

2025 Sweet Water Public Education and Outreach Report

City of Port Washington



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Table of Contents

1. Public Education and Outreach 2025 Programs Summary	3
2. Respect Our Waters (Permit Section 2.1)	4
2.A. MS4 Permit Compliance Portal	5
2.B. Website	6
2.C. Materials	7
2.D. Fact Sheets	8
2.E. Facebook	8
2.F. LinkedIn Campaign	10
2.G. Media Coverage	11
2.G.1. Protecting Lake Michigan with Native Plants	11
2.G.2. Leaf Management	11
2.G.3. Wisconsin Salt Wise Smart Salting Workshop	11
2.H. Wisconsin Stormwater Week	12
2.I. Events	13
2.I.1. Community Events	13
2.I.2. Rain Barrel Workshops	13
2.J. Discovery World Explore Our Waters Exhibit	14
3. Adopt Your Drain	14
3.A. Social Media	14
3.B. Media Coverage	15
3.C. Events	15
3.D. Adopt Your Drain Dashboard	16
3.E. Seasonal Volunteer Newsletter	17
3.F. Residential Involvement	18
4. SE Wisconsin Big Plant	18
4. A. Materials	18
4. B. Events	19
4.B.1. Community Tabling Events	19
4.B.2. Tree Planting Workshops	20
4.B.3. Tree Pickup Event	20
4. C. Website	20
4. D. Instagram	20
4. E. Measurable Impacts	21
5. Professional Events	22
5.A. Clean Rivers, Clean Lake Conference	22

Appendix A. MS4 Permit Compliance Portal and Additional Activities	24
Appendix B. Respect Our Waters Materials	26
Appendix C. Fact Sheets	38
Appendix D. Stormwater Week Information	40
Appendix E. 2025 Events	42
Appendix F. Adopt Your Drain Educational Materials	46
Appendix G. Adopt Your Drain Newsletters	49
Appendix H. Big Plant Educational Materials	58
Appendix I. Big Plant Social Media Posts	63
Appendix J. Clean Rivers, Clean Lake Conference Agenda	67
Appendix K. Ozaukee County Rain Barrel Workshop	68

1. Public Education and Outreach 2025 Programs Summary

The following document was prepared for the City of Port Washington to include in their 2025 annual MS4 eReport. It includes a summary of activities conducted to engage in effective public education as mandated by Wisconsin's administrative code - NR216. If you have any questions or would like more information, please contact Paige Orals, Watershed Program Manager of Southeastern Wisconsin Watersheds Trust, Inc. (orals@swwtwater.org).

The Respect Our Waters program identifies the target pollutants of concern, the target audiences, the delivery mechanism, and the entity responsible for implementation (2.1.2./2.1.3.). In 2025, the program focused on developing materials and implementing mechanisms to educate residents, business owners, public employees, developers, contractors, public officials, and designers in the City of Port Washington about nutrient pollution. Education and outreach mechanisms include but are not limited to the distribution of print materials, website development, a regional social media campaign, and attending in-person community events. The Respect Our Waters campaign addressed more than six permit topics in 2025 (2.1.1.) which are outlined in the Respect Our Waters 2025 completed plan. At least two active/interactive outreach mechanisms and at least four total public education delivery mechanisms were used to reach residents of the City of Port Washington in 2025 (2.1.2.). In addition, the program provided a mechanism to track and report the results of this cooperative program (2.1.).

The Adopt Your Drain program provides educational and volunteer opportunities for residents in the City of Port Washington to be actively involved in preventing stormwater pollution (2.2.3.). Throughout 2025, the program reached the community through seasonal newsletters, event participation, television and radio interviews, and social media outreach. The initiative continued to promote drain inspections to help increase reporting on our dashboard.

In 2025, Sweet Water launched a new program, SE Wisconsin Big Plant, in partnership with the Milwaukee Metropolitan Sewerage District (MMSD). SE Wisconsin Big Plant is a regional tree gifting initiative that aims to transform the Milwaukee River Basin into a greener, healthier community by empowering residents to plant trees that enhance stormwater management. These native trees and corresponding educational materials are presented at workshops and gifted at community events. The program is promoted through a website and social media posts. The Big Plant program addressed multiple Public Education and Outreach Topics (2.1.1.) in 2025 including residential infiltration and yard waste management.

In addition to the above programs, Sweet Water hosted the 20th Annual Clean Rivers, Clean Lake Conference where members of the Milwaukee River Basin stormwater community gathered to learn and collaborate to address current and future needs across the region.

2. Respect Our Waters (Permit Section 2.1)

Table 1: 2025 Respect Our Waters Completed Plan

#	General Permit Topic	Audience	Activity Completed
1	Illicit Discharge Detection & Elimination	Residents	2.A. MS4 Permit Portal 2.C. Print/Promotional Materials Developed 2.E. Watershed Wednesday 2.H. Wisconsin Stormwater Week 2. I. Events
2	Household Hazardous Waste Disposal/Pet Waste Management/Vehicle Washing	Residents	2.E. Watershed Wednesday 2. I. Events 2. J. Discovery World Exhibit
3	Yard Waste Management/Pesticide and Fertilizer Application	Residents	2.A. MS4 Permit Portal 2.B. Website 2.C. Print/Promotional Materials Developed 2.E. Watershed Wednesday 2.G. Media Coverage 2. I. Events 2. J. Discovery World Exhibit
4	Stream and Shoreline Management	Residents	2.E. Watershed Wednesday 2. I. Events
5	Residential Infiltration	Residents	2.A. MS4 Permit Portal 2.B. Website 2.C. Print/Promotional Materials Developed 2.E. Watershed Wednesday 2. I. Events
6	Construction Sites and Post-Construction Storm Water Management	Residents	2.A. MS4 Permit Portal 2.C. Print/Promotional Materials Developed 2.E. Watershed Wednesday
		Groups & individuals responsible for the maintenance of stormwater management facilities	2.B. Website 2.C. Print/Promotional Materials Developed 2.D. Fact Sheets

7	Pollution Prevention	Residents	2.A. MS4 Permit Portal 2.B. Website 2.C. Print/Promotional Materials Developed 2.E. Watershed Wednesday 2.H. Wisconsin Stormwater Week
		Businesses and Industries	2.C. Print/Promotional Materials Developed
8	Green Infrastructure/Low Impact Development	Residents	2.A. MS4 Permit Portal 2.C. Print/Promotional Materials Developed 2.E. Watershed Wednesday 2. I. Events
		Developers and Designers	2.C. Print/Promotional Materials Developed 2.D. Fact Sheets 2.F. LinkedIn Campaign
Other	Snow and Ice Control	Residents	2.E. Watershed Wednesday 2.H. Wisconsin Stormwater Week 2. I. Events
		Businesses and Industries	2.C. Print/Promotional Materials Developed 2.F. LinkedIn Campaign

2.A. MS4 Permit Compliance Portal

Sweet Water’s “MS4 Permit Compliance Portal” is a simple, interactive mechanism that provides a series of monthly prompts to help fulfill education and outreach permit compliance activities. The Portal is tailored to the City of Port Washington’s unique community needs and increases the strength of compliance programming.

The intention was to allow the City of Port Washington and other partners to use outreach mechanisms most utilized by their residents, such as municipal newsletters, social media accounts, and other platforms, to share educational materials. These topics included:

- Preventing Illicit Discharges
- Stormwater Pollution & Car Washes
- Pollution Prevention at Community Events
- Benefits of Green Roofs
- Organic Fertilizers
- The Problem with Pesticides

- How do Illicit Discharges Affect Water Quality?
- Rain Barrel Benefits
- How can you spot construction site pollution?
- How can you manage fallen leaves?
- How to Winterize Your Rain Barrel
- Caring for Permeable Pavers

The portal is created with a built-in tracking mechanism for MS4 partners to report when and how they used resources, as well as other activities that they performed to educate the public. See Appendix A for Port Washington’s reports submitted to Sweet Water through the 2025 MS4 Permit Compliance Portal and additional stormwater educational activities.

2.B. Website

In 2025, Sweet Water and Root-Pike Watershed Initiative Network (RPW) continued to collaborate on maintaining and updating the Respect Our Waters webpage. This involved adding educational materials tailored to municipality needs and updating links. The following educational materials were added to the website in 2025:

- Green Roofs Webpage
 - Benefits of Green Roofs
- The Role of Stormwater Trees
- Construction Fact Sheet

Existing web pages for residential and non-residential audiences include the following topics:

- Watersheds and Stormwater
- Yard Management
 - Fertilizer and Pesticide Use
 - Chemical Pollution Prevention Tips for Landscaping Companies
 - Mowing Properly
 - Leaf it Out of the Water
 - Watering Properly
 - Yard Maintenance- Planting with a Purpose
- Waterproof/Impervious Surfaces
 - Rain Barrels- They Make a Difference!
 - Pervious/Permeable/Porous Pavements
 - Stormwater Trees- Hardworking Trees
 - Native Rain Gardens
- Pet Waste is a Pollutant

- Ice and Snow Control- The Problem with Salting Freshwater
 - Snow and Ice Control Fact Sheet
- At-Home Construction
- Dangerous Dumping/Illicit Discharge
- Waterfront Properties
 - Shoreline Landscaping
 - Stream and Shoreline Management
 - Stormwater Ponds
- Agriculture
- Streambanks and Shorelines: Erosion

In 2025, the Respect Our Waters website had a total of 6,400 visitors¹, with 5,900 being unique², and 8,700 page views³. The City of Port Washington updated their municipal website to include stormwater pollution prevention materials this year.

2.C. Materials

In 2025, Sweet Water staff created flyers and graphics for in-person and virtual forms of outreach. In 2021, a webpage was created to store all of these materials so that the City of Port Washington and other partners could also access and use these materials. New materials that were developed in 2025 and are available on this page include:

- Preventing Illicit Discharges
- Stormwater Pollution & Car Washes
- Pollution Prevention at Community Events
- Benefits of Green Roofs
- Organic Fertilizers
- The Problem with Pesticides
- How do Illicit Discharges Affect Water Quality?
- Rain Barrel Benefits
- How can you spot construction site pollution?
- How can you manage fallen leaves?
- How to Winterize Your Rain Barrel
- Caring for Permeable Pavers

See examples of these graphics in Appendix B.

¹ Total visitors are tracked by visit with a browser cookie that expires after 30 minutes. Any hits within that 30-minute browsing session count as one visit.

² Unique visitors is an estimate of the total number of actual visitors that reached your site.

³ Page views is the total number of views (page requests) across all of your pages.

2.D. Fact Sheets

In 2025, Sweet Water staff created fact sheets to provide more detailed information on stormwater pollutants such as the causes, environmental impacts, human health implications, and best management practices for pollutant reduction. These fact sheets were shared with municipalities through the MS4 Permit Compliance Portal and through social media campaigns. The intention was to direct interested individuals to more in-depth information. Fact sheets addressed the following permit topics in 2025:

- Benefits of Green Roofs
- Construction Site and Post Construction Site Management

Fact pages are available at swtwater.org/request-support and respectourwaters.org. See examples of the fact sheets in Appendix C.

2.E. Facebook

The Respect Our Waters Facebook page serves as a repository of posts for the City of Port Washington and other partners to share directly with their residents. This page is used to directly reach the general public of Southeastern Wisconsin municipalities and counties.

These campaigns were developed to allow municipalities with Facebook accounts to seamlessly share valuable information with their residents. These posts were strategically synchronized with MS4 permit compliance portals and linked within municipal portals. It's important to highlight that the majority of these posts were not sponsored advertisements; rather, their reach and engagement were organically generated as municipalities actively shared the content with their residents.

Table 2: 2025 Respect Our Waters MS4 Permit Compliance Portal Campaign Metrics

Date	Subtopic	Link Number ⁴	Reach ⁵	Engagements ⁶
Yard Waste Management/Pesticide and Fertilizer Application				
April 18	Organic Fertilizers	1082650023892926	4,097	42
May 20	The Problem with Pesticides	1107163384774923	4,616	106
September 17	Leaf Management Tips	1205511804940080	4,025	72
Residential Infiltration				
October 17	Winterizing your Rain Barrel	1233180072173253	3,158	36
Pollution Prevention				

January 21	Stormwater Pollution and Car Washes	1013355994155663	9,375	67
February 17	Preventing Pollution at Community Events	1033222705502325	5,972	81
Green Infrastructure/Low Impact Development				
March 17	Green Roof Benefits	1055883263236269	2,531	30
November 17	Pervious Paver Maintenance and Upkeep	1261558636002063	4,431	38

The second Facebook campaign conducted in 2025 is our “Watershed Wednesday” campaign. This is a joint initiative between Sweet Water and the Root-Pike Watershed Initiative Network (RPW), where stormwater education information is published every Wednesday and is boosted to ensure the message is received in municipalities and counties throughout our service region.

