspondence to inform of storm water impact, regulations, expectations			
47		Attend meetings to present information, answer questions			
48		Invite to BMP Demonstration sites			
49		Invite to Rain garden, conservation design, BMP and Parade of Homes tours			
50		Develop brief audio-visual presentations, displays, etc., that can be shown at meetings			
51		Develop information on ordinances that allow conservation design practices and "passive" storm water control			

Chippewa Valley Storm Water Forum Educational Events and Activities							
Event	Contact	Date	Time	Location	Who Was Involved	Description/Notes	
Leadership Eau Claire	Mark Grabarczyk	1/5/2011		Eau Claire	Eau Claire Co. Health Department staff	Used storm water Enviroscope model for demonstration to Youth Leadership Eau Claire group	
Storm Water Curriculum Materials	Dan Zerr	1/12/2011		Various	Dan Zerr	Delivered storm water high school curriculum materials to Menomonie and Colfax high schools.	
Storm Water Curriculum Materials	Dan Zerr	1/13/2011		Augusta	Dan Zerr	Delivered storm water high school curriculum materials to Augusta high school.	
Storm Water Curriculum Materials	Dan Zerr	1/19/2011		Rice Lake	Dan Zerr	Delivered storm water high school curriculum materials to Rice Lake high school.	
Sustainable Dunn "Year of Water" Kick off event	Dan Zerr	1/30/2011	1-4 PM	Menomonie	Dan Zerr, Randy Eide	General water quality education for the Red Cedar Watershed, presentation by Dan Zerr.	
Sustainable Dunn "Year of Water" Kick off event	Randy Eide	1/30/2011	1-4 PM	Menomonie	Dan Zerr, Randy Eide	Storm water booth set up and manned by Randy Eide.	
Storm Water Curriculum Materials	Dan Zerr	2/2/2011		Various	Dan Zerr	Delivered storm water high school curriculum materials to Spring Valley, Boyceville and Baldwin high schools.	
Eau Claire Area Master Gardeners	John Genskow	2/5/2011		Eau Claire	John Genskow	Provided Handouts and Brocures on Storm Water BMP's and yard care practices	
Storm Water BMP's	John Genskow	2/8/2011		Eau Claire	John Genskow	Presentation to Public Works Staff regarding various street sweepers and efficiencies	
Reception Area Materials	Forum	year round		reception areas	Forum	materials, brochures, publications regarding the storm water system, BMP's, and personal practices to improve runoff water quality.	
Sustainable Dunn "Year of Water" event	Randy Eide	2/17/2011	7-9 PM	Menomonie	Randy Eide	Randy discussed storm water basics, permits, etc., and showed "Rain To Rivers" DVD.	
Radio Ads	Dan Zerr	March-May 2011		Eau Claire listening area	Dan Zerr, Mark Grabarczyk	Maverick Media and Clear Channel Radio began broadcasting nine different storm water radio ads based on the "Things You Can Do" from the Rain To Rivers brochure.	
Television Ads	Dan Zerr	March-May 2011		Eau Claire TV market	Dan Zerr, Mark Grabarczyk	WQOW and WEAU begin broadcasting two TV ads about storm water. Rubber Ducks and Fishbowl.	

Dunn Co. Land & Water Resource Management Plan revision meeting	Randy Eide	3/10/2011	9:00 AM	Menomonee	Randy Eide	Randy discussed storm water basics, permits, etc., with a group of stakeholders who were giving input to Dunn Co regarding the update of the Land & Water Resource Management Plan for the county.
Storm Water Curriculum Materials	Dan Zerr	3/16/2011		Alcona	Dan Zerr	Delivered storm water high school curriculum materials to Alcona High School.
Rain Barrel Workshops	Mike Erickson	3/17/2011		Cadott	Mike Erickson & David Nashold	Presentation on the benefits of rain barrels and stormwater management in general. Followed by construction of rain barrels by participants.
Sustainable Dunn "Year of Water" event	Dan Zerr	4/5/2011	7:00 PM	Menomonee	Dan Zerr, Randy Eide	Scott McGovern of UW-Stout presented on lawn care/buffers/etc. Dan and Randy were there for Q&A in an informal panel structure.
Leadership Academy of Polk and St. Croix Counties meeting	Kristy Treichel	4/12/2011		River Falls	Kristy Treichel	Kristy Treichel gave a talk about storm water to the Leadership Academy members (about 25 in attendance) of Polk and St. Croix Counties.
Fish Shocking by River Falls High School Students	Tamara Wittmer	4/19/2011		Kinnickinnic River	Kyle Kulow	Hands on experience learning about Fish Species and Population as it relates to the Kinnic River and Water Quality.
Rain Garden planting	Dan Zerr	4/25/2011		Menomonee	Dan Zerr, Randy Eide	Dan Zerr and Randy Eide advised Nicole Verdon of the Girl Scouts on planting a rain garden. The planting took place on 4/25 in Wakonda Park in Menomonee.
Prescott Earth Day event	Kristy Treichel	5/1/2011		Prescott	Kristy Treichel	Storm water booth set up by Kristy Treichel.
St. Croix Earth Day event	Aleisha Miller/Tamara Wittmer	5/1/2011		Camp St. Croix, Hudson	St. Croix Co LWCD	Enviroscape (Watershed) Model utilized for education about watersheds and runoff.
Tour of storm water BMPs	Kristy Treichel	5/2/2011		River Falls	Kristy Treichel	Kristy Treichel gave a tour of storm water BMPs in River Falls to a UW-River Falls soils class (about 30 students).
Rain Barrel Workshop	Mike Erickson	5/5/2011	6:30 PM	Eau Claire	Mike Erickson & Dan Zerr	Presentation on the benefits of rain barrels and stormwater management in general. Followed by construction of rain barrels by participants.
Glenwood City Stream Cleanup	Tamara Wittmer	5/11/2011		Glenwood City	St. Croix Co LWCD	Garbage pick-up throughout Glenwood City area.
Story, "Who Polluted the Kinnickinnic River" for River Falls first grade students	Tamara Wittmer	5/12/2011		Greenfield Elementary, River Falls	St. Croix Co LWCD	Story about water pollution over time and that everyone plays a part in water pollution



Streamflow Measurements by River Falls High School Students	Tamara Wittmer	5/12/2011		Kinnickinnic River	Kyle Kulow	Hands on experience measuring and learning about stream flow of the Kinnickinnic River
Rain Barrel Workshop	Mike Erickson	5/19/2011	6:30 PM	Eau Claire	Mike Erickson & Dan Zerr	Presentation on the benefits of rain barrels and stormwater management in general. Followed by construction of rain barrels by participants.
Voices on The River	Tamara Wittmer	5/23/2011		Martel's Landing, Apple River	St. Croix Co LWCD	Presentation to local artists' (what we need is here) group about water quality of St. Croix County and finding ways to inspire change
Macroinvertebrate Sampling by River Falls High School Students	Tamara Wittmer	5/25/2011		Kinnickinnic River	Kyle Kulow	Hands on experience collecting and learning about macro invertebrates as indicators of water quality of the Kinnickinnic River
Who Polluted Tiffany Creek? - Story for first graders	Tamara Wittmer	5/26/2011		Glenwood City Elementary School	St. Croix Co LWCD	Story about water pollution over time and that everyone plays a part in water pollution
Rain Barrel Painting Workshop	Tamara Wittmer	6/4/2011		Hudson	St. Croix Co LWCD	Rain Barrels were painted by local artists and donated to the Sustain Hudson group, where they were raffled off and proceeds went to fund a local rain garden demonstration.
Water Quality Sampling by River Falls High School Students	Tamara Wittmer	6/5/2011		Kinnickinnic River	Kyle Kulow	Hands on experience collecting samples and learning about water quality of the Kinnickinnic River
Half Moon Lake Alum Treatment Press Conference	John Genskow	6/15/2011	9:00 AM	Eau Claire	John Genskow	After many years of controlling storm water runoff into Half Moon Lake, an alum treatment was applied to remove phosphorus from the water column in the lake and trap it in the bottom sediments. A press conference and tour of the lake was held as the alum was being applied.
"Heart of the Beast" puppet theatre	Tamara Wittmer	6/16/2011		Hudson	St. Croix Co LWCD	Show Title, Are you Thirsty? Great story about the uses of water and how we are all connected. Following the play was a boat launch of nature made boats from the Voices on the River Project.
Artful Rain Garden Exhibit	Tamara Wittmer	6/16-6/19/11		Hudson	St. Croix Co LWCD	Drawing, painting, photography, poetry, mixed media sculpture and interactive displays to inspire, inform and encourage action for a healthy river.