Table 3: 2025 Respect Our Waters Watershed Wednesday Campaign Metrics

Date	Subtopic	Link Number ⁴	Reach ⁵	Engagements ⁶
Illicit Discharge Detection and Elimination				
June 18	Impacts on Lake Michigan and Other Waterways	1129768725847722	5,423	255
July 30	Household Hazardous Waste and Illicit Discharge Detection and Elimination	1164370315720896	4,434	120
Residential Infiltration				
July 9	Native Plants	1147406320750629	16,405	330
July 23	Rain Barrel Benefits	1158580962966498	4,991	225
Green Infrastructure/Low Impact Development				
August 6	Green Infrastructure Benefits	1170363408454920	8,034	232
Construction and Post-Construction Site Stormwater Management				
June 25	At-Home Construction Stormwater Tips	1135462031945058	7,515	64
August 20	Signs of Construction Site Pollution	1182064747284786	6,142	192
Snow and Ice Control				

⁴ Link Number: The unique post number. Access the post by typing www.facebook.com/RespectOurWaters/posts/ and then the unique post number after the back-slash.

⁵ Reach: The number of people who saw the post at least once. Reach is different from impressions, which may include multiple views of your post by the same people. This metric is estimated by Facebook.

⁶ Engagements: The number of reactions, comments, shares and clicks on your post.

August 27	Smart Salting Quick Facts	1188123426678918	713	27
Pet Waste Management				
August 13	Pet Waste	1176211011203493	3,504	244
General Watershed Education				
June 4	Stormwater Pollution Overview	1118894403601821	90	4
June 11	Separate VS Combined Sewer Systems	1124354733055788	4,097	132
Stream and Shoreline Management				
July 16	Sediment- Wave Erosion	1153051963519398	4,578	135
Yard Waste Management/Pesticide and Fertilizer Application				
July 2	Grass Clippings/Leaves/Fertilizers	1141246618033266	101	2

2.F. LinkedIn Campaign

In 2025, the Sweet Water staff initiated a strategic educational campaign targeting non-residential audiences through LinkedIn advertising. Educational materials were developed that were tailored to resonate with the unique needs of businesses, developers, contractors, and designers. Sweet Water utilized the advertisement software to reach these specific audiences within our municipal service area. This precision targeting ensured our educational messaging was delivered to the target audience.

Table 4: 2025 Sweet Water LinkedIn Campaign Metrics

Date	Topic	Target Audience	Impressions ⁷	Reach ⁸
January 14	Snow and Ice Control	Businesses, Contractors, Industries, Public Employees	210,051	75,769
March 24	Green Roof Benefits	Businesses, Contractors, Developers, Industries, Public Employees	206,295	97,564

⁷ Impressions are the total number of exposures to your content. This can include the same person seeing your content multiple times.

⁸ Reach: The number of people who saw the post at least once. Reach is different from impressions, which may include multiple views of your post by the same people. This metric is estimated by Facebook.

2.G. Media Coverage

2.G.1. Protecting Lake Michigan with Native Plants

Sweet Water collaborated with Johnson’s Nursery to create an educational video highlighting the importance of native plants and trees in managing stormwater.

Table 5: 2025 Protecting Lake Michigan with Native Plants Video

Date	Type of Media	Link
July 30	Youtube Video	https://youtu.be/9DedNe_oaPs

2.G.2. Leaf Management

In 2025, Sweet Water conducted multiple live, in-studio interviews at local television stations to share educational messages on how to properly manage fall leaves.

Table 6: 2025 Leaf Management Media Coverage

Date	Type of Media	Link
October 23	Live Studio Interview	https://www.cbs58.com/news/think-twice-about-raking-leaves-to-benefit-your-yard-plants-and-wildlife
October 24	Live Studio Interview	https://www.fox6now.com/news/raking-alternatives-from-sweet-water
November 10	Pre-Recorded Interview	https://www.tmj4.com/news/waukesha-county/menomonee-falls-neighborhood-tests-leaf-mulching-to-save-money-and-protect-lake-michigan
November 13	Pre-Recorded Interview	https://spectrumnews1.com/wi/milwaukee/news/2025/11/13/menomonee-falls--fall-leaf-study--leaf-collection--dpw
November 19	Article	https://www.gmtoday.com/the_freeman/news/reducing-phosphorus-menomonee-falls/article_ba327741-107f-5b57-a4f0-8175e6308dc3.html

2.G.3. Wisconsin Salt Wise Smart Salting Workshop

Media alerts were issued for the Wisconsin Salt Wise Workshops that occurred in Wauwatosa on October 15th, 2025 and in Oak Creek on October 29th, 2025.

Table 7: 2025 Road Salt Pollution Prevention Media Coverage

Date	Type of Media	Link
October 29	Pre-Recorded Interview	https://www.youtube.com/watch?v=AVV0tciz49s&feature=youtu.be

2.H. Wisconsin Stormwater Week

Sweet Water was a part of the third annual Wisconsin Stormwater Week in 2025. Stormwater Week, which the governor signed into proclamation, is a collaborative effort of organizations throughout the State that work to raise awareness about the sources of water pollution. In alignment with our campaign, Sweet Water published the following posts:

Table 8: 2025 Sweet Water Wisconsin Stormwater Week Campaign Metrics

Date	Topic	Platform	Reach ⁹	Impressions ¹⁰	Engagements ¹¹	Clicks ¹²
September 18	Stormwater Week Promotion	Facebook	93	-	1	-
		LinkedIn	76	151	12	6
September 22	Webinar 1 Information	Facebook	70	-	-	-
		LinkedIn	47	93	7	7
September 23	Webinar 2 Information	Facebook	61	-	-	-
		LinkedIn	54	103	6	4
September 24	Webinar 3 Information	Facebook	69	-	-	-
		LinkedIn	44	72	8	7
September 25	Webinar 4 Information	Facebook	77	-	-	-
		LinkedIn	46	88	8	8

In addition, Sweet Water developed a "Stormwater Week" Portal which listed ways to get involved in WI Stormwater Week such as sharing resources and attending the webinars. See additional 2025 Stormwater Week information in Appendix D.

⁹ Reach: The number of people who saw the post at least once. Reach is different from impressions, which may include multiple views of your post by the same people. This metric is estimated by Facebook.

¹⁰ Impressions: The total number of times content is displayed, regardless of whether it was clicked.

¹¹ Engagements: The number of reactions, comments, shares and clicks on your post.

¹² Clicks: The total number of clicks on the post.

2.1. Events

The Respect Our Waters program attended and hosted a variety of community events and workshops in 2025. See a detailed list of all events that Sweet Water's programs were a part of in 2025 including information about reach, topics covered, and more in Appendix E.

2.1.1. Community Events

In 2025, Respect Our Waters attended multiple regional and local community events. The program was present at 18 different tabling events spanning over 26 days reaching 2,551 booth visitors. We developed and used an interactive booth that included a stormwater plinko game, stormwater trivia, informational brochures, and various educational prizes such as stickers and magnets.

Community Event Locations and Dates

- Elm Grove Book Club - March 12
- Glen Hills Middle School World Water Day - March 20
- Rock the Green - April 26
- Green Day in the Bay - May 3
- West Allis DPW Day - May 17
- Lake Michigan Bird Observatory World Migratory Bird Day - May 17
- Sherman Park Earth Day - May 18
- myCrew Bayside - June 17
- Hops and Hounds - July 11
- South Milwaukee Market - July 17
- Washington County Fair - July 22 - 27
- Butler National Night Out - August 5
- Brookfield Farmers Market - August 9
- Green and Healthy Schools Conference - August 12
- Tosa Green Summit - September 20
- Treasures of Ozaukee County - September 27
- Harbor Fest - September 28
- Fish and Feathers Festival - October 11

2.1.2. Rain Barrel Workshops

Sweet Water staff facilitated two MMSD hosted rain barrel workshops in 2025.

In addition, Sweet Water and Ozaukee County co-hosted a rain barrel workshop on August 20, 2025 at Inventors Brewpub in Port Washington. This workshop included an educational

presentation on stormwater pollution prevention, residential green infrastructure, and how to properly install and maintain the rain barrel. 30 households received *EarthMinded* rain barrels with installation kits and a total of 38 people attended the workshop. Residents from the City of Port Washington attended this workshop and received a free rain barrel. See further information and rain barrel workshop promotional materials in Appendix K.

2.J. Discovery World Explore Our Waters Exhibit

From April 2025 to October 2025 various Respect Our Waters and Adopt Your Drain educational videos were shown at Discovery World as a part of their Explore Our Waters exhibit. This exhibit reached an estimated 101,427 visitors based on Discovery World guests. Educational videos covered the following stormwater topics:

- General Watershed Education
- Fertilizer Application
- Pet Waste Management
- Adopt Your Drain Program Information

3. Adopt Your Drain

3.A. Social Media

In late 2022, an Adopt Your Drain Instagram account was created to directly reach the general public of Southeastern Wisconsin and as a repository of posts for the City of Port Washington and other partners to share directly with their residents. See examples of recent posts in Appendix F.

The following posts were published in 2025 to promote the Adopt Your Drain program:

Table 9: 2025 Adopt Your Drain Regional Social Media Metrics

Date	Topic	Link Number ¹³	Reach ¹⁴
March 21	Adopt Your Drain on World Water Day	DHeFGn2RdCf	55
November 11	Leaf Management Tips Storm Drains	DQ7Q00AKS1P	16
December 11	Winter Storm Drain Tips	DSIxEkhkTdw	123

¹³ Link Number: The unique post number. Access the post by typing www.instagram.com/p/ and then the unique post number after the back-slash.

¹⁴ Reach: The number of people who saw the post at least once. Reach is different from impressions, which may include multiple views of your post by the same people. This metric is estimated by Facebook.

3.B. Media Coverage

In 2025, Sweet Water raised awareness of stormwater pollution prevention in Southeastern Wisconsin through promoting our Adopt Your Drain program and other stormwater pollution prevention tips in 18 total placements including TV interviews, radio interviews, and articles. We leveraged the power of these media platforms and as a result, had an estimated reach of 98.7 million. See the table below for detailed information on 2025 Adopt Your Drain media coverage.

Table 10: 2025 Adopt Your Drain Media Coverage

Date	Type of Media	Link
August 19	Pre-Recorded Interview and Article	https://www.cbs58.com/news/more-than-50-000-storm-drains-need-check-ups-cleaning-now-a-milwaukee-nonprofit-is-trying-to-help-with-the-adapt-your-drain-program
August 28	Pre-Recorded Interview	https://spectrumnews1.com/wi/milwaukee/news/2025/08/27/adopt-your-drain-sweet-water?cid=id-app15_m-share_s-web_cmp-app_launch_august2020_c-producer_posts_po-organic
September 23	Live Studio Interview	https://www.fox6now.com/video/1712404
September 24	Live Studio Interview	https://cbs58.com/news/adopt-your-drain-heres-how-you-can-help-take-care-of-a-neighborhood-storm-drain
October 14	Pre-Recorded Radio Interview	https://www.audacy.com/podcast/991-the-mix-public-affairs-d7205/episodes/adopt-your-drain-with-sweetwater-e2bcd
October 23	Live Studio Interview	https://www.cbs58.com/news/think-twice-about-raking-leaves-to-benefit-your-yard-plants-and-wildlife
October 24	Live Studio Interview	https://www.fox6now.com/news/raking-alternatives-from-sweet-water
November 19	Article	https://www.gmtoday.com/the_freeman/news/reducing-phosphorus-menomonee-falls/article_ba327741-107f-5b57-a4f0-8175e6308dc3.html

3.C. Events

In 2025, the Adopt Your Drain program attended numerous regional and local community events. Over 1,046 people visited the Adopt Your Drain booth over the course of 14 different events. The interactive booth included Adopt Your Drain educational materials such as refrigerator reminder magnets, informational brochures, gloves, and a tablet that visitors could use to sign up for the program.

Community Event Locations and Dates

- Elm Grove Book Club - March 12
- Glen Hills Middle School World Water Day - March 20
- Rock the Green - April 26
- Green Day in the Bay - May 3
- West Allis DPW Day - May 17
- Lake Michigan Bird Observatory World Migratory Bird Day - May 17
- Sherman Park Earth Day - May 18
- Hops and Hounds - July 11
- Butler National Night Out - August 5
- Green and Healthy Schools Conference - August 12
- Tosa Green Summit - September 20
- Treasures of Ozaukee County - September 27
- Harbor Fest - September 28
- Fish and Feathers Festival - October 11

See a detailed list of all events Sweet Water’s programs were a part of in 2025 including information about reach, topics covered, and more in Appendix E.

3.D. Adopt Your Drain Dashboard

The Adopt Your Drain Dashboard encourages adopters to report metrics from their drain clean-ups. An online dashboard was developed and made available on <https://www.adoptyourdrain.com/> for adopters to report the number of times they inspected their adopted storm drains. In 2025, we had 167 reports of drain inspections totaling 1,281 minutes. This removed approximately 359 pounds of debris from entering the stormwater system, with the majority of the debris removed being leaves. See the graphic below for more inspection details. In the City of Port Washington, there were 4 drain inspection reports in 2025.

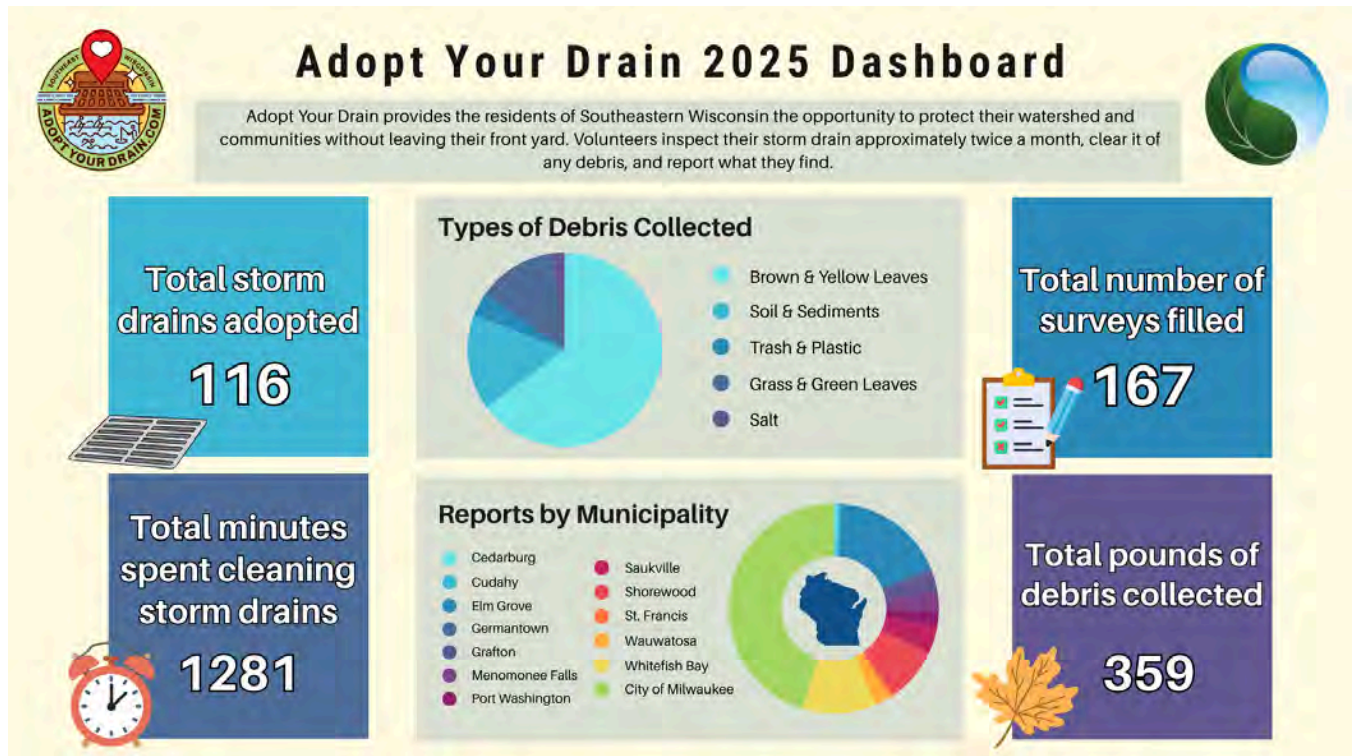


Figure 1: 2025 Adopt Your Drain Dashboard

3.E. Seasonal Volunteer Newsletter

The Adopt Your Drain volunteer newsletter was sent out three times in 2025 to encourage the submission of these dashboard reports and continued involvement in the program. See the following table for metrics on the 2025 Seasonal Newsletters and Appendix G for images of the 2025 newsletters.

Table 11: 2025 Seasonal Newsletter Metrics

Newsletter	Recipients	Total Opens ¹⁵	Total Clicks ¹⁶
Spring 2025	290	155	13
Summer 2025	293	151	12
Fall 2025	312	163	11

¹⁵ Total Opens: The total number of email openings.

¹⁶ Total Clicks: The total number of clicks on the links in the email.

3.F. Residential Involvement

Throughout 2025, efforts to increase awareness of stormwater pollution were conducted by promoting the program at tabling events, on social media, and in radio and TV interviews which are all detailed above. These outreach strategies led to community awareness and communication with residents via email about our Adopt Your Drain program. Overall, in 2025 116 drains were adopted.

4. SE Wisconsin Big Plant

In 2025, Sweet Water launched a tree planting initiative called SE Wisconsin Big Plant (Big Plant) in partnership with the Milwaukee Metropolitan Sewerage District (MMSD). Big Plant aims to help educate about and promote residential stewardship through the gifting of Wisconsin native trees.

A total of 1,264 trees were gifted in 2025 at community tabling events, tree planting workshops, and a tree pickup event. 4 residents of the City of Port Washington received and planted a free tree in 2025 through the Big Plant program. The tree species present at each event depended on availability. The following species were gifted throughout 2025:

- American Elderberry (*Sambucus canadensis*)
- Bog Birch (*Betula pumila*)
- Ironwood (*Olneya tesota*)
- Pagoda Dogwood (*Cornus alternifolia*)
- Paper Birch (*Betula papyrifera*)
- Prairie Crabapple (*Malus ioensis*)
- Red Oak (*Olneya tesota*)
- Speckled Alder (*Alnus incana*)
- Tamarack (*Larix laricina*)

4. A. Materials

In 2025, Big Plant staff created and shared digital tools for in person and virtual forms of outreach. Each digital tool is attached to the resources section of the *SE Wisconsin Big Plant* webpage and includes the following:

- Native Tree Need to Knows
- How does BigPlant 'Respect Our Waters'
- Speckled Alder Info Sheet
- American Elderberry Info Sheet
- Paper Birch Info Sheet
- Speckled Alder Info Sheet
- Tamarack Info Sheet

See copies of these resources in Appendix H.

4. B. Events

The Big Plant program gifted free trees at a variety of events in 2025 including community tabling events, tree planting workshops, and a tree pickup event. See a detailed list of all events Sweet Water's programs and program partners were a part of in 2025 including information about reach, topics covered, and more in Appendix E.

4.B.1. Community Tabling Events

SE Wisconsin Big Plant attended 19 community events in 2025 and gave out a total of 635 trees at these events.

Community Event Locations and Dates¹⁷

- Green Day in the Bay - May 3
- West Allis DPW Day - May 17
- Bayside myCrew* - June 17
- Bike & Play Fest* - June 28
- Menomonee Falls Sunset Concert Series* - July 10
- Hops and Hounds - July 11
- Museum of Wisconsin Art Community Free Day - July 12
- Washington County Fair - July 26
- Brown Deer Farmers Market* - July 30
- St. Francis Concerts in the Park* - August 6
- District Six National Night Out* - August 7
- Brookfield Farmers Market - August 9
- Jackson Park Farmers Market* - August 14
- Greenfield Nature & Forestry Fest* - August 24
- Fox Point Village Picnic - September 6
- Tosa Green Summit - September 20
- Harbor Fest - September 28
- Greenfield World Migratory Bird Day* - October 5
- Fish and Feathers Festival - October 11

¹⁷ Community tabling events with asterisks were staffed by the Milwaukee Metropolitan Sewerage District (MMSD). The Bayside myCrew event was staffed by both Sweet Water and MMSD staff members.

4.B.2. Tree Planting Workshops

Southeastern Wisconsin Big Plant hosted four tree planting workshops in 2025 where residents of the Milwaukee River Basin could learn about the benefits of planting native trees and receive a free native tree.

Workshop Locations and Event Dates

- Mequon Nature Preserve - September 10
- Mitchell Street Library - September 20
- Washington Park Library - October 14
- Mequon Nature Preserve - October 18

4.B.3. Tree Pickup Event

The *SE Wisconsin Big Plant* program hosted a tree pickup event at Johnson’s Nursery during the week of November 10 - 15, 2025. A total of 604 households received a free tree.

4. C. Website

In 2025, the *SE Wisconsin Big Plant* website had a total of 705 visitors, with 516 being unique, and 1,600 page views.

4. D. Instagram

A *SE Wisconsin Big Plant* Instagram serves as a function to communicate the program's attendance at events within the City of Port Washington to the general public with the ability to be shared directly with residents.

Additionally, the Big Plant Instagram serves as a function to share digital tools created by Big Plant staff that include but are not limited to best practices for tree stewardship. See examples of recent posts in Appendix I.

Table 12: *SE Wisconsin Big Plant Instagram Metrics*

Date	Topic	Link Number ¹⁸	Reach ¹⁹
May 5	Green Day in the Bay Event	DJR5In6x5vh	-
May 5	Upcoming Events	DJR_PMQPM1L	-

¹⁸ Link Number: The unique post number. Access the post by typing www.instagram.com/p/ and then the unique post number after the back-slash.

¹⁹ Reach: The number of people who saw the post at least once. Reach is different from impressions, which may include multiple views of your post by the same people. This metric is estimated by Facebook.

May 13	West Allis DPW Day Promotion	DJmT2eAtYmM	-
May 19	West Allis DPW Day Event Recap	DJ1jzaPNKy2	135
May 28	Four Available Tree Species	DKNBdAvtDkh	13
July 1	Watering Tips	DLkUHyyMC4R	13
August 5	Museum of Wisconsin Art Event Recap	DM-se0dR5Ym	20
August 5	Deer Protection	DM-uFUSRp8E	14
August 12	Jackson Park Event Recap	DNQiK55Ncdu	19
August 14	Nature and Forestry Festival Promotion	DNV5OJNNIX3	19
August 14	Brookfield Farmers Market Recap	DNV9y8OtkAf	64

4. E. Measurable Impacts

The *SE Wisconsin Big Plant* program has developed a database that captures measurable impact from our efforts by evaluating iTree and Tree canopy data for each tree planted.

Based on the data provided through iTree analysis; the impact of the 1,264 trees gifted in 2025 at an annual perspective is 1,571 pounds of carbon sequestered and 73,835 gallons of rainfall intercepted. Throughout the course of the 1,264 trees lifespans (average of 20 years) the impact is estimated to be well over 31,423 pounds of carbon sequestered and 1,476,706 gallons of rainfall intercepted.

Based on information provided through the American Forest™ Tree Equity Score report which aids in determining areas throughout Wisconsin that would benefit most from tree canopy restoration. The reporting scores are broken down into categories based on need; HIGHEST: 0-69, HIGH: 70-79, MODERATE: 80-89, LOW: 90-99, and NONE: 100.

In 2025, 2.45% of the trees gifted were given to community residents who live in an area with the HIGHEST Tree Equity Score. 4.74% of the trees gifted were given to community residents who live in an area with the HIGH Tree Equity Score. 26.45% of the trees gifted were given to community residents who live in an area with the MODERATE Tree Equity Score.