Artful Rain Garden Fair, Cirque du Soleil	Tamara Wittmer	6/26/2011		Hudson	St Croix Co LWCD	Fun hands-on activities, edible aquifers and resources from plant, soil and watershed experts.
Hudson Rain Garden Training	Tamara Wittmer	7/9/2011		Hudson	St. Croix Co LWCD	Curb-cut rain garden at 7th and St. Croix Street, with volunteers from age 7 to 70. Learn the ins and outs of building a community rain garden.
Rain Barrel Workshop	Mike Erickson	7/12/2011	6:30 PM	Eau Claire	Mike Erickson & Dan Zerr	Presentation on the benefits of rain barrels and stormwater management in general. Followed by construction of rain barrels by participants. Display booth about storm water was set up, and Dan gave a 45 minute presentation about storm water issues.
Dunn Co. Sustainability Fair	Dan Zerr	7/16/2011	8 AM - 3 PM	Menomonie	Dan Zerr & Randy Eide	Environmental Education and other Resources in St. Croix County. Watersheds, Stormwater and Groundwater were my primary topics covered. Attaching "Do Not Dump" medallions to storm drains in the City of Menomonie.
Earth Partnership for Schools	Tamara Wittmer	7/21/2011		St. Croix Co	St. Croix Co LWCD	
Storm Drain Labeling	Randy Eide	Ongoing		Menomonie	Randy Eide	Radio segment on rain gardens and why we want them on the landscape.
Why Rain Gardens? - Radio Broadcast WXXX, New Richmond	Tamara Wittmer	7/24/2011		St. Croix Co	St. Croix Co LWCD	2-hour workshop learning about rain gardens and how to fit one into your landscape.
Landscaping with Rain Gardens workshop	Tamara Wittmer	7/25/2011		Hudson	St. Croix Co LWCD	Barrels and Painting materials provided at this 2-day workshop. Learn about different painting styles to create your own rain barrel masterpiece.
Rain Barrel Painting Workshop	Tamara Wittmer	7/25 & 7/27/11		St. Croix Co	St. Croix Co LWCD	Eau Claire LCD donated three rain barrels to the Phoenix Community Gardens in Eau Claire.
Donations of Rain Barrels to Phoenix Community Garden	Mike Erickson	7/25/2011		Eau Claire	Eau Claire Co Land Conservation Dept	Introducing composting to residents. Partnering with Menomonie Community Gardens and are offering 40 Compost Tumblers to residents at a nominal fee.
Composting Introduction: Part of "Keep Nutrients Out of Our Waterways" program	Randy Eide	Ongoing		Menomonie	Randy Eide	Eau Claire LCD lent the storm water "Enviroscape" model to NRCS staff for use and demonstration at Youth Leadership Eau Claire event.
Storm Water Model Demonstration	Kelly Jacobs	9/7/2011		Lowes Creek County Park	Eau Claire Co Land Conservation Dept	

Chippewa County Conservation Days	Dan Zerr	9/13/2011 9 AM-2PM	Lake Wisconsin State Park	Dan Zerr, Rob Krejci	Approximately half of the 5th graders in Chippewa County attended, spending approximately 25 minutes at various stations learning elements of conservation, including storm water runoff and ground water issues.
Chippewa County Conservation Days	Dan Zerr	9/22/2011 9 AM-2PM	Brunet Island State Park	Dan Zerr, Rob Krejci	Approximately half of the 5th graders in Chippewa County attended, spending approximately 25 minutes at various stations learning elements of conservation, including storm water runoff and ground water issues.
Illicit Discharge Training	David Nashold	Oct	Town of Lafayette	David Nashold	Training event for town and village officials to prepare for illicit discharge inspections.
Ordinance Development for Construction Site Erosion Control, Post-Construction Storm Water Management, and Illicit Discharge	David Nashold	4 days in Oct-Dec	Chippewa Falls	David Nashold, Dan Masterpole	Ordinance development included significant effort to educate elected officials of existing storm water rules, and opportunities for improvement.
Cub Scout Meeting	Dan Zerr	10/2/2011 1-3 PM	Half Moon Lake	Dan Zerr	Met with an Eau Claire Cub Scout troop to talk about various naturalist/conservation topics including water quality and storm water runoff.
City of Eau Claire Waterways Plan Advisory Committee Meeting	John Genskow	10/27/2011	Eau Claire	John Genskow	Presented an overview of the Chippewa Valley Storm Water Forum and Rain to Rivers. Showed the short version of the Rain to Rivers DVD.
Eau Claire Memorial High School Field Trip	John Genskow	11/8/2011 all day	Eau Claire	John Genskow	Met Memorial High School Students at various locations to discuss BMP's and personal habits to improve runoff water quality.
Eau Claire Memorial High School Guest Lecture	Ronnie Williams	11/10/2011	Eau Claire	Ronnie Williams	Did a guest lecture at Memorial High on the topic of storm water
Eau Claire Noon Rotary Meeting	John Genskow	11/28/2011 Noon	Eau Claire	John Genskow	Presented an overview of the Chippewa Valley Storm Water Forum and Rain to Rivers. Showed the short version of the Rain to Rivers DVD.

Chippewa Valley Storm Water Forum Educational Events and Activities						
Event	Contact	Date	Time	Location	Who Was Involved	Description/Notes
Towns Association Meeting	Mark Grabarczyk	1/28/2010	7:00 p.m.	Eau Claire	Mark Grabarczyk	Gave a presentation to Towns Association on Erosion Control and Stormwater Ordinance
NR 151 Hearings	Forum	1/28/2010		Eau Claire	Forum	Public Discussion and follow up newspaper article on storm water runoff water quality issues
Eau Claire Area Master Gardeners	John Genskow	2/6/2010		Eau Claire	John Genskow	Booth on Storm Water BMP's
DNR Staff Training	Kirsten Cahow-Scholtes	2/24/2010		Eau Claire	Kirsten Cahow-Scholtes, Mark Grabarczyk, John Genskow, Dan Zerr	Presented "Rain To Rivers" DVD, "A Storm On The Horizon" DVD, Rain Barrel Information, and question and answer session
DNR Staff Training	Kirsten Cahow-Scholtes	3/3/2010		Eau Claire	Kirsten Cahow-Scholtes, Judy Haydusko	Presented "Rain To Rivers" DVD, "A Storm On The Horizon" DVD, "Thermal Impacts on Trout Waters in Developed Areas, and question and answer session
Leader Telegram article		3/16/2010				Phosphorus pollution
Chippewa Valley Master Gardeners	David Nashold	4/12/2010		Chippewa Falls	David Nashold	Presentation to the Chippewa Valley Master Gardener Association on step citizens can take to improve the quality of lakes and streams by reducing urban runoff and pollutants. Included Rain to Rivers DVD.
Sustainable Dunn Discussion	Randy Elde	4/17/2010		Menomonie	Randy Elde	Review of activities on the Chippewa Valley Storm Water Forum and presentation of "Rain To Rivers DVD"
Water Quality BMP's	John Genskow	4/20/2010		Eau Claire	John Genskow	Met with Coca Cola Employees to discuss onsite water quality BMP's
Earth Day	Mark Grabarczyk	4/23/2010		Eau Claire	Mark Grabarczyk	Tree Distribution
Earth Day	John Genskow	4/24/2010		Eau Claire	John Genskow, Dan Zerr, Mark Grabarczyk	Booth on Storm Water BMP's, Presentation on Rain Barrel Sale, Tree Distribution
Earth Day	Randy Elde	4/24/2010		Menomonie	Randy Elde	tree distribution
Earth Day	David Nashold	4/24/2010		Chippewa Falls	David Nashold	tree distribution
Amazing Eau Claire Clean Up	John Genskow	4/24/2010		Eau Claire	John Genskow	Tree plantings, storm water facility clean up
Fox Wolf Watershed Alliance	John Genskow	4/28/2010			John Genskow, Kristy Treichel, Randy Elde, Rob Krejl	Presentation on Chippewa Valley efforts to achieve 40% TSS reduction
Rain Barrel Workshops	Dan Zerr	May-June 2010		Eau Claire	Dan Zerr	UW-Extension and Eau Claire County Land Conservation partnered to instruct people on how to build rain barrels, as well as assisting them at the training to build one to take home.