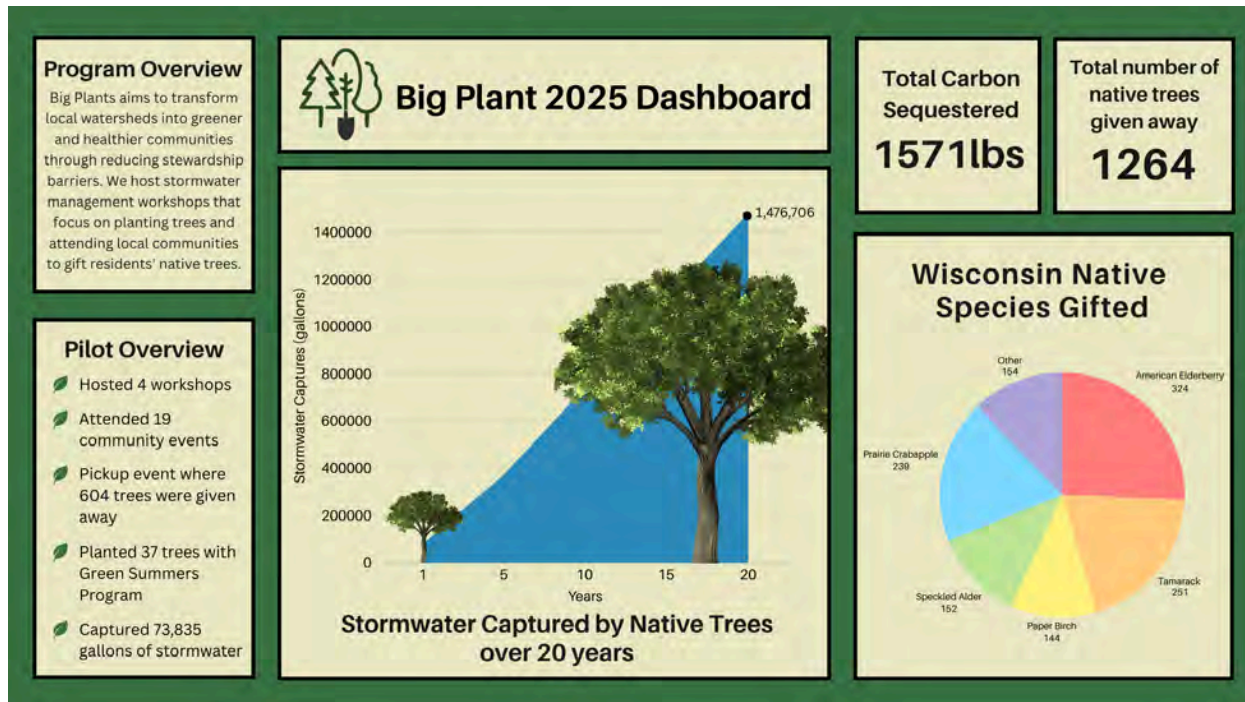


Figure 2: 2025 Big Plant Program Dashboard

5. Professional Events

5.A. Clean Rivers, Clean Lake Conference

On February 25th, 2025, Sweet Water hosted the 20th Annual Clean Rivers, Clean Lake Conference at Discovery World. Presentations and presenters included:

- *Milwaukee: A Region Built on Water*
 - John Gurda, Milwaukee Writer and Historian
- *Watertown Waterways Improvement Program: A Local Water Quality Trading Program*
 - Maureen McBroom, City of Watertown and Patricia Cicero, Jefferson County
- *Preparing for the 1,000-yr Flood: 2D Modeling for the Milwaukee Metropolitan Sewerage District*
 - Eric Thompson, MSA Professional Services, Inc.
- *Overview of the WDNR's MS4 Best Management Practices Menu: A useful resource for MS4 Permittees / Tips and Tricks: Waterways and Wetland Permitting*
 - Lexi Montes and Kiara Caldwell, Wisconsin DNR
- *Going Beyond Flow Path Mapping / Flooding Mitigation Efforts Through Public and Private Stakeholder Collaboration / Addressing Community Stormwater Issues, From Flooding to Water Quality Improvements*

- Anna Culcasi and Claire Randall, Hey and Associates, Inc. / Ashley Leisgang and Rick Eilertson, AECOM
- *Building the Ark: Neighborhood Stormwater Strategies for Grasslyn Manor / Making Green Infrastructure Fun and Functional - An Update to the Green and Healthy Schoolyard Redevelopment Projects*
 - Sydney VanKuren, Greenprint Partners and Steve O’Connell, Grasslyn Manor / Justin Hegarty, Reflo, Heather Dietzel, MPS and Kevin Rey, SmithGroup
- *Airport TMDL Study / Enhancing IDDE Inspections with Survery123 and GIS*
 - Christy M. Poniewaz and Tiffany M. Wagner, Ruckert & Mielke, Inc.
- *The Regional Chloride Impact Study for Southeastern Wisconsin*
 - Karin Hollister, Southeastern Wisconsin Regional Planning Commission
- *Granular or Liquid Chlorides*
 - Richard Neth, City of Glendale
- *Why Extreme Rainfall Events Appear to Happen Much More Often than Expected*
 - William Gonwa, MSOE
- *Seeing GI Benefits at the Meter*
 - Monica Vincent, Mead & Hunt
- *Covering Ground: Investigation of Cover Crops for Soil Health in the Great Lakes Region / Potential of Dissolved Phosphorus Delivery to Surface Water from Dead Vegetation vs Live, Green Vegetation*
 - Dennis Busch, Water Resources Monitoring Group, LLC / Steve Hoffman, InDepth Agronomy
- *Reforestation & Wetland Restoration - A strategy for stormwater management*
 - Jamie Ferschinger, MMSD
- *Improving Efficiency for Detecting and Eliminating Illicit Discharge in Stormwater Using DNA-based Methodology in Wisconsin Communities*
 - Melissa Schussman, University of Wisconsin - Milwaukee
- *Green Infrastructure at Scale: How small municipalities can achieve big results through a community-based partnership*
 - Mark O’Leary and Peter Zanghi, CIS
- *Closing Panel*
 - Kevin Shafer, Nancy Frank, and Peter Wood

Staff from the City of Port Washington were present at the 2025 Clean Rivers, Clean Lake Conference. See Appendix J for the full Clean Rivers, Clean Lake Conference agenda.

Appendix A. MS4 Permit Compliance Portal and Additional Activities²⁰

2025 MS4 Portal metrics were recorded on January 6th, 2026. Any information uploaded after this date is not included in this report.

Table 13: 2025 City of Port Washington MS4 Compliance Portal Responses and Additional Activities

Month	Topic	Mechanism	Details
January	Illicit Discharge Detection and Elimination	Newsletter	Shared graphic in newsletter with an estimated reach of 100.
February	Pollution Prevention - Car Washing	Newsletter	Shared graphic in newsletter with an estimated reach of 100.
March	Pollution Prevention - Community Events	Newsletter	Shared graphic in newsletter with an estimated reach of 100.
April	Green Infrastructure - Green Roofs	Newsletter	Shared graphic in newsletter with an estimated reach of 100.
April	Household Hazardous Waste	Social Media	The City of Port Washington posted information about National Prescription Drug Take Back Day on April 26 on Facebook.
May	Yard Management - Organic Fertilizers	Newsletter	Shared graphic in newsletter with an estimated reach of 100.
June	Yard Management - Pesticides	Newsletter	Shared graphic in newsletter with an estimated reach of 100.
July	Illicit Discharge Detection and Elimination	Newsletter	Shared graphic in newsletter with an estimated reach of 100.
August	Residential Infiltration - Rain Barrels	Flyer	Shared graphic as a flyer with an estimated reach of 100.

²⁰ Additional Activities are stormwater education activities the City of Port Washington completed in addition to Sweet Water’s educational programming that align with the Public Education and Outreach Topics in the General MS4 Permit.

August	Residential Infiltration - Rain Barrels	Social Media	Shared promotional graphic about Ozaukee County Rain Barrel Workshop on August 20 on Facebook.
August	Residential Infiltration	Website	The City of Port Washington linked the Respect Our Waters “Residential Infiltration” webpage on their municipal website.
September	Construction and Post-Construction Site Management	Newsletter	Shared graphic in newsletter with an estimated reach of 100.
October	Yard Management - Leaf Management	Newsletter	Shared graphic in newsletter with an estimated reach of 100.
October	Adopt Your Drain	City Website	Shared informational post on City Website.
October	Household Hazardous Waste	Social Media	The City of Port Washington posted information about the Drive-Thru Drug Take Back Day on October 25 on Facebook.
November	Residential Infiltration	Newsletter	Shared graphic in newsletter with an estimated reach of 100.
December	Green Infrastructure/Low Impact Development	Newsletter	Shared graphic in newsletter with an estimated reach of 100.

Preventing Illicit Discharges

Materials enter drain...



An illicit discharge is any substance other than water that enters storm drains, either purposefully or by accident. Examples include paint, motor oil or other motor fluids, pesticides, and cleaning chemicals. When these substances are dumped down drains, they are conveyed directly into public waters, threatening the health of the environment and humans that interact with it!

What can residents do?



Know how to identify illicit discharges

If you notice any unusual smells, suds, oil sheen, or colors around storm drains or storm water outfalls, report them to your municipality's Department of Public Works!



Properly dispose of hazardous materials

Hazardous household materials can be disposed of at designated hazardous drop-off areas or recycling centers provided by your municipality.

If one of these sites doesn't already exist in your area, ask your local DPW to create one.



Let your friends and family know about the harms of illicit discharges

Visit respectourwaters.org for more information

... and flow into waterways



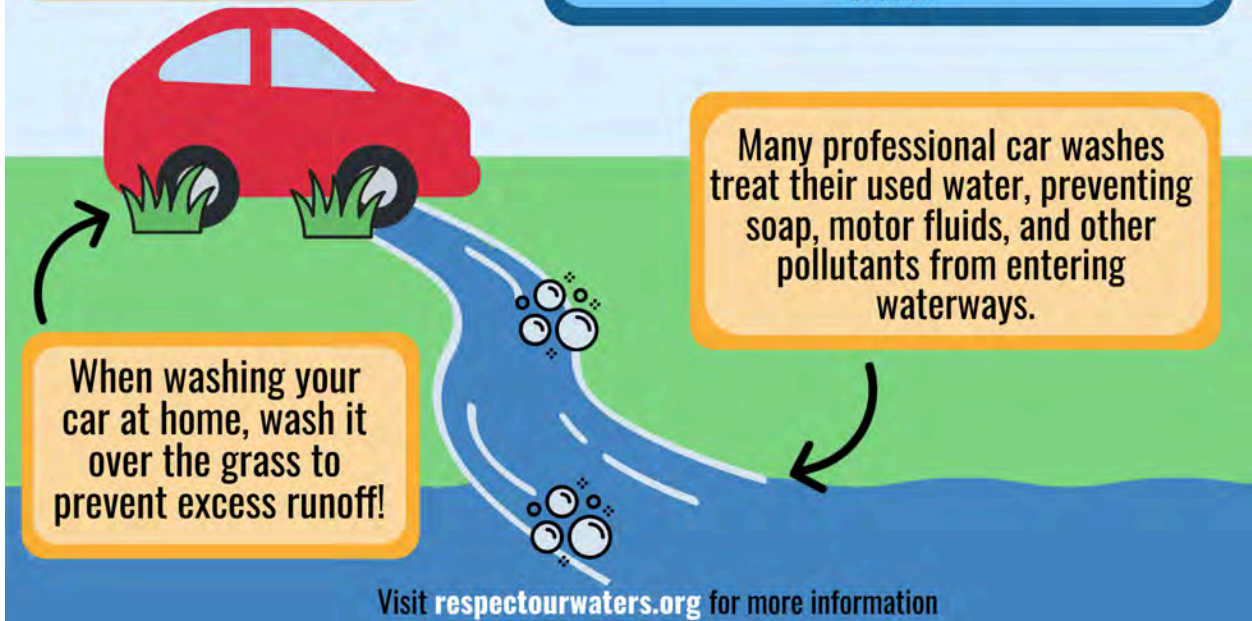
Waterways become dangerous to people and wildlife



STORM WATER POLLUTION & CAR WASHES

Professional car washes use less than half the amount of water as at-home car washes.

As your vehicle collects dirt, grime, and road salt, you may utilize a professional car wash service or wash your car at home. Below are some tips to help you prevent water pollution while keeping your vehicle clean!



Many professional car washes treat their used water, preventing soap, motor fluids, and other pollutants from entering waterways.

When washing your car at home, wash it over the grass to prevent excess runoff!

Visit respectourwaters.org for more information

Preventing Pollution at Community Events

1 IF IT ISN'T RAIN, IT DOESN'T BELONG IN THE DRAIN!

Follow applicable guidelines to ensure substances such as cleaning chemicals and cooking oils are disposed of properly. Consider keeping a spill kit on hand.



2 CONTAIN, DON'T DRAIN

Cover and store items left outside to prevent materials from being washed away with storm water.



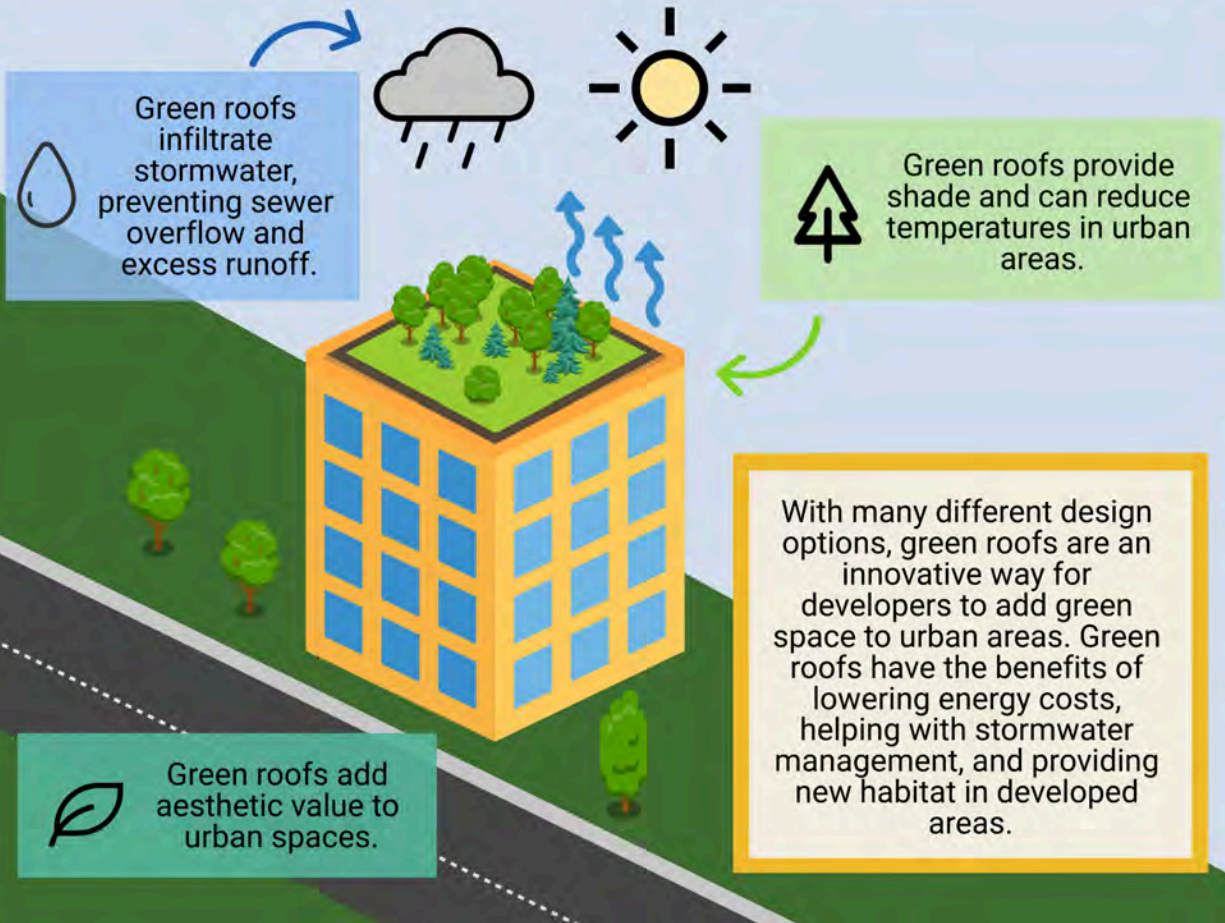
3 BE MINDFUL OF GARBAGE

Cover trash cans and dumpsters to prevent harmful bacteria from being washed into waterways. Monitor waste bins for any overflow.



Visit respectourwaters.org for more information

BENEFITS OF GREEN ROOFS



ORGANIC FERTILIZERS

Synthetic fertilizers can introduce excess nutrients into the environment that runoff into lakes, streams, and rivers when not absorbed by the soil. Take advantage of the nutrients released as organic materials such as leaves and grass clippings decompose. Use these materials to fertilize your yard while helping prevent water pollution.



Grass clippings can be left in place or added to your garden to serve as a natural fertilizer!



Fallen leaves may be shredded and added to gardens or mulched-in-place.



VISIT RESPECTOURWATERS.ORG FOR MORE INFORMATION

THE PROBLEM WITH PESTICIDES



Pesticides sprayed on your lawn...



...can end up in our water



Ways to prevent pesticide pollution

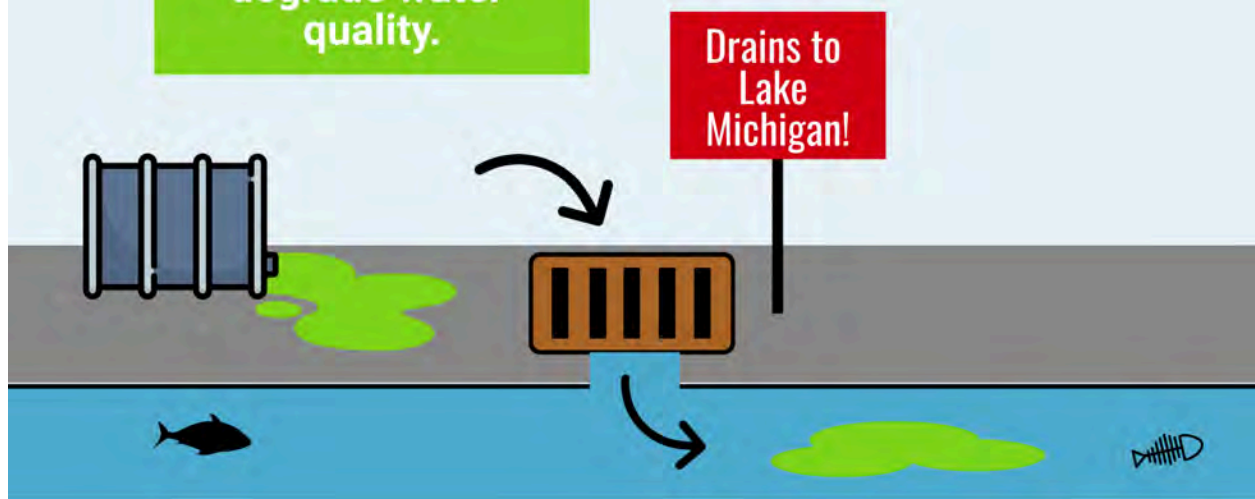
- 💧 Read the label to ensure you use the proper amount
- 💧 Never apply pesticides when rain is forecasted within 24 hours
- 💧 Don't use within 20 feet of a storm drain or water body
- 💧 Consider non-chemical pest control methods



Visit respectourwaters.org for more information

How do Illicit Discharges Affect Water Quality?

Dumping of chemicals, oil, and sewage, can harm aquatic life and degrade water quality.



Illegal dumping can make water unsuitable for wildlife, recreation, and drinking!

Please contact your local municipality immediately if you suspect an illicit discharge.

Visit respectourwaters.org for more information

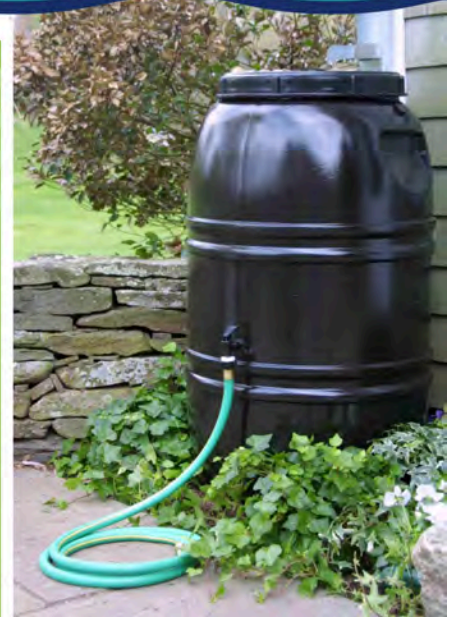
Using Rain Barrels to Manage Stormwater in Your Backyard



Rain barrels are an excellent addition to any yard and provide many benefits including:

- Collecting stormwater where it falls and decreasing the amount of runoff.
- Decreasing the occurrence of backyard and basement flooding events.
- Saving you money on your water bill! Water collected in your rain barrel can be used to water gardens and lawns.

For more information, visit respectourwaters.org

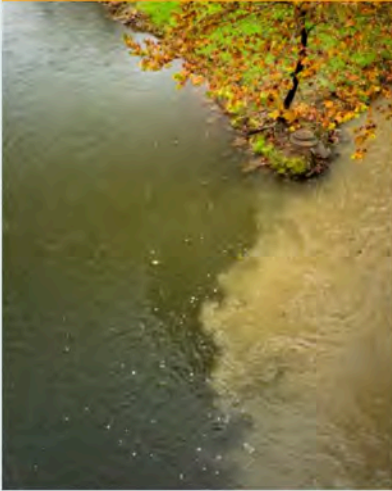


HOW CAN YOU SPOT CONSTRUCTION-SITE POLLUTION?



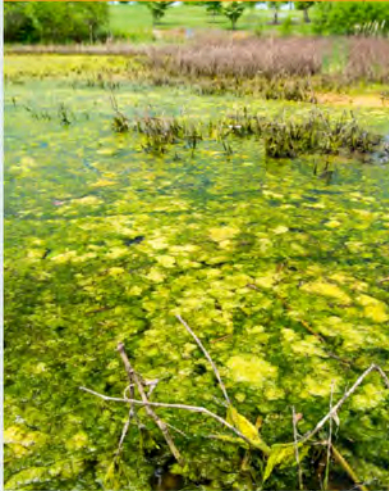
SEDIMENT POLLUTION

Construction activities may disturb and displace sediment, which can be conveyed into local waterways through stormwater runoff



ABNORMAL ALGAE GROWTH

Sediment pollution may introduce excess nutrients into water bodies, causing harmful algal blooms



ABNORMAL TURBIDITY

Turbid waters can decrease the amount of available sunlight for aquatic plants and animals



If you suspect sediment pollution, contact the Wisconsin DNR and visit respectourwaters.org for more information

How can you manage fallen leaves?

Composting

Add leaves to a composter to collect excess nutrients and prevent them from entering waterways.

Or simply apply the mulched or whole leaves to your garden beds to break down and act as a natural fertilizer.



Mulching

Shred leaves by leaving them where they fall and then mowing your lawn as usual. Mow until the dime-sized leaf pieces settle between the grass.

The leaves will decay and release their stored nutrients that fertilize your lawn.



VISIT RESPECTOURWATERS.ORG FOR MORE INFORMATION

How to Winterize Your Rain Barrel






RESPECT OUR WATERS



Don't let your rain barrel get damaged this winter!

Rain barrels can function for over 15 years if properly stored and cared for in the winter months

-  Move the rain barrel and its parts inside when temperatures fall below 40°F to prevent cracking.
-  Empty any remaining water or debris from the rain barrel and, if necessary, disconnect it from the downspout.
-  Store the rain barrel upside down in a warm and dry place such as a garage or basement.

For more information, visit respectourwaters.org

Caring for Permeable Pavers



What are Permeable Pavers?

An alternative to traditional concrete/asphalt that allows stormwater to infiltrate through cracks between pavers and into the ground below

Don't let them get clogged!

Accumulated trash, sediment, or other debris can reduce drainage efficiency and lead to surface ponding



How to keep your permeable pavers clean:

Routine Maintenance:

Visually inspect the pavers **monthly** and use a broom to remove any surface debris

Periodic Maintenance:

Vacuum the pavers **twice a year** to remove built-up fine debris

*There are many different types of permeable pavers (some of which allow vegetation to grow between pavers). Check with your paver manufacturer for specific maintenance instructions.

BENEFITS OF GREEN ROOFS



Implementation of green infrastructure and green spaces in urban landscapes is becoming increasingly popular. Green roofs in particular provide extensive benefits to urban communities, including lower energy costs, stormwater retention, and an increase in overall well-being for residents and visitors.

What is a Green Roof?

A green roof is the roof of a building or home that has been converted into a green space. Green roofs may contain any variety or number of plants and provide natural habitats in urban landscapes.

Types of Green Roofs

Extensive

- Consist of a thin soil layer and hardy plants such as succulents
- Extensive green roofs are typically cheaper to install, are lightweight, and require minimal maintenance

Intensive

- Consist of a thicker soil layer, heavier vegetation including trees and shrubs, and may require an irrigation system
- Intensive green roofs are typically more expensive to install, heavier, and require more maintenance than an extensive roof

Benefits of Green Roofs

Assist in infiltration of stormwater

Green roofs infiltrate stormwater before it can become runoff, mitigating pollution of nearby water sources and helping to prevent the overflow of sewer systems.

Reduce energy and maintenance costs

Green roofs lower energy costs by providing extra insulation and extend the lifespan of roofs by protecting against weather damage and wear-and-tear.

Provide green spaces in urban areas

Green roofs provide aesthetic value and green habitat to urban areas, improving community well-being.

GREEN ROOF QUICK FACTS

Green roofs are capable of retaining 70% - 90% of the storm water that falls on them



Research has shown that green roofs may reduce energy costs by up to 20%



The surface temperature of a green roof may be up to 56 degrees cooler than the surface temperature of a conventional roof



Green roofs can as much as double the lifespan of a conventional roof

For more information, visit epa.gov/heatislands/using-green-roofs-reduce-heat-islands

Construction Site and Post-Construction Site Management



RESPECT OUR WATERS

Construction sites can lead to extensive erosion and sediment pollution if not properly managed with stormwater in mind. To protect the integrity of public waterways, managers of construction or post-construction sites should implement stormwater Best Management Practices (BMPs).

Why does proper management of construction and post-construction sites matter?

Commercial construction projects typically require the disturbance of large amounts of sediment and the use of man-made materials and sediments. Without a proper mitigation strategy, these sediments can be washed into water bodies by stormwater runoff and snowmelt. Sediment pollution from construction and post-construction sites has the potential to significantly degrade water quality and harm aquatic life.

How to prevent erosion and sedimentation at construction and post-construction sites:

There are several pollution-prevention methods, known as Best Management Practices (BMPs), that may be implemented to reduce sediment pollution from construction and post-construction sites.