Northern Wisconsin State Fair	Rob Krejci	7/10/2010		Chippewa Falls	Rob Krejci, John Genskow	Booth on Storm Water BMP's
DeLong Rain Gardens	Dan Zerr	7/31/2010		Eau Claire	Dan Zerr, John Genskow	TV 18 report on DeLong Rain gardens
Rain To Rivers Video	Dan Zerr	August-December		Statewide	Group	Rain To Rivers DVD shown on Wisconsin Channel of Public TV
Land Conservation Commission Meeting	Mark Grabarczyk	8/23/2010		Alcona	Mark Grabarczyk	Presentation to the Land Conservation Commission on resolution #10-11/046 to extend the Cooperative Agreement for Storm Water Management Public Education and Outreach.
Youth Leadership Ag & Environmental Days	Mike Erickson	9/8/2010		Eau Claire	Mike Erickson	Present stormwater enviroscape model to Youth Leadership students
National Association of Sediment and Erosion Control	Forum	9/9/2010		Rice Lake	Forum	Presentations on various erosion control practices
Sustainability Show Case	Dan Zerr	9/11/2010		Eau Claire	Dan Zerr, City of Eau Claire	Sustainability exhibits and presentations
Sustainability Show Case	Dan Zerr	9/12/2010		Eau Claire	Forum / Mike Erickson	Forum made and donated a Rain Barrel for event
Eau Claire County Board	Mark Grabarczyk	9/21/2010		Eau Claire	Mark Grabarczyk	Presentation to the Eau Claire County Board on resolution #10-11/046 to extend the Cooperative Agreement for Storm Water Management Public Education and Outreach.
BMP Installation	Dave Nashold	9/28/2010		Chippewa Falls	Dave Nashold	Installation of rain garden at Lehenkuger's Lodge
Storm Water BMP's	Forum	9/29/2010		Eau Claire	Forum	Webinar on various vegetated erosion control practices
WVCCI	Dan Zerr	10/5/2010		Eau Claire	Dan Zerr, Dave Walter, John Genskow	Conference on Planning for Climate Change
Peddles and Paddles	John Genskow	10/7/2010		Eau Claire	John Genskow	Met with UWEC students on project to prepare brochures for self guided bike and river tours, including storm water quality issues and features
Northwest Education Association Convention	Dan Zerr	10/15/2010	All Day	Eau Claire Memorial High School	Dan Zerr, John Genskow	Set up a booth featuring storm water trifold, and also samples of the storm water curriculum to show to teachers.
Sustainable Dunn Candidate Forum	Randy Eide	10/21/2010		Menomonee	Randy Eide	Sustainable Dunn sponsored a candidate forum.
River Falls BMP Tours	Kristy Treichel	10/21/2010		City of River Falls	Kristy Treichel, Reid Wronski	Tour of storm water best management practices for Leadership River Falls
Wisconsin Assoc Environmental Educators	Dan Zerr	10/28/2010	11:00-00 AM - Noon	Upham Woods Nature Center	Dan Zerr, John Genskow, Anne Hirckatur	Presentation to WAEE conference about the Forum and community collaboration

Wisconsin Assoc Environmental Educators	Dan Zerr	10/29/2010	9:45 AM - 11:45 AM	Upham Woods Nature Center	Ann Hirekatur, Dan Zerr	Presentation to WAEE conference about storm water curriculum materials
Rain To Rivers Video	Kristy Treichel	November		River Falls	Kristy Treichel	Rain To Rivers DVD shown on Public Access TV in River Falls
Galloway Creek Public Meeting	Randy Eide	11/6/2010		Menomonie	Randy Eide	UW Stout had a neighborhood/public meeting on the effects of runoff on Galloway Creek
Eau Claire City Council Presentation	John Genskow	11/9/2010		Eau Claire	John Genskow	Presentation to City Council on status of Cooperative Agreement for Storm Water Management Public Education and Outreach and an overview of CWSWF materials and activities
Minnesota Naturalist Association Conference	Kristy Treichel	11/13/2010		City of River Falls	Kristy Treichel	Presentation about City's rain garden/pervious paver/pervious concrete BMPs for Minnesota Naturalist Ass. Conference
Menomin/Tainter Lake Assoc Mtg	Randy Eide	11/17/2010		Menomonie	Randy Eide	UW Stout and Menomin/Tainter Lake Association presented the film <i>Troubled Waters</i>
Girl Scout Presentation	Dan Zerr	11/29/2010	6:00 PM	Menomonie	Dan Zerr	Gave a presentation (sponsored by Girl Scout Leader) at Menomonie Public Library about Red Cedar issues. Also showed Rain To Rivers DVD.
Menomonie Street Dept Training	Randy Eide	12/2/2010		Menomonie	Randy Eide	Outfall inspection and Illicit Discharge Training conducted at Menomonie Street Department
Rain To Rivers Video Distribution	Randy Eide	12/6/2010		Menomonie	Randy Eide	Rain To Rivers DVD distributed to elementary and middle school libraries
Eau Claire Waterways and Parks Committee meeting	John Genskow	12/20/2010		Eau Claire	John Genskow	Rain garden presentation to committee
Storm Water Non Point Source Pollution Curriculum	Forum	December		Various	Forum	Distribution of Curriculum materials to Schools for use in Science classes
WAXX Radio Announcements	Kirsten Cahow-Scholtes, Mark Grabarczyk	Monthly		Eau Claire	Kirsten Cahow-Scholtes, Mark Grabarczyk	Monthly radio announcement about seasonal storm water issues
Inlet Stenciling	Randy Eide	Oct/Nov 2010		Menomonie	Randy Eide	Wal-Mart Distribution Employees and UW Stout Students stenciled storm water inlets materials, brochures, publications regarding the storm water system, BMP's, and personal practices to improve runoff water quality.
Reception Area Materials	Forum	year round		reception areas	Forum	

## Exhibit C

### SCOPE OF WORK

#### TASK 1 - BASIC PROGRAM

##### **Approach**

MSA will coordinate the CVSWMF's basic education program, as described in subtasks A through H, below, for the period beginning immediately after this contract becomes effective, through December 31, 2009.

**Budget.** The budget for task 1, (including subtasks A through I, below) is \$37,010.

##### ***SUBTASK A - KICKOFF MEETING***

##### **Approach**

MSA will attend a project kickoff meeting with the CVSWMF to clarify project schedule, approach, and deliverables.

##### **Deliverables.**

Twelve (12) hardcopies and one (1) electronic copy in PDF format of meeting minutes. Twelve (12) hardcopies and one (1) electronic copy in PDF format of the program schedule and deliverables.

##### ***SUBTASK B - MATERIALS COMPILATION***

##### **Approach**

MSA will compile existing, publicly available, no-cost educational materials, to develop a library of educational materials tailored towards the five target audiences to support the CVSWMF I&E program.

##### **Deliverables.**

One (1) hardcopy binder and twelve (12) electronic copies in PDF format of the educational library materials.

##### ***SUBTASK C - MONTHLY MEETINGS***

##### **Approach**

MSA will work with CVSWMF members to set the agenda, coordinate and facilitate the monthly CVSWMF meetings, and provide notes for each meeting.

MSA will draft monthly progress reports documenting planned work activities and deliverables achieved, to be submitted to the Grant Administrator each month, along with grant reimbursement requests. These will be summarized at

the monthly CVSWMF meetings and the next month's deliverables discussed with the Grant Administrator following.

**Deliverables.**

Planning and coordination of, and attendance at up to twenty (20) monthly meetings. Twelve (12) hardcopies and one (1) electronic copy in PDF format of meeting minutes.

Monthly reports summarizing deliverables and associated planned activities each month within the grant period.

***SUBTASK D - QUARTERLY ACCOMPLISHMENTS***

**Approach**

MSA will draft progress reports documenting grant-funded activities undertaken each quarter. Additionally, independent I&E activities undertaken by the forum members that are submitted electronically to MSA may also be included in these quarterly accomplishment summaries. This information will be submitted to the Grant Administrator, who will develop a quarterly report for submission to the WDNR. This information will also be used for NR 216 permit activity reporting.

**Deliverables**

Twelve (12) hardcopies and one (1) electronic copy in PDF format of up to seven (7) quarterly accomplishment summaries.

***SUBTASK E - ASSESSMENT OF INSTITUTIONAL ARRANGEMENTS***

**Approach**

MSA will provide an assessment of the institutional arrangements and alternatives for implementing a stand-alone public education program. Any ratings developed from the assessment will be completed according to the professional judgment of MSA's project manager in consultation with the OWNER.

**Deliverables**

Twelve (12) hardcopies and one (1) electronic copy in PDF format of the institutional arrangements assessment and implementation alternatives analysis.

***SUBTASK F - FINAL REPORT***

**Approach**

MSA will prepare a final report for the forum. The final report will include an evaluation of both the financial and informational requirements and the collaborative efforts required to meet the CVSWMF's storm water management educational needs.



Additionally, the report will include a synopsis of findings and activities in each program area at the end of the process. This will include a list of participants at each activity, and considerations for future presentations to these groups.

**Deliverables**

Twelve (12) hardcopies and one (1) electronic copy in PDF format of the final report.