Construction site management methods aim to prevent pollution during construction activities. These methods include...



Vegetated buffers that serve to slow and infiltrate water that may run off of a construction site.



Sediment buffers or traps that aim to collect sediment-laden runoff before it enters waterways.

Post-construction site management methods should continue to manage sediment pollution and mitigate excess runoff that occurs as a result of construction. These methods include...



Stormwater infiltration basins and trenches that are capable of holding large amounts of stormwater to prevent excess runoff and flooding.



Rain gardens and vegetated bioswales that enhance stormwater infiltration and reduce the amount of pollutants leaving a post-construction site.

For more information on erosion and sediment pollution prevention methods, please visit the Wisconsin DNR website at dnr.wisconsin.gov

SEDIMENT POLLUTION QUICK FACTS

Sediments may settle at the bottom of water bodies or remain suspended in the water column; both have the potential to harm aquatic life



Man-made sediments, such as pavement, may contain heavy metals that are harmful to aquatic organisms



Sediments can increase the turbidity of water bodies, limiting the amount of sunlight available to aquatic plants and algae



Sediment pollution lowers water quality, increasing the cost of water treatment



Sediment buildup can impair the function of dams, reservoirs, and irrigation systems

Visit respectourwaters.org for more information

Appendix D. Stormwater Week Information

Table 14: 2025 Wisconsin Stormwater Week Social Media Posts

Date Posted	Topic	Webinar Link	Caption
September 18	Stormwater Week Promotion	-	<p>Did you know that WI Stormwater Week is almost here?!</p> <p>When: Sat., Sept. 20 - Sun., Sept 28</p> <p>What: Stormwater Week is an awareness campaign that aims to inform, educate, and engage Wisconsin residents on the topic of stormwater pollution prevention through shared, consistent messaging. This includes FREE educational webinars Monday, Sept. 22 - Friday, Sept. 26 (12 - 1 PM)! This year, we have a 'Call to Action' for WI residents to host or find a local cleanup!</p> <p>Join: Become a partner by signing up today!</p> <p>Learn more at: www.wistormwater.com</p>
September 22	Webinar 1 Information	https://wisconsinlandwater.org/conservation-training/cleanup-101-wi-stormwater-week-webinar	<p>Today is the first webinar of WI Stormwater Week!</p> <p>Monday, September 22 (12 - 1 PM): Cleanup 101</p> <p>Webinar Topic: Tune in to learn how to host a cleanup from Jessica Schultz, Executive Director with Fox-Wolf Watershed Alliance, and how to involve students in cleanups from Mike Aprill, a Science Teacher with Sheboygan South High School and the Wisconsin State Lead for SubjectToClimate.</p> <p>Registration: www.wistormwater.com</p>
September 23	Webinar 2 Information	https://wisconsinlandwater.org/conservation-training/cleanup-101-wi-stormwater-week-webinar	<p>Today is the second webinar of WI Stormwater Week!</p> <p>Tuesday, September 23 (12 - 1 PM): What are the benefits of shoreline restoration?</p>

		n-training/whats-are-the-benefits-of-shoreline-restoration-wi-stormwater-week-webinar	<p>Webinar Topic: Speakers Keir Peckham with Natural Landscapes and CW Purpero, and Katie Reed with Fox-Wolf Watershed Alliance, will discuss the benefits of shoreline restoration, programming related to their organizations, and tips for WI residents.</p> <p>Registration: wistormwater.com</p>
September 24	Webinar 3 Information	https://wisconsinlandwater.org/conservation-training/whats-an-illicit-discharge-wi-stormwater-week-webinar	<p>Today is the third webinar of WI Stormwater Week!</p> <p>Wednesday, September 24 (12 - 1 PM): What's an illicit discharge?</p> <p>Topic: Speakers Adelle Keppers, City of Superior, and Maureen McBroom, City of Watertown, will define an Illicit discharge vs. large spill, best practices for dry weather screening at outfalls, and steps WI residents can take when they see an illicit discharge.</p> <p>Registration: wistormwater.com</p>
September 25	Webinar 4 Information	https://wisconsinlandwater.org/conservation-training/how-to-engage-the-community-in-stormwater-education-wi-stormwater-week-webinar	<p>Today is the last webinar of WI Stormwater Week!</p> <p>Thursday, September 26 (12 - 1 PM): How to engage the community in stormwater education?</p> <p>Webinar Topic: Speakers Paul Mech, Director of Education with Discovery World, & Darius Jordan, Manager of School & Community Outreach with Discovery World, & Adam Bechle, Coastal Engineering Specialist with WI Sea Grant, & Lisa Neeb, Green & Healthy Schools Program Manager with Reflo will discuss their stormwater outreach & education programming & how they engage their communities.</p> <p>Registration: wistormwater.com</p>






Appendix E. 2025 Events

Table 15: 2025 Community Tabling Events²¹

 Symbol indicates the Respect Our Waters program was present at event.

 Symbol indicates the Big Plant program was present at event.

 Symbol indicates the Adopt Your Drain program was present at event.

Event	Date	Topics Covered	Materials Provided	Metrics	Other Details
Lake Michigan Bird Observatory World Migratory Bird Day and Native Plant Sale  	May 17	<ul style="list-style-type: none"> - Stormwater Management - Watershed Education - Adopt Your Drain 	<ul style="list-style-type: none"> - Stormwater Plinko - Adopt Your Drain Magnets - Respect Our Waters Brochures - Adopt Your Drain Brochures - Sparkles Clean Water Tips Flyers 	11 Visitors	-
Hops and Hounds   	July 11	<ul style="list-style-type: none"> - Watershed Education - Infiltration Practices - Stormwater Management - Pet Waste - Yard Maintenance - Adopt Your Drain 	<ul style="list-style-type: none"> - Respect Our Waters Brochures - Sparkles Clean Water Tips Flyers - Pet Waste Bag Holders - Dog Bandanas with Lake Michigan Design - Sparkles Stickers - Adopt Your Drain Brochures - Adopt Your Drain Magnets - Adopt Your Drain Gloves - Big Plant Informational Flyers 	43 Visitors	The Big Plant program attended this event and gave out 20 free native trees.

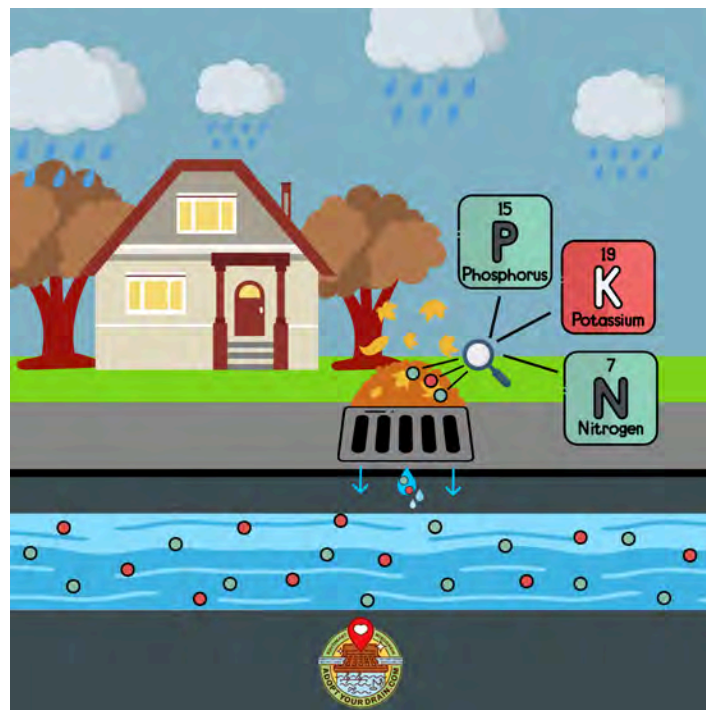
²¹ Sweet Water attended a variety of community events across the Milwaukee River Basin. *Table 15* **only** includes events pertinent to the City of Port Washington in specific. Events were deemed pertinent if they occurred in the City of Port Washington or if residents from the City of Port Washington visited Sweet Water's educational booth.

			<ul style="list-style-type: none"> - Big Plant Stickers - Free Native Trees 		
Museum of Wisconsin Art Community Free Day 🌳	July 12	<ul style="list-style-type: none"> - Watershed Education - Infiltration Practices - Yard Maintenance 	<ul style="list-style-type: none"> - Big Plant Informational Flyers - Big Plant Stickers - Free Native Trees 	60 Visitors	The Big Plant program attended this event and gave out 60 free native trees.
Washington County Fair 💧🌳	July 22 - 27	<ul style="list-style-type: none"> - Illicit Discharge Detection & Prevention - Residential Infiltration - Household Hazardous Waste - Local Municipal Information - No wipes down the pipes - Pet Waste Management - Green Infrastructure - Stream and Shoreline - Salt Reduction Strategies - General Education about Stormwater Management & Watersheds - Yard Maintenance - Stormwater Basin Maintenance <i>(when applicable)</i> 	<ul style="list-style-type: none"> - Bioretention Basins: Guidelines for Maintenance booklet - Infiltration Basins: Guidelines for Maintenance booklet - Stormwater Ponds: Guidelines for Maintenance booklet - Jackson Sewer Utility “No Wipes Down the Pipes” can koozies - Sparkles Clean Water Tips flyers - Pet waste disposal bags - Town of West Bend informational brochures - Participating municipalities banner with logos - Milwaukee River Basin map with water cycle - Detailed water cycle diagram poster - Pet Waste informational brochures 	1,158 Visitors	The Big Plant program attended this event and gave out 81 free native trees.

			<ul style="list-style-type: none"> - “Clean Ways for Waterways” brochures - Car Care: Tips and best practice - Doggie Dooley Pet Waste Disposal System informational flyers - Think Blue: You’re the solution to storm drain pollution flyers - Respect Our Waters sign with link to website - An Invitation to a Healthy Country Home booklet - Washington County Used Tire Collection informational poster - Washington County 2025 Clean Sweep Hazardous Waste Collection informational poster - Big Plant native tree informational flyers - “The Lorax” poster - Educational prizes such as candy and Respect Our Waters stickers 		
<p>Ozaukee County Rain Barrel Workshop 🍂💧</p>	August 20	<ul style="list-style-type: none"> - General Stormwater Education - Residential Infiltration - Agriculture - Green Infrastructure - Pet Waste Management - Salt Usage/Snow and Ice Control 	<ul style="list-style-type: none"> - 30 <i>EarthMinded</i> rain barrels with installation kits - Adopt Your Drain Informational Brochures - Respect Our Waters Informational Brochures - Adopt Your Drain Magnets - Rain Barrel Maintenance Flyers - Rain Barrel Informational Presentation 	38 Attendees	Ozaukee County partnered with Southeastern Wisconsin Watersheds Trust, Inc. (Sweet Water) to host a rain barrel

		- Stream and Shoreline Management	Slides - Event Survey - Ozaukee Farm Demonstration Network Informational Video - Ozaukee County Informational Presentation Slides		workshop for county residents.
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Appendix F. Adopt Your Drain Educational Materials



Have you adopted your storm drain yet?

WHY ADOPT A STORM DRAIN?

Storm water flows to waterways via storm drains. In most communities, this water is untreated and therefore, any pollutants in the water are carried into lakes, rivers, and streams. Cleaning your drain helps reduce local water pollution and can help prevent flooding.

HOW TO ADOPT

1) Visit adoptyourdrain.com or scan the QR code here



2) Select a storm drain outside your home or business that you'd like to adopt

3) Spread the word!

How to Care for Your Adopted Drain

- Adopted storm drains should be cleaned twice a month
- Use tools such as a bucket, gloves, a rake or a shovel to remove any debris (leaves, dirt, trash, road salt, etc.) on top of or around the drain.
- Visit adoptyourdrain.com to fill out our survey and report what you find!



PREVENT FLOODING!

Keep debris away from storm drains

- Grass clippings
- Leaves
- Trash and other debris



Help Protect Our Waterways and

Adopt Your Drain!

Only Rain Down the Drain!



Interested in hosting a storm drain stenciling event?
Contact us today at
info@swwtwater.org

 Visit adoptyourdrain.com to sign up and adopt a drain near you

- We recommend signing up for monthly drain cleaning reminders and seasonal newsletters

 **Clean your adopted storm drain twice a month and before/after rain events**

- Use tools such as a bucket, gloves, a rake or a shovel to remove any debris (leaves, dirt, trash, road salt, etc.) on top of or around the drain

 **Fill out the inspection survey on the website to report what you found on your storm drain**

Visit adoptyourdrain.com to learn more



Appendix G. Adopt Your Drain Newsletters



Adopt Your Drain Seasonal Newsletter

Greetings Water Enthusiasts!