***SUBTASK G – LONG-TERM ACTIVITY PLAN***

**Approach**

MSA will provide the CVSWMF with a comprehensive long-term plan that includes considerations for maintaining operative systems (such as the website) and carrying on the education effort after the contract period is complete. The plan will be presented at project's end in a paper document. MSA will also develop supplemental materials that clearly spell out, the who, what, where, when, why and how of continuing program implementation. Supplemental materials will include a schedule/calendar for municipal staff that clearly lays out the schedule of responsibilities, and forms for recording activities to facilitate reporting as required by the DNR for NR 216 permit measurable goals tracking.

**Deliverables**

Twelve (12) paper copies and one (1) electronic copy in .pdf format, of the long-term activity plan and supplemental materials.

***SUBTASK H – PACKAGED END PRODUCT***

**Approach**

MSA will provide a packaged end product that outlines the materials developed and available through the CVSWMF. The end product will also include a synopsis of findings and activities in each program area at the end of the process.

**Deliverables**

Twelve (12) paper copies and one (1) electronic copy in .pdf format of the packaged end product.

**TASK 2 – LOGO DESIGN & THEME DEVELOPMENT**

**Approach**

MSA will plan and facilitate one (1), hour-long brainstorming session for the purpose of developing a name and theme for the CVSWMF's Education Program. Using the name and theme developed, MSA will develop two (2) alternative logos, and present the two alternatives to the forum to choose from. MSA will develop the group's selection into a final logo design.

**Deliverables**

Twelve (12) paper copies and one (1) electronic copy in .pdf and .jpg format of the final logo design.

**CVSWMF Responsibility**

The CVSWMF will assume primary responsibility for making the final decision regarding the program name and theme, and for selecting the final logo design, from the draft options presented.

**Budget.** The budget for task 2 is \$1,875.

**TASK 3 - EDUCATIONAL DVD**

**Approach**

MSA will work with BragaVision Media to produce a 10-15 minute educational program using high-quality graphics, external footage, and new, locally shot footage, a professional narrator/moderator, and volunteer "actors," that tells "the storm water story". An expanded 28-minute cable access program will include the 10-15 minute educational program, and feature additional footage of up to two (2) local public events on stormwater related issues. It may also feature footage from public stormwater events occurring in other areas of the state.

**Deliverables**

100-copies of a professionally produced 10-minute educational DVD and 30- minute cable access program, featuring local people and places, and telling the "stormwater story".

**Budget.** The budget for task 3 is \$13,250.

**CVSWMF Responsibility**

The CVSWMF will assume primary responsibility for providing MSA and BragaVision media with a suggested list of people and places to feature in the video. Additionally, the CVSWMF will provide at least two weeks advance notice of the events that they would like featured in the cable access program, in order to allow enough to make shooting arrangements.

**TASK 4 - WEBSITE & CONTENT MANAGEMENT SYSTEM**

**Approach**

MSA, in collaboration with its sub-consultant, EarthIT, will develop one functional website and associated content management system (CMS). The website will consist of a home page with welcome text and/or images, and up to six additional pages of content, consisting of the following information:

- About page text that describes the CVSWMF
- Links to forum member websites
- Links to state and national clean water campaigns

- Links to download newsletters as pdfs
- Schedule of community activities including, leaf pick-up, oil and hazardous material disposal/pick-up sites, and opportunities for involvement such as river clean up activities.
- List of contacts with contact information

The CMS, (a computer software used to create, edit, manage, and publish content in a organized fashion) will allow forum members, with the use of a password, to edit and submit content from their own computers, and without requiring technical knowledge of website programming.

The site will be developed from a commercial template. The logo, forum name, site menu structure, and links/content will be incorporated into the template and deployed to staging server where it can be reviewed and tested by the forum. Upon approval, it will be deployed to the public server. The public server must meet the following hosting requirements:

- Linux or Windows Operating System
- Apache web server
- Mysql database
- PHP 4.3.x or above

Up to four (4) hours of support for deployment or setting up the hosting plan are included.

#### **Deliverables.**

One functional website consisting of a home page, and up to six (6) additional pages of navigation (consisting of the information described above in the approach). One functional content management system that allows forum members to add and edit content. Up to 4 hrs of support for deployment or setting up the hosting plan.

**Budget.** The budget for task 3 is \$3,500.

#### **CVSWMF Responsibility**

The CVSWMF will assume primary responsibility for providing MSA and EarthIT with the following website content: links to forum member website, schedule of community events, and a list of contacts and contact information.

### **TASK 5 - EDUCATIONAL DISPLAYS & TAKE-AWAYS**

#### **Approach**

MSA will develop a 4' x 6' portable educational display for fairs and civic events. Additionally, MSA will arrange for the production of placards, decals, stickers or other "take-away" printed with the group logo, to be distributed community events.

**Deliverables**

One portable educational display including display board and mounted materials. Up to \$1,000 worth of "take-aways", printed with the forum logo, the type and number to be determined by the CVSWMF.

**Budget.** The budget for task 5 is \$6,484.

**TASK 6 - INFORMATION & EDUCATION (I&E) MATERIALS IN ELECTRONIC FORMAT****Approach**

MSA will prepare appropriately formatted press releases, factsheets, utility inserts, newsletters, and direct mail pieces that focus on tie-ins between urban storm water and local events, businesses, personalities, and/or seasonal issues, providing copy-ready graphics and photographs.

**Deliverables.**

Electronic copies of up to seven (7) I&E deliverables.

**Budget.** The budget for task 6, is \$3,491.

**CVSWMF Responsibility**

The CVSWMF will assume primary responsibility for informing MSA if there are specific people, places, businesses, issues and/or events they would like featured in the electronic I&E materials.

**TASK 7 - WORKSHOP DESIGNS FOR TARGETED AUDIENCES****Approach**

MSA will develop, arrange and facilitate up to three workshop designs, including agendas, and presentation materials, and interactive activities tailored to for up to three (3) of the following target audiences: middle/high school teachers; landscaping contractors; municipal staff; general public; and/or builders/contractors. The presentation materials will include high-quality graphics, and incorporate information about the local landscape and how it relates to water quality issues specific to the Chippewa Valley Area. Workshop designs will include "general" components to be used for all intended audiences, and specific components to be used for targeted audiences.

**Deliverables**

Twelve (12) paper copies and one (1) electronic copy in .pdf and/or .ppt format, of agendas and presentation materials tailored to up to three audiences. Coordination and facilitation of up to three (3) workshops, each up to four (4) hours in length. Does not include any direct expenses associated with holding a workshop, such as printing, facility rental and/or refreshments.

**Budget.** The budget for task 7 is \$14,875.

#### **TASK 8 - I&E SIGNAGE**

##### **Approach**

MSA will develop content, graphic designs, and construction cost estimates for educational signage for display at BMP demonstration sites.

##### **Deliverables.**

Educational signage designs and cost estimates for up to three (3) sign designs, each up to 2' x 3' in size. The specific location where signs will be installed shall be determined by the CVSWMF. Does not include sign construction and installation.

**Budget.** The budget for task 8, (including subtasks A through I, below) is \$3,950.

**TOTAL COST FOR SERVICES = \$84,435**

### **SCOPE OF WORK**

#### **TASK 1 – BASIC PROGRAM**

**Budget.** (including subtasks A through I, below) \$37,010.

#### **TASK 2 – LOGO DESIGN & THEME DEVELOPMENT**

**Budget.** The budget for task 2 is \$1,875.

#### **TASK 3 – EDUCATIONAL DVD**

**Budget.** The budget for task 3 is \$13,250.

#### **TASK 4 – WEBSITE & CONTENT MANAGEMENT SYSTEM**

**Budget.** The budget for task 3 is \$3,500.

#### **TASK 5 – EDUCATIONAL DISPLAYS & TAKE-AWAYS**

**Budget.** The budget for task 5 is \$6,484.

#### **TASK 6 – INFORMATION & EDUCATION (I&E) MATERIALS IN ELECTRONIC FORMAT**

**Budget.** The budget for task 6, is \$3,491.

#### **TASK 7 – WORKSHOP DESIGNS FOR TARGETED AUDIENCES**

**Budget.** The budget for task 7 is \$14,875.

#### **TASK 8 – I&E SIGNAGE**

**Budget.** The budget for task 8 is \$3,950.

**TOTAL COSTS = 84,435**



EAU CLAIRE COUNTY PURCHASING &  
CENTRAL SERVICES DEPARTMENT  
721 OXFORD AVENUE  
EAU CLAIRE, WI 54703-5481  
715-839-5114 • 715-839-1669 FAX



March 26, 2010

Ann Dansart  
MSA Professional Services  
2901 International Lane, Suite 300  
Madison, WI 53704

Dear Ann:

I am sending you a revised scope of work per Mark Grabarczyk. This attachment will amend the current contract as written in July of 2008. If you have any questions or concerns please contact Mark Grabarczyk at (715) 839-6206. The signature below, acknowledges the counties acceptance of the revised contract. Please sign below and return a copy to our office at your earliest convenience.

Sincerely,

Nancy Williams  
Eau Claire County Purchasing

  
\_\_\_\_\_  
Frank Draxler, Director of Purchasing  
Eau Claire County

  
\_\_\_\_\_  
Ann Dansart, P.H.  
MSA Professional Services

PAGE 10 OF 4

**Task 1. "Erosion Control Bloopers" Animated Power Point Presentation**

MSA will make one round of modifications to an existing animated power point presentation of "erosion control bloopers". Modifications made will be based on suggestions by CVSWF members who have watched the existing program. MSA will convert the final power point presentation, including slides, animations, and audio into a file format that can be copied onto a computer hard drive and played from digital media player.

**Deliverables.** One electronic copy of the animated "erosion control bloopers" presentation, that can be downloaded by each forum member.

**Budget.** The budget for this Task is \$2,463

**Task 2. Teacher Training Workshop**

MSA will prepare presentation materials and present a one-half day workshop for Chippewa Valley area teachers about how they can incorporate Chippewa Valley's new storm water education curriculum into their classroom. The budget for this task includes up to \$500 for printing workshop training materials.

**Note:** The budget for this does not include arranging workshop logistics, publicity, or personally contacting teachers and/or schools in advance of the training session. It is assumed that CVSWF members will take responsibility for these tasks.

**Deliverables.** One hardcopy and twelve digital copies of workshop presentation materials. Presentation of one workshop, up to four hours in length, and printing of all handouts needed for the workshop.

**Budget.** The budget for this Task is \$5,176

**Task 3. Preliminary PSA Research**

MSA will meet with Marcia Hartwig, coordinator of Dane County's "My Fair Lakes" and "Rain in Dane" multi-year PSA campaign to obtain more information about the cost and process of setting up a PSA campaign. MSA will summarize information obtained during the meeting and present it to the forum. MSA will spend up to four additional hours searching for and assembling a digital "library" of existing stormwater PSAs, and provide one CD or DVD copy of the library to the forum.

**Deliverables.** Presentation of information obtained from Marcia Hartwig. One CD or DVD copy of the digital library of existing stormwater PSA's.

**Budget.** The budget for this Task is \$970

**Task 4. Presentation Materials for Realtors (or Other High Priority Audience).**

MSA will prepare a power point presentation, speaker talking points, an informational handout, and a collection of references aimed at educating realtors (or another high priority audience identified by the CVSWF) about local stormwater management and erosion control issues. Materials will focus on stormwater and water resource issues of particular concern and/or interest to realtors (or the other identified audience). Budget includes up to \$500 for printing and CDs copies.

**Deliverables.** One hardcopy and twelve digital copies of presentation materials.

**Budget.** The budget for this Task is \$4,984

**Task 5. Task Rain to Rivers "Top Ten" Video Clips**

MSA will work with BragaVision Media to obtain individual video clips of each "top then things you can do" featured at the end of the Rain to Rivers educational DVD.

**Note:** The budget for this task is for the creation of ten individual video clips only. It does not include the addition of any new images, video, or audio at the beginning or end of each clip.

**Budget.** The budget for this Task is \$591

**Task 6. Additional As-Needed tasks**

MSA will undertake additional as-needed tasks requested in writing (email or hardcopy) by the CVSWF or the CVSWF Grant Administrator. The total value of these tasks (staff time plus expenses) shall not exceed the budget amount for this task.

**Budget.** The budget for this Task is \$12,207\*

*\*Use of up to \$5,000 of this amount may be authorized by the CVSWF grant administrator without prior approval from the forum as a whole.*



Erosion Control Bloopers Animated Power Point Presentation	\$2,463
Teacher Training Workshop	\$5,176
Preliminary PSA Research	\$970
Presentation Materials for Realtors or Other Audience	\$4,984
Rain to Rivers "Top Ten" Video Clips*	\$ 591
Additional as needed tasks	\$12,207
TOTAL	\$26,300

\*MSA will work with Br

# RAIN TO RIVERS

Chippewa Valley Storm Water Forum  
*December 2010*

**WISE CHOICES FOR  
CLEANER WATERS**



**MSA**

PROFESSIONAL SERVICES

More ideas. Better solutions.

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# INTRODUCTION

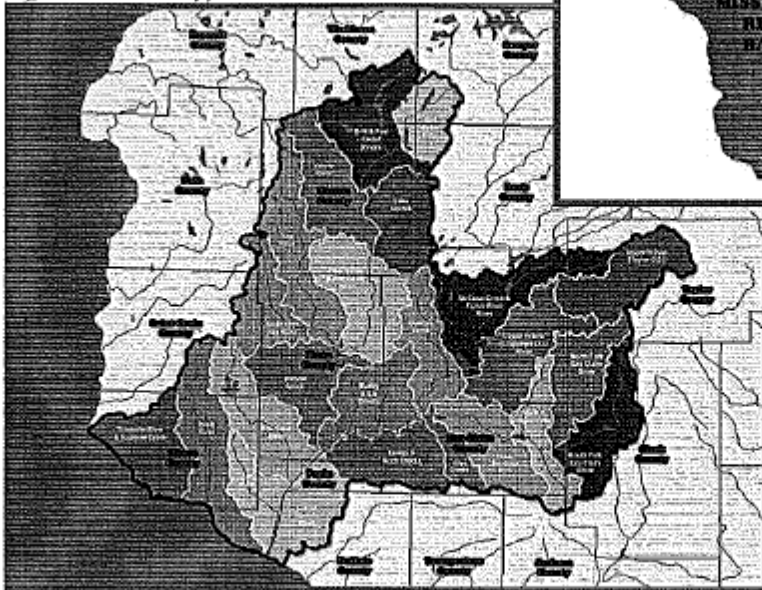
## Project History & Overview

The Lower Chippewa Basin in northwest Wisconsin drains the 5,300 square mile area that flows to the Chippewa River, from the Holcombe Dam downstream to the Mississippi River. The basin contains 24 watersheds, and covers portions of Barron, Dunn, Pierce, Pepin, Chippewa, Eau Claire and St. Croix Counties (Figures 1 and 2). In addition to its three major rivers – the Chippewa, Eau Claire and Red Cedar (Figure 3) – the basin contains over 300 lakes, and many small streams that support high-quality coldwater trout fisheries and warm water sport fisheries (WDNR, 2001).

Figure 1. Lower Chippewa Basin location map.

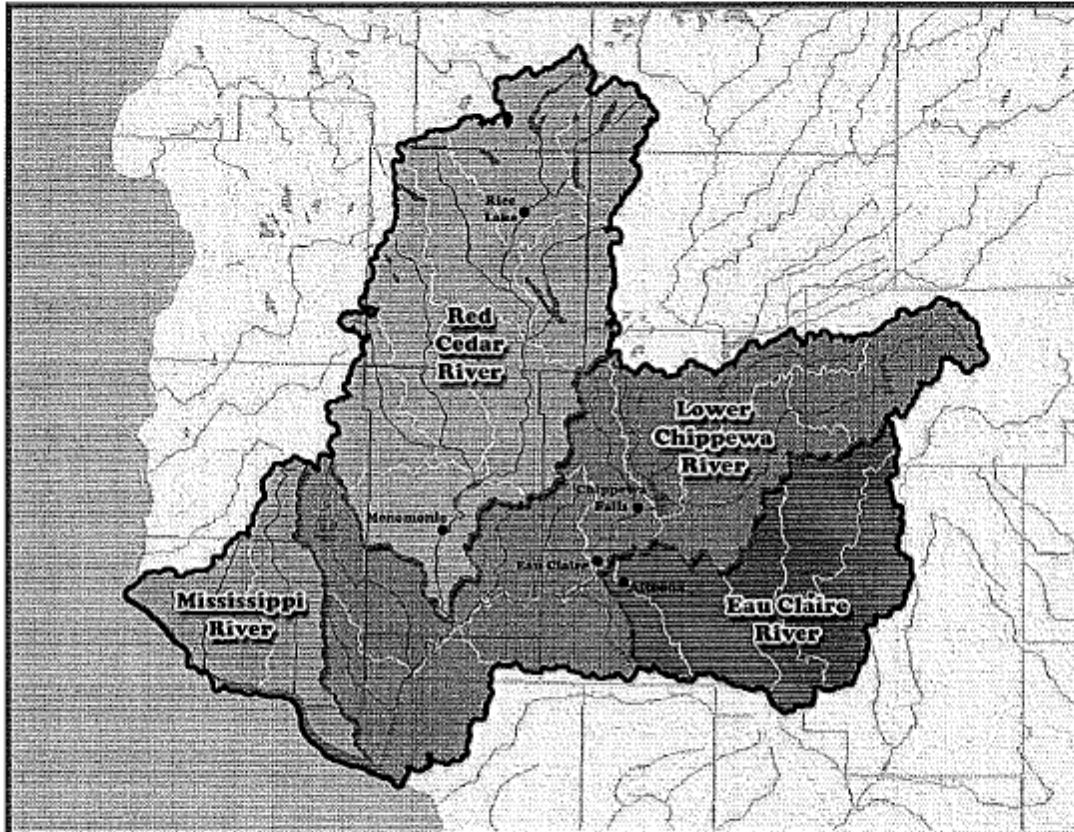


Figure 2. Lower Chippewa Basin Watersheds.