Welcome to the **Spring Edition** of the Adopt Your Drain Seasonal Newsletter!

It's time for some April Showers! Spring typically means lots and lots of rain, making it especially important for drain adopters to maintain a clean drain. Ensure all debris and leftover snow is cleared away from storm drains. Keeping drains clean ensures pollutants aren't being conveyed to local waterways AND it prevents localized flooding events caused by clogged drains!

Keeping Our Waters Clean This Spring

The arrival of spring means preparing your yard for landscaping and gardening. Landscapers and backyard gardeners often utilize chemicals like fertilizers and pesticides. When used improperly, these chemicals can be swept into storm drains and conveyed to public waterways. Fertilizers in particular have the potential to cause dangerous algal blooms when introduced to water bodies. In fact, **1 pound of nitrogen from fertilizer can support up to 70 POUNDS of algae!** Follow these tips to help limit the amount of harmful chemicals that enter our waterways this spring! Click the link below or visit respectourwaters.org to learn more about what you can do prevent water pollution this spring!

DO test your soil to determine what type and quantity of fertilizer to use.

DO use natural alternatives to synthetic fertilizers whenever possible.

DO check the weather report and avoid applying chemicals before rain events.

DON'T spray chemicals directly on pavements.

Respect Our Waters: Yard Management

Have Your Reported What You Found in Your Drain?

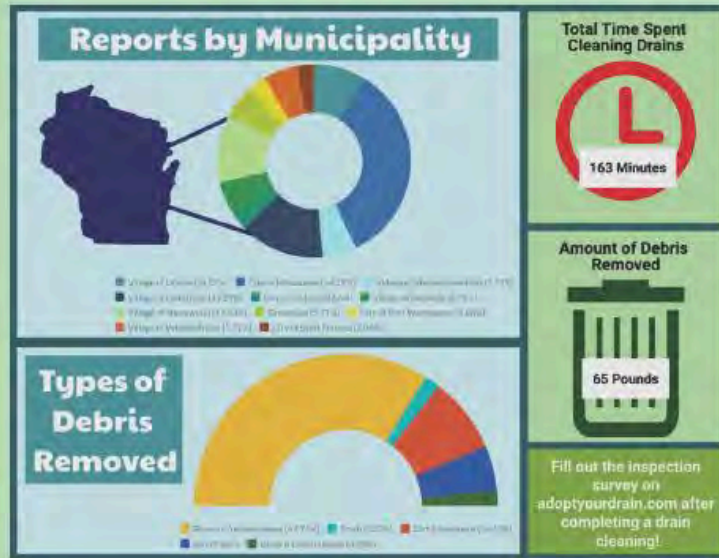
We want to hear from YOU! What are you finding in your drain when you clean it twice a month? In 2024, Adopt Your Drain participants removed **203 pounds** of debris from

storm drain! How much can we remove in 2025?

Complete our four-question Storm Drain Inspection Survey after each storm drain cleaning to let us know what you are finding!

Once your inspection survey is submitted, our volunteer dashboard will automatically update with the reports you send us, allowing us to visualize the impact that you and other volunteers are making!

Check out the graphic below to see impact drain cleanings have had so far in 2025!



Adopt Your Drain Inspection Survey

Adopt Your Drain Dashboard

Out and About with Adopt Your Drain

Spring means it's time for some community events! Adopt Your Drain attends events throughout the spring, summer, and fall to spread the word about stormwater pollution prevention to communities across Southeastern Wisconsin. These events allow us to meet current drain adopters, discuss the importance of drain adoption, and answer questions about our program and stormwater pollution!

Adopt Your Drain is already busy engaging with YOU guys, our **clean water enthusiasts!** In March we attended the Elm Grove book club event hosted by the Elm Grove Beautification Committee and World Water

Adopt Your Drain Event Schedule

- ✓ 3/12 Elm Grove Book Club
- ✓ 3/19 World Water Day at Glen Hills Middle School
- 4/26 Rock the Green
- 5/3 Green Day in the Bay
- 5/17 World Migratory Bird Day in Port Washington
- 5/17 DPW Day in West Allis
- 5/18 Sherman Park Eco Ambassadors Event

Day at Glen-Hills Middle School. Thank you to the organizers for both of these events!
We are always excited to interact with our Adopt Your Drain community and share our enthusiasm for clean water with the residents of Southeastern Wisconsin! Look for the Adopt Your Drain table at our upcoming events!

*Thank you for your commitment to protect and restore
water quality in southeastern Wisconsin!*



Southeastern Wisconsin Watersheds Trust, Inc. | 600 East Greenfield Avenue | Milwaukee, WI
53204 US

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Adopt Your Drain Seasonal Newsletter

Greetings Water Enthusiasts!

Welcome to the Summer Edition of the Adopt Your Drain Seasonal Newsletter!

This newsletter will provide you with program updates and events, seasonal drain management tips and tricks, and specialty featured articles so that you can help keep Southeastern Wisconsin's watersheds clean!

Thanks as always for participating in Adopt Your Drain!

Visit the Adopt Your Drain
Website

Adopt Your Drain Summer Tips!



The mission of Adopt Your Drain is not only to prevent water pollution but also to mitigate regional flooding issues. The city of Milwaukee and the surrounding urban areas now sit on land that, centuries ago, was marshland and floodplain. This land collected storm water and snow melt and conveyed it into the Kinnikinnic, Menomonee, and Milwaukee Rivers, and eventually, Lake Michigan.

Residential Infiltration

Today, these marshlands are highly fragmented and have been widely replaced by impervious surfaces—roads, sidewalks, and parking lots. **So where does all the water go?**

With nowhere to go and limited ways to infiltrate groundwater aquifers, stormwater and snow melt collect in our roads, yards, and basements. Mitigating regional flooding begins at your local storm drain! Keeping your adopted storm drain clean clears the way for precipitation and prevents water from pooling. When you see a rain event in the weather forecast, ensure your drain is cleared of any debris and is ready to take on the incoming storm water!

DO NOT reach into storm drains or remove a storm grate to clean a drain. If a drain appears blocked or contains a large amount of material, please contact your local DPW.

Click the Link to learn more about how to mitigate flooding in your backyard!

Out and About with AYD



We've had a great time meeting Southeastern Wisconsin residents at community events this spring! We kicked event season off with Rock the Green in Milwaukee on April 26th, then attended Green Day in the Bay on May 3rd! The weekend of May 17th-18th was a packed weekend for Sweet Water! We attended World Migratory Bird Day in Port Washington, West Allis DPW Day, and Earth Care Fair in Sherman Park.

With the help of our new Big Plant program, we've been able to give away 140 free native trees so far this year. 140 native trees have the potential to prevent over 2000 gallons of harmful runoff! Thank you to everyone that attended and stopped by the Sweet Water table to say 'Hi'!

Click the link below to see our summer event schedule on the Sweet Water Instagram to find out where we'll be next and where to get your FREE native tree!

[Sweet Water Instagram](#)

Introducing Big Plant!

This spring, Sweet Water partnered with MMSD to launch a tree gifting program, **Big Plant!** Big Plant offers residents of Southeastern Wisconsin the opportunity to add a FREE stormwater tree to their backyard. Planting a native tree is another way you can help mitigate storm water pollution in your own backyard! These native trees are expert stormwater infiltrators. A mature tree can infiltrate upwards of 700 gallons of stormwater a year. That's 700 gallons of stormwater that may have become harmful polluted runoff. If you live in the Milwaukee River Basin and are interested in receiving a free native tree, visit the Big Plant website linked below and check our event schedule!



[BigPlant.org](#)

Looking for a Way to Bring Adopt Your Drain to Your Neighborhood? Plan a storm drain stenciling event!

Labeling a storm drain with 'Drains to Lake or River' is a great way to engage members of your community and increase public awareness of stormwater pollution issues. With Sweet Water, organizing a stenciling event is easy and fun!

If you're interested in planning a storm drain stenciling event in your community, contact us today at info@respectourwaters.org



Thank you for your commitment to protect and restore water quality in southeastern Wisconsin!



sweet water
SOUTHEASTERN WISCONSIN WATERSHEDS TRUST, INC.

Southeastern Wisconsin Watersheds Trust, Inc. | 600 East Greenfield Avenue | Milwaukee, WI 53204 US

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Adopt Your Drain Seasonal Newsletter

Greetings Water Enthusiasts!

Welcome to the Fall Edition of the Adopt Your Drain Seasonal Newsletter!

This newsletter will provide you with program updates and events, seasonal drain management tips and tricks, and featured articles so that you can help keep Southeastern Wisconsin's watersheds clean!

Thanks as always for participating in Adopt Your Drain!

Visit the Adopt Your Drain
Website

Adopt Your Drain Fall Tips!



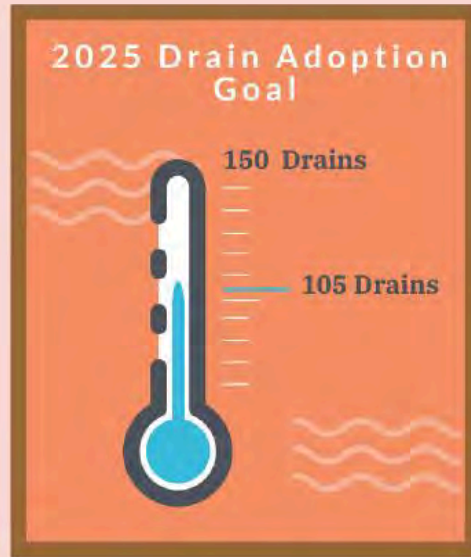
Avoid Brewing 'Phosphorus Tea'

When leaves are left out in the street before a heavy rain event, it can lead to phosphorus loading, creating "phosphorus tea" or "leaf tea". Excess amounts of nutrients such as phosphorus in stormwater runoff can be harmful to urban streams and lakes. Increased levels of phosphorus disrupt oxygen levels which can cause algal blooms, harm aquatic life, and disrupt our outdoor recreation. One way to avoid brewing 'phosphorus tea' is mulching your leaves in place. All you need to do is use a lawnmower to break down the leaves and leave them behind to decay on the property. Not only does leaf mulching eliminate leaves in the street, but it's also less labor intensive, and provides free, natural fertilizer.

For more information visit Respect Our Waters, Leaf Management below:

Respect Our Waters: Leaf It Out Of The Water

Event Season Recap!



As the warm weather comes to an end, so does our event season. This season Adopt Your Drain attended 17 events and had 105 drain adoptions. Hooray! We are so close to reaching our end of year goal of having 150 drains adopted. Help us reach this goal by telling your friends and neighbors about Adopt Your Drain. Let's see how many we can get and remember to fill out the inspection survey to keep track of your impact!

Adopt Your Drain Inspection Survey

What is a Storm Drain Medallion?



One of the 13 medallions on the streets of Elm Grove.

In August, Sweet Water and the Elm Grove Beautification Committee added 13 medallions to storm drains in downtown Elm Grove. Medallions help highlight the storm drains that lead to our rivers or lakes. In Elm Grove, these drains lead directly into Underwood Creek which ultimately drains into Lake Michigan. It is important to keep pollutants out of these storm drains to keep our waterways healthy.

If you're interested in collaborating with Sweet Water to host a medallion or stenciling event next summer, contact americorps@swwtwater.org. This is a fun activity that you could do with your friends, family, and neighbors that builds awareness to the importance of keeping our waterways clean.

Fall News Features



Adopt Your Drain interview with Real Milwaukee on leaf management and raking alternatives

Have you seen Sweet Water in the news recently? This fall, Sweet Water and Adopt Your Drain made several news and media appearances. The program was featured in multiple radio and tv interviews.

Check out some of our fall interviews below!

- "Help keep Lakes and Rivers Clean" Live Interview with Real Milwaukee
- "Here's how you can help take care of a neighborhood storm drain" Live Interview with CBS58
- "Adopt Your Drain with SweetWater" Radio Interview with 99.1 The Mix Public Affairs
- "Raking alternatives from Sweet Water" Live interview with Real Milwaukee

Thank you for your commitment to protect and restore water quality in southeastern Wisconsin!



sweet water
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Southeastern Wisconsin Watersheds Trust, Inc. | 600 East Greenfield Avenue | Milwaukee, WI 53204 US

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Appendix H. Big Plant Educational Materials



BIG plant

SE WISCONSIN

Big Plant wants you to know how to...

Respect Our Waters



What is polluted runoff?

Stormwater or runoff pollution is a process that occurs as rain falls or snow melts. The water rushes across impermeable surfaces, washing a variety of pollutants into local lakes and streams. In the city, storm drains often catch a majority of these pollutants, however our storm drains discharge directly into those same lakes and streams.

Why is polluted runoff a serious problem?

Erosion produces **sediments** that get washed into our lakes and streams which cause big problems. This sediment among other factors such as improper disposal of manure, animal waste, leaves and grass clippings lead to an increase of the **nutrients**, phosphorus and nitrogen in our lakes and streams. This turns our prized bodies of water green due to an overproduction of algae.