## INTRODUCTION

Figure 3. Lower Chippewa Basin Major River Watersheds.

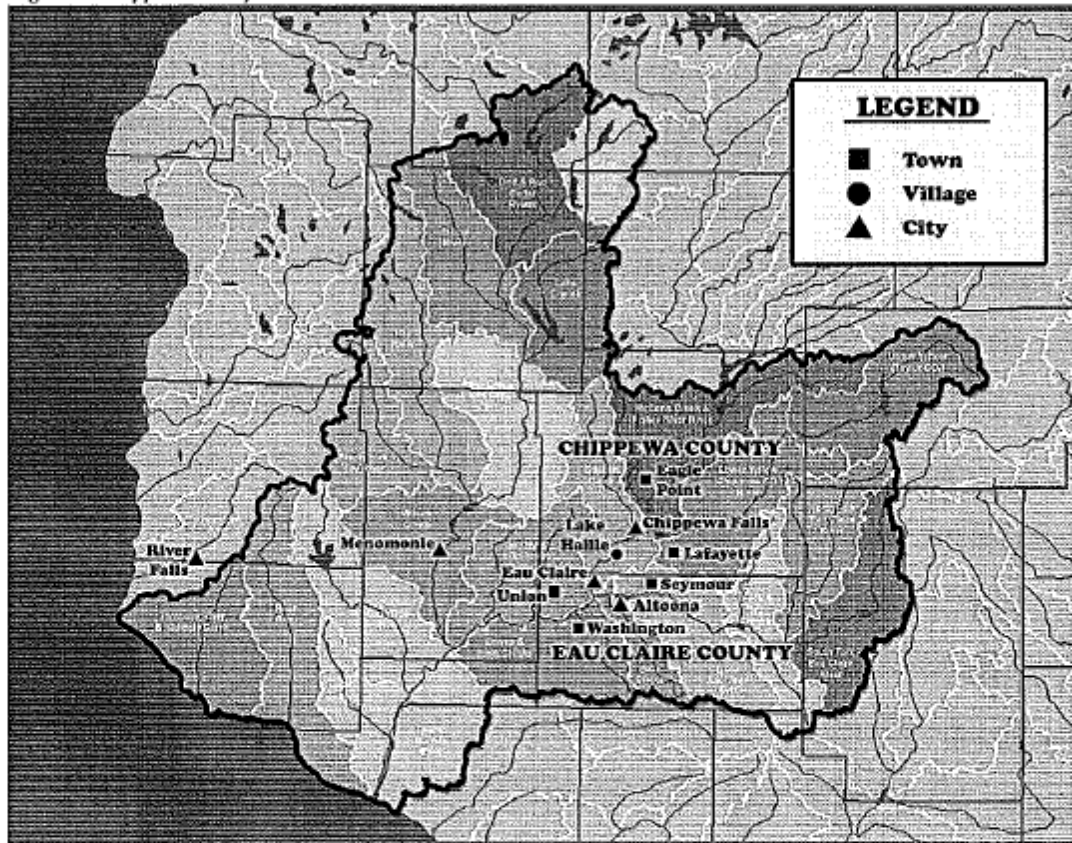


Waterways have historically been, and continue to be, a valued recreational, aesthetic and economic resource in the Lower Chippewa Basin. Furthermore, many communities in the basin are required by their Wisconsin Pollutant Discharge Elimination System (WPDES) permit to implement a program to reduce the amount of nonpoint source pollution discharged in runoff from their municipal separate storm sewer (MS4) to local waterways. For these reasons, in 2004 several of the basin's counties, cities, villages and towns formed the Chippewa Valley Storm Water Forum (CVSWF), in a collaborative effort to address the impact of development and land use on water quality. Furthermore, the basin-wide partnership provided an opportunity for Forum members to meet the education and outreach requirements of

their WPDES permit by pooling their resources to develop and deliver a consistent educational message throughout the basin.

Today the CVSWF is comprised of the following members: the cities of Eau Claire, Menomonie, Altoona, River Falls and Chippewa Falls; Eau Claire and Chippewa Counties; the village of Lake Hallie; and the towns of Eagle Point, Washington, LaFayette, Seymour, and Union (Figure 4). Additionally, St. Croix, Dunn and Barron Counties also participate, and technical support is provided by Wisconsin Department of Natural Resources (WDNR) staff and the University of Wisconsin Extension (UWEX) Basin Educator.

Figure 4. Chippewa Valley Storm Water Forum members.



In April of 2007 the CVSWF applied for an Urban Nonpoint Source Pollution Planning grant from the Wisconsin DNR, in order to hire a consultant to further expand their public outreach program and develop educational resources. The Forum was notified of their grant award in the fall of 2007, and after preparing an intergovernmental agreement, issued a Request for Proposal for an information and education contractor. In the summer of 2008, the Forum selected the engineering and planning firm, MSA Professional Services, Inc. to develop storm water and nonpoint source education tools and to help coordinate their public education program. The Forum's original contract with MSA spanned August 2008-December 2009 but was later extended to include all of calendar year 2010.

This document is a record of the public information and education deliverables developed by MSA Professional Services and its subconsultants BragaVision Media and EarthIT, in collaboration with the Chippewa Valley Storm Water Forum during the aforementioned period of contract. The attached data DVD contains digital copies of the major deliverables developed as well as a long-term plan for continued stormwater education activities during 2011 and beyond. The documents and deliverables compiled on the attached DVD are intended to serve not only as a record of past actions, but also as a collection of resources to support continued storm water education efforts throughout the basin.

## INTRODUCTION

### Data DVD Contents Summary

Task	Data DVD Contents
Logo Design & Message Development	Rain to Rivers Logo - Full Color (.jpg) Rain to Rivers Logo - Black and White (.jpg)
Original Brochure & Banner	Rain to Rivers Banner (.jpg, .TIFF, .ai, .psd, .pdf) Rain to Rivers Brochure (.pdf)
Website	Rain to Rivers Website html files (.html) Ten "Things you Can Do" Video Clips (.mpeg)
Educational Video	Rain to Rivers Educational Video 15-minute program (.wmv) Rain to Rivers Educational Video 30-minute program (.wmv)
Public Service Announcements & Press Releases	Rubber Ducks Television PSA (.wmv) Fish Bowl Television PSA (.wmv) PSA Information Presentation (.pdf) Customizable Press Releases (.doc) <ul style="list-style-type: none"> <li>- Rain gardens and Rain Barrels (spring)</li> <li>- Pesticides (spring/summer)</li> <li>- Erosion control (spring/summer)</li> <li>- Car washing (summer)</li> <li>- Composting (summer)</li> <li>- Lawn Watering (summer)</li> <li>- Leaf Management (fall)</li> <li>- De-icers (winter)</li> <li>- Household waste (any season)</li> <li>- Pet Waste (any season)</li> </ul>
Presentation for Targeted Audiences: High School Curriculum	Cover and Table of Contents (.pdf) Lesson Plans 1-4 (.pdf) Homework/Activity Instructions (.pdf) Homework/Activity Worksheets (.pdf) Classroom Presentation (.ppt) HUC-12 Watershed Land Use Tables (.pdf) HUC-12 Watershed Overview Map (.pdf) Community Watershed Maps (.pdf) HSG Tables (.pdf) References (.pdf)
Presentation for Targeted Audiences: Outfall Inspection & Illicit Discharge Detection Training	Illicit Discharge Training Presentation (.ppt) Speaker Talking Points (.pdf) Handouts (.pdf) Clips from USEPA IDDE Webcast 201 (.wmv) Clips from USEPA IDDE Webcast 301 (.wmv) Rain to Rivers Educational Video (in (.wmv)
Presentation for Targeted Audiences: Accomplishments & Activities	Municipal Presentation (.ppt)
Presentation for Targeted Audiences: Stormwater regulatory information	Municipal Presentation (.ppt)
Presentation for Targeted Audiences: Construction site erosion control	Animated presentation (.ppt) Associated audio and image files (various formats)
Program Coordination	Meeting Agenda and Minutes (.doc) Quarterly Work Progress Reports (.doc) Long-Term Activity Plan (.doc) Municipal Officials Workshop Presentations (.ppt) Landscaping Professionals Workshop Presentations (.ppt)

# GRAPHIC MATERIAL DELIVERABLES

## Logo Design & Message Development

The first order of business after MSA was hired by the Forum was to facilitate development of a logo and focused message to succinctly convey the group's purpose. Brainstorming sessions focused on the connection between rainfall, runoff and water quality, and on how everyday decisions made by citizens in the course of their sometimes mundane daily activities can make a real difference in the quality of area waterways. These ideas developed into a logo and the campaign name and slogan Rain to Rivers...Wise Choices for Cleaner Waters.

### Data DVD Contents

- Logo - Full Color Version (.jpg)
- Logo - Black & White Version (.jpg)

Figure 5. Final Rain to Rivers Logo (full color).



Figure 6. Final Rain to Rivers Logo (black & white).





# GRAPHIC MATERIAL DELIVERABLES

## Original Brochure & Banner

Application of a consistent message and imagery can make the difference between a highly successful campaign and one that fails to take root in the public's collective memory. For this reason, the Rain to Rivers campaign incorporates a diverse range of materials that are graphically consistent and that reinforce the core messages of the campaign. Print and display materials created for the Rain to Rivers project featuring the program message and logo include a full-color, tri-fold brochure and a 2' x 5' display banner.

The brochure incorporates content and imagery from the website. Copies of the brochure are currently available in town, city and village halls, and at WDNR and UW-Extension offices, and are being distributed by forum members at community events throughout the basin.

The display banner includes the "Rain to Rivers" logo and logos of CVSWF's individual members and can be hung in front of or behind tables and displays at fairs and civic events. It is designed to complement the existing storm water educational display developed by and available from UW-Extension.

### Data DVD Contents

- Brochure (.jpg, .tiff, .ai, .psd, & .pdf)
- Banner (.pdf)

Figure 8. Rain to Rivers Banner



Figure 7. Rain to Rivers Brochure (from left to right): panels open, cover panel open, & cover.

The brochure is a tri-fold document with several panels. The left panel is titled "CLEAN WATER STARTS IN YOUR OWN YARD..." and discusses how rain runoff can carry pollutants from lawns, driveways, and streets into water bodies. It lists "WHAT I CAN DO?" such as "IF A PROPER COUPURE: PICK UP AFTER YOUR DOG" and "KEEP LEAVES AND GRASS CLIPPINGS OUT OF STITCHES, DUMPS AND MONDAYS". The middle panel is titled "WHAT IS STORMWATER POLLUTION?" and explains that stormwater runoff carries pollutants from various sources into water bodies. It lists "WHAT I CAN DO?" such as "KEEP YOUR CAR CLEAN" and "DON'T POUR OIL, GREASE, AND ANTIFREEZE DOWN THE DRAIN". The right panel is titled "WHAT IS STORMWATER POLLUTION?" and explains that stormwater runoff carries pollutants from various sources into water bodies. It lists "WHAT I CAN DO?" such as "KEEP YOUR CAR CLEAN" and "DON'T POUR OIL, GREASE, AND ANTIFREEZE DOWN THE DRAIN". The bottom panel is titled "WHAT IS A WATERSHED?" and explains that a watershed is the area of land that drains water into a single body of water. It lists "WHAT I CAN DO?" such as "KEEP YOUR CAR CLEAN" and "DON'T POUR OIL, GREASE, AND ANTIFREEZE DOWN THE DRAIN".

# MASS MEDIA DELIVERABLES

## Website

Establishing a presence on the World Wide Web has become an essential component of any large-scale communications effort. People expect any credible public relations campaign to include a website. Thus, the consultant team worked with the Forum to develop the website [www.raintorivers.org](http://www.raintorivers.org), currently hosted by UW-Extension. The site incorporates the Rain to Rivers logo and its key educational messages, including:

- What is storm water runoff?
- Why is it a problem?
- What can I do about it?

The website also includes a map of the Lower Chippewa Basin, links to forum member websites and

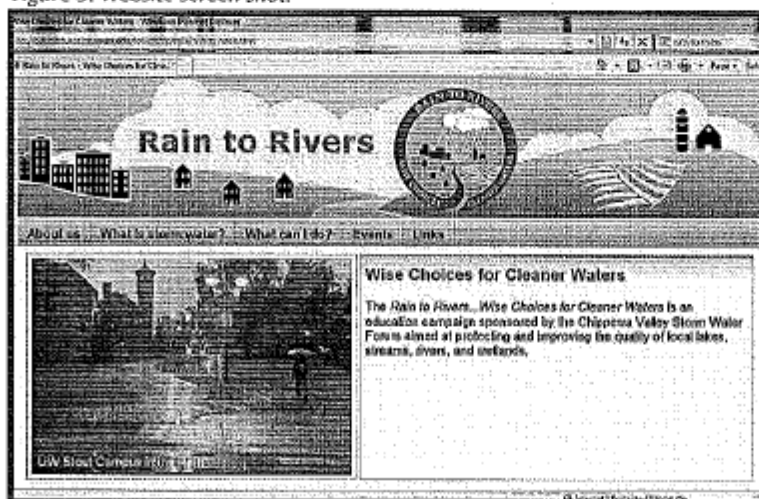
### Data DVD Contents

- Website *html* files (*html*)
- Ten "Things You Can Do" Video Clips (*mpegs*)

national clean water campaigns, and is resource for the latest Forum news and events.

More recently the Rain to Rivers website also features ten short video clips explaining "Things You Can Do" to help reduce stormwater pollution and improve waterways. The video clips were extracted from the Rain to Rivers educational DVD described in the next section of this report.

Figure 9. Website screen shot.



## Educational Video

The average American spends more hours watching television and online videos than nearly any other activity in our daily lives (excluding sleep). For this reason, successful communications campaigns almost always incorporate video production in some form.

To that end, the CVSWF and MSA teamed up with BragaVision Media Inc. to produce a 15-minute educational video focusing on the campaign's key messages. The video uses images of recognizable local places including streams and landmarks and features cameo appearances by local elected officials, municipal staff and other community group leaders. A 30-minute version of the video produced for broadcast on local cable access channels also includes a segment about the history of the Chippewa River, and features footage from local events including construction of rain garden by faculty, staff and students from UW-Eau Claire.

### Data DVD Contents

- Educational Video: 15-minutes program (.wmv)
- Educational Video: 30-minutes program (.wmv)



Braga Vision Media



Braga Vision Media



UW Historical Society

Figure 10. The Rain to Rivers video features scenes from people and places in the Lower Chippewa Basin, including Menomonie (bottom left) and UW-Stout (top left). The long version also includes a segment about the history of the Chippewa River (above).

## Public Service Announcements & Press Releases

Mass media such as television, radio and newspaper can be an effective means of reaching a widespread audience, especially those individuals unlikely to seek out such information on water quality issues. Thus, in order to get their storm water message out to a more widespread audience, members of the Chippewa Valley Storm Water Forum worked together with MSA Professional Services and BragaVision Media, to develop public service announcements (PSAs) for television and radio.

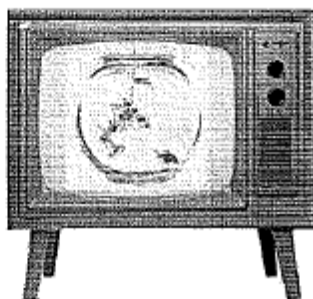


Figure 11. The “fish bowl” PSA features a fish bowl that becomes contaminated by storm water pollutants.

The two television PSAs were created by dubbing a customized audio file recorded by a forum member, over video from existing PSAs created elsewhere. The first PSA, “Rubber Ducks”, features video from a PSA originally produced by the City of San Diego, California, and uses a flock of rubber duckies to dramatize how storm water pollutants move from neighborhoods into our waterways. The second PSA, “Fish Bowl” features a fish bowl that becomes increasingly contaminated from different common stormwater pollutants; it features video originally produced by the City of Austin, Texas. The Forum also created and recorded several short radio PSAs on a variety of topics.

MSA also developed ten press releases highlighting seasonal topics related to urban storm water runoff. The press releases were designed to be “customizable” so that they can be modified each year to feature local people, places and events.

### Data DVD Contents

- Rubber Ducks Television PSA (.wmv)
- Fish Bowl Television PSA (.wmv)
- PSA Information Presentation (.pdf)
- Customizable Press Releases (.doc):
  - Rain gardens and Rain Barrels (spring)
  - Pesticides (spring/summer)
  - Erosion control (spring/summer)
  - Car washing (summer)
  - Composting (summer)
  - Lawn Watering (summer)
  - Leaf Management (fall)
  - De-icers (winter)
  - Household waste (any season)
  - Pet Waste (any season)



Figure 12. An article in the Eau Claire Leader Telegram covering the construction of a rain garden by students and volunteers on the UW-Eau Claire Campus (September 10, 2009).

# MATERIALS FOR TARGETED AUDIENCES

## High School Curriculum on Stormwater & the Lower Chippewa Basin

MSA developed an interdisciplinary curriculum on nonpoint source pollution for high-school level students. Incorporating aspects of geography, history, and science, the curriculum focuses on how changes in patterns of watershed land cover over time relate directly to the health and quality of waterways in the Lower Chippewa Basin, and includes activities that encourage students to explore the watershed. The curriculum also makes use of free, online computer tools that allow teachers and students to observe land cover changes over time and quantify their impact on local waterways. The curriculum is currently being used by at least eight school districts in the Lower Chippewa Basin.

### Data DVD Contents

- Cover and Table of Contents (.pdf)
- Lesson Plans 1-4 (.pdf)
- Homework/Activity Instructions (.pdf)
- Homework/Activity Worksheets (.pdf)
- Classroom Presentation (.ppt)
- HUC-12 Watershed Land Use Tables (.pdf)
- HUC-12 Watershed Overview Map (.pdf)
- Community Watershed Maps (.pdf)
- HSG Tables (.pdf)
- References (.pdf)



Figure 13. Students participate in a watershed photo-visioning activity as part of the Rain to Rivers stormwater curriculum.



## Outfall Inspection & Illicit Discharge Detection Training Materials

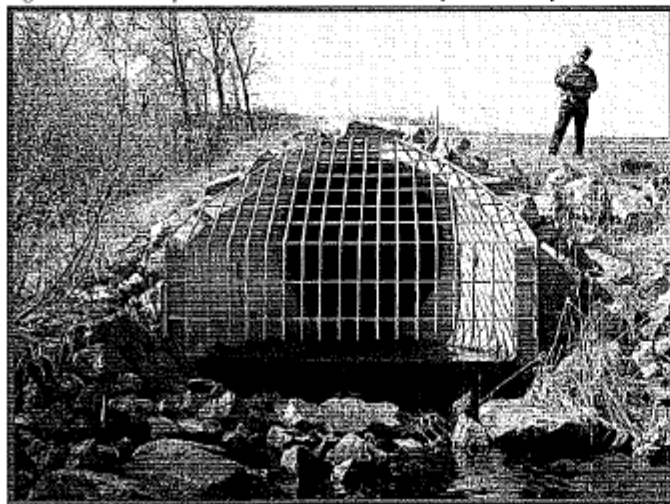
Municipal staff are responsible for annually inspecting outfalls that are part of a regulated MS4 and for determining the type and tracking the source any observed or suspected illicit discharges. Since these activities are not part of the usual duties of most field staff, some amount of training is typically required. For this reason, MSA developed a training curriculum for use by those individuals responsible for training field staff in outfall inspection procedures, and finding and fixing illicit discharges. The materials are tailored to specifically address the Chippewa Valley area, and designed to give facilitators the flexibility to present to both urban and rural audiences. The training kit includes an "Illicit Discharge Power Point Presentation" with slides showing field staff what to look for during outfall inspection and how to determine the type of and track the location of suspected or observed illicit discharges. The presentation includes figures, photos and graphics that allow presenters to add and delete slides depending upon the audience of each presentation (rural or urban). It also includes problem solving, discussion and activity slides. The presentation is accompanied by a set of speaker notes, which includes suggested talking points and

### Data DVD Contents

- *Illicit Discharge Training Presentation (.ppt)*
- *Speaker Talking Points (.pdf)*
- *Handouts (.pdf)*
- *Clips from USEPA IDDE Webcast 201 (.wmv)*
- *Clips from USEPA IDDE Webcast 301 (.wmv)*
- *Rain to Rivers Educational Video IIn (.wmv)*

handouts for each slide. Each kit also includes various handouts for distribution during the presentation as indicated in the speaker notes, a copy of the "Rain to Rivers DVD" and a copy of video clips from the Environmental Protection Agency Illicit Discharge Detection Elimination (IDDE) Webcasts 201 and 301.

Figure 14. Municipalities with MS4s covered by a WPDES permit are required to annually inspect major outfalls.



Chippewa County



MSA Professional Services

## Accomplishments & Activities for Forum Members

CVSWF members pay dues annually to fund its activities. It is important to be able to demonstrate to the elected officials allocating funds how the money is put to use each year. For this reason, in early of 2010, the CVSWF asked MSA to develop a presentation summarizing the Forum's 2008-2009 accomplishments and activities. The presentation was updated in November of 2010 to include 2010 activities and accomplishments as well.

### Data DVD Contents

- *Accomplishments Presentation (.ppt)*

## Storm Water Regulatory Information for Municipal Officials & Staff

At the request of the CVSWF, MSA developed a presentation aimed at educating municipal officials and staff about local storm water management and erosion control regulations and issues. These materials focus on stormwater and erosion issues and regulations of particular concern and/or interest to municipalities.

### Data DVD Contents

- *Municipal Officials Presentation (.ppt)*

## Construction Site Erosion Control for Small Sites Lessons: Learned Animated Power Point Presentation

MSA created an animated presentation for contractors, developers, and inspectors, illustrating erosion control "lessons learned" on small construction sites.

### Data DVD Contents

- *Animated presentation (.ppt)*
- *Associated audio and image files (various formats)*

# PROGRAM COORDINATION

## Program Coordination

Over the course of the original contract period, MSA provided program coordination services for the CVSWMF's basic education program, beginning in August of 2008 and continuing through the end of 2010. During this time, MSA was responsible for developing monthly meeting agendas, facilitating monthly meetings, coordinating several workshops, drafting quarterly work progress reports, tracking educational activities, compiling a list of existing, publicly available no-cost educational materials and developing a long-term activity plan.

### Data DVD Contents

- Meeting Agenda and Minutes (.doc)
- Quarterly Work Progress Reports (.doc)
- Long-term Activity Plan (.doc)
- Municipal Officials Workshop Presentations (.ppt)
- Landscaping Professionals Workshop Presentations (.ppt)
- Storm Water Brochure Inventory (.xls)

## Save the Date!



**Stormwater Management Regulations for Municipal Officials  
What WPDDES Means to Your Community**

Presented by:  
**Chippewa Valley Stormwater Management Forum**

**Members**  
City of Alcona  
City of Chippewa Falls  
City of Eau Claire  
City of Menomonie  
City of River Falls  
County of Chippewa  
County of Eau Claire  
Town of Washington

**Partners**  
Wisconsin Dept. of Natural Resources  
University of Wisconsin - Extension

Wednesday, November 12th, 9:07 a.m.  
Town of Washington Municipal Building  
450 Oak Town Hall Road, Eau Claire, WI

Learn what neighboring communities have done to meet their permit requirements and how Chippewa Valley municipalities are working together to address stormwater issues regionally.


Also at this workshop, WDNR staff and other stormwater experts will be on hand to answer questions about your community's stormwater concerns.

## No Phosphorus - Now What? Surviving the Phosphorus Ban

The Chippewa Valley Storm Water Forum will be sponsoring an educational forum for turf management and landscaping professionals. This forum will give information and ideas on how to operate under the new Wisconsin phosphorus ban.

Presenters include:  
Doug Seldner - UW-Extension and Asst. Prof., UW-Madison Soil Science Dept.  
Fred Anderson - Retired  
Phil Johnson - City of Eau Claire  
Steve Thon - Wisconsin DNR

The Role of Storm Water Control for Clean Water is an educational program sponsored by the Chippewa Valley Storm Water Forum aimed at protecting and improving the quality of local lakes, streams, rivers, and wetlands.



October 13, 2009  
9 a.m. - 1 p.m.  
\$20 per person

Visit our website at <http://www.chippewavalleystormwaterforum.org>



# RAIN TO RIVERS IS AN EDUCATIONAL CAMPAIGN OF THE CHIPPEWA VALLEY STORM WATER MANAGEMENT FORUM.



- VILLAGE OF LAKE HALLIE •
- TOWN OF UNION •
- TOWN OF WASHINGTON •
- TOWN OF SLYMOUR •
- TOWN OF EAGLE POINT •
- TOWN OF LAFAYETTE •

#### PARTNERS



**Extension**

For More Information Visit:  
[www.raintorivers.org](http://www.raintorivers.org)

## WISE CHOICES FOR CLEANER WATERS



# MSA

PROFESSIONAL SERVICES

More ideas. Better solutions.