How does polluted runoff affect the community?

- **Poor fishing** -
Sediment makes lakes and streambeds shallower, increasing water temperature and harming fish habitats for anglers.
- **Muddy Waterways** -
A muddy waterway not only sounds miserable to swim in, but they can also be dangerous for swimmers and make it hard for fish to see, breathe, eat, and lay their eggs.
- **Fish consumption advisories and kills** -
Sediment and runoff can store toxins materials that contaminate small animals, a buildup of these toxics can lead to illnesses, birth defects, and even death for fish and waterfowl. An increase of decaying debris can decrease oxygen levels, increase the presence of ammonia, and increase water temperature which can lead to the mortality fish and other aquatic life.
- **Beach closings** -
Excess phosphorus contributes to the over-fertilization of lakes. This increases the abundance of undesirable weeds and algae which can impact participation in water activities.
- **Habitat Loss** -
Increased algae production blocks sunlight for bottom-rooted plants leading to a loss of habitat.

How individuals can make a difference?

- Manage yard waste and fertilize properly
- Contribute to erosion control
- Redirect downspouts away from sidewalks and driveways

To learn more about how you can be a part of the solution visit...

respectourwaters.org

Best Practices for Yard Maintenance Applications

LABELS ARE LAWS

Always read and use lawn chemicals according to its attached label.

Test your soil

Best practices suggest having your soil tested to determine nutrient content, this can determine what nutrients need to be added to your soil and narrow down a proper fertilizer

Timing of applications

Late spring around May-June and mid fall are the best times of year to fertilize. Summer applications can lead to overfertilization of plants and chemical burns due to high temperatures.

Hazards of overfertilization

Overfertilization can cause broadleaf plants to wilt and slow in growth. Browning of foliage even in needled plants and brown/dead patches in yard grass are also common signs of overfertilization. Overfertilization damage is often more consistent compared to disease and insect damage.

Alternatives to traditional fertilizers and pesticides

Organic fertilizers are either plant-based, animal-based, and or mineral-based. Reduced risk pesticides are analyzed for human health, environmental, and other hazards by the EPA who produces an approved list annually.



Best Practices for Yard Waste Management

Mulch your lawn or garden

Use your lawn mower to shred your leaves, it will provide protective coverage that can mitigate soil erosion, suppress weeds, and insulate your garden perennials.

Compost your leaves and grass cuttings

You can control where your yard waste decomposition occurs and captures those extra nutrients for future use by adding them to your compost pile.

Bag your leaves

First, check with your municipality to see if our local disposal services accept bagged leaves. If they do, bag them up but keep them out of the streets until pick up time.

Adopt a Drain

Register to keep your storm drain clean for free at www.adoptyourdrain.com



BIG plant Native Tree Need to Knows

SE WISCONSIN

How do we call Diggers Hotline?

It's simple, call (800) 242-8511 or 811 or you are looking for more information, you can visit Diggers website at www.diggershotline.com

When do we call Diggers Hotline?

A minimum of 3 days before you put a shovel in the ground, on average dig tickets are good for 10 days

What will Diggers Hotline do?

Survey and mark important utilities lines that are underground throughout a given property, this may not include private lines.



Why do we have to call Diggers Hotline at (800)242-8511 or 811?

It is Wisconsin State Law to contact Diggers Hotline, Wisconsin Statute 182.0775

It is a free service provided to you to prevent extremely hazardous and costly damages to underground structures.

Comparing the marked lines of Diggers Hotline and mature size of our gifted tree can help you determine a proper and sustainable planting location.

Diggers would still be called even if you are only using hand tools for your project.

Tree Care Tips

Transportation:

- Never leave tree in hot car/trunk or in direct sunlight without water
- use tarp if transporting tree in "open cab" to protect leaves

Storage:

- plant tree asap (3 days after pick up)
- maintain moisture of soil in container before planting

Planting prep:

- What kind of light does location have?
- What kind of soil does location have?
- How much open space does location have, above and below ground?
- How will I manage tree maintenance?

Stakes/guards:

- Stake your tree as it matures can help prevent wind/storm damage
- Tree guards are a great way to protect your tree from hungry wildlife

Maintenance:

- Follow our guides for proper mulching, pruning, and watering practices
- Hire a professional maintenance



Native Trees Impact on watersheds

Captures stormwater runoff and reduce erosion

The large canopies of native trees intercept stormwater, slowing it down which minimizes erosion and maximizes soil infiltration. Large root systems also aid in improving soil infiltration, as they uptake water reducing overall moisture of soil which increases stormwater storage capacity.

Removes gaseous and particulate air pollution

The leaf stomata of the native trees help aid in the removal of gaseous air pollution through the intake and conversion of SO2, NO2, and CO and ozone.

Native trees have large plant surfaces that help aid in the removal of particulate matter as their leaves and stems provide optimal catchability.

Sequesters carbon dioxide

Native trees pull carbon dioxide from the air and bind them to sugars during the process of photosynthesis. The trees use these sugars to develop new wood and roots, which stores the carbon until decomposition occurs at time of tree death.

Fun Facts:

- The powerful stem and root systems of native specimens make up around 70-80% of their overall biomass.
- iTreeTools.org is a free public tool that can be used to calculate impact for single tree installation and even massive restoration projects.

Congratulations on your new tree!

Thank you for planting a tree to help keep rainwater out of the storm sewers & reduce flooding. Every drop counts.

PLANTING INSTRUCTIONS

1. Choose a site suitable for the tree based on sunlight requirements
2. Dig a hole 1 ½ - 2 times wider than the container
3. Set the tree in the hole with the top of the root ball 1-3" above ground level
4. Backfill the soil gently pressing it down as you go to remove air spaces. Keep the root crown/flare exposed—don't bury it
5. Apply mulch 2-3" deep around the tree and 6" away from the stem in the shape of a donut
6. Water thoroughly after planting

WATERING INSTRUCTIONS

Watering is extremely important for newly planted trees. Too much or too little water is harmful to a tree, so here are some simple watering guidelines.

- Water your newly planted tree immediately for 30 secs - 1min, or until the area around the tree is fully saturated
- Water every 3-5 days for the first month
- Water weekly for the remainder of the year
- Check soil moisture to determine if it needs watering or for signs of moisture stress



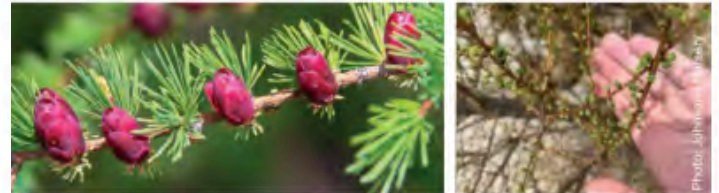
25-004

Speckled Adler (*Alnus incana*)



Full Sun to Part Shade  	Height  15-25 ft	Spread  6-15 ft	Soil  Moist to wet, well-drained soil. Tolerates clay, occasional flooding, and wet sites.
Blooms in March, April 	Flower: Catkin 	Fall Color: None 	Wildlife: Butterflies, Mammals  

Tamarack (*Larix laricina*)



Full Sun 	Height  35-50 ft	Spread  10-15 ft	Soil  Prefers moist to wet, well-drained soil. Adaptable to many soils, but drought <u>intolerant</u> .
Blooms in April, May 	Flower: Reddish-purple or yellow cones 	Fall Color: Gold 	Wildlife: Birds 

Paper Birch (*Betula papyrifera*)



Full Sun to Part Shade



Height



Spread



Soil



Grows best in medium to wet well-draining soils

Blooms in April, May



Flower: Catkins



Fall Color: Bright Yellow



Wildlife: Birds, Mammals



American Elderberry (*Sambucus canadensis*)



Full Sun to Part Shade



Height



Spread



Soil



Prefers moist, well-drained sites

Blooms in June, July



Flower: White, Fragrant, Clusters



Fall Color: Yellow-Gold



Wildlife: Birds, Mammals



Appendix I. Big Plant Social Media Posts



How do you care for trees? Watering New Plants



- Maintain the soil moisture surrounding fresh plantings
 - Avoid letting the soil dry out completely
 - Avoid letting the soil get too wet
- For the **first 30 days** water every 5th day
- For the **first year** continue watering every week



Evidence of insufficient watering

- Wilting (curling or drooping of leaves)
- Stunted or dull looking new growth
- Browning or burning of leaf edges (scorch)

Although water and oxygen have an inverse relationship; both are needed for healthy root development and it's essential to maintain a balance.



How do you care for trees? Deer Protection



All trees, especially new plantings, are susceptible to deer-related damage. This makes deer protection extremely important, particularly in Wisconsin.



Buck Rub and deer food

-In late summer and early fall, male deer rub trees to remove velvet from new antlers. This behavior causes **visible scratches** that can result in **bark peeling** or **trunk damage**.

- Deer eat foliage, twigs, fruits, and nuts. While they favor soft **new growth**, they will consume any available plant, including those typically considered **deer resistant**.

Different types of deer protection

- Vinyl or mesh tree guards
 - Chicken wire
- Sprayed applications; small scale option
 - Granular applications
- Heavy duty metal tree guards



Big Plant is excited to be attending...



Greenfield's 2025
Nature and Forestry Festival

Look for Big Plant @



**Jackson Park
Farmers Market**

Stormwater infiltration



One tree at a time



Appendix J. Clean Rivers, Clean Lake Conference Agenda



3 simultaneous breakout sessions will be offered throughout the day:

"A" sessions will be in the **Pavilion**
 "B" sessions will be held in the **Pilot House**
 "C" sessions will be held in the **Theater Room**

8:00 AM	Registration	Breakfast served in Vendor Hall
8:35 AM	Welcome (Pavilion)	Cassandra Hoppe, Ferguson Waterworks - Geo & Stormwater Solutions, Conference Emcee John Emmerich, CEO, Discovery World
8:45 AM	Keynote Address	<i>Milwaukee: A Region Built on Water</i> - John Gurda, Milwaukee writer and historian
9:30 AM	Group Session 1	Sweet Water Organizational Updates
9:45 AM	B R E A K	
10:00 AM	Pavilion 1A:	<i>Watertown Waterways Improvement Program: A Local Water Quality Trading Program</i> - Maureen McBroom, City of Watertown and Patricia Cicero, Jefferson County
	Pilot House 1B:	<i>Preparing for the 1,000-yr Flood: 2D Modeling for the Milwaukee Metropolitan Sewerage District</i> - Eric Thompson, MSA Professional Services, Inc.
	Theater 1C:	<i>Overview of the WDNR's MS4 Best Management Practices Menu: A useful resource for MS4 Permittees / Tips and Tricks: Waterways and Wetland Permitting</i> - Lexi Montes and Kiara Caldwell, Wisconsin DNR
10:45 AM	B R E A K	
11:00 AM	Pavilion 2A:	<i>Going Beyond Flow Path Mapping / Flooding Mitigation Efforts Through Public and Private Stakeholder Collaboration / Addressing Community Stormwater Issues, From Flooding to Water Quality Improvements</i> - Anna Culcasi and Claire Randall, Hey and Associates, Inc. / Ashley Leisgang and Rick Eilertson, AECOM
	Pilot House 2B:	<i>Building the Ark: Neighborhood Stormwater Strategies for Grasslyn Manor / Making Green Infrastructure Fun and Functional - An Update to the Green and Healthy Schoolyard Redevelopment Projects</i> - Sydney VanKuren, Greenprint Partners and Steve O'Connell, Grasslyn Manor / Justin Hegarty, Reflo, Heather Dietzel, MPS and Kevin Rey, SmithGroup
	Theater 2C:	<i>Airport TMDL Study / Enhancing IDDE Inspections with Survey123 and GIS</i> - Christy M. Poniewaz and Tiffany M. Wagner, Ruekert & Mielke, Inc.
11:45 AM	L U N C H	
12:00 PM	Pavilion	<i>The Regional Chloride Impact Study for Southeastern Wisconsin</i> - Karin Hollister, Southeastern Wisconsin Regional Planning Commission
12:40 PM	Pavilion	<i>Granular or Liquid Chlorides</i> - Richard Neth, City of Glendale
1:00 PM	N E T W O R K I N G T I M E	
1:15 PM	Pavilion 3A:	<i>Why Extreme Rainfall Events Appear to Happen Much More Often than Expected</i> - William Gonwa, MSOE
	Pilot House 3B:	<i>Seeing GI Benefits at the Meter</i> - Monica Vincent, Mead & Hunt
	Theater 3C:	<i>Covering Ground: Investigation of Cover Crops for Soil Health in the Great Lakes Region / Potential of Dissolved Phosphorus Delivery to Surface Water from Dead Vegetation vs Live, Green Vegetation</i> - Dennis Busch, Water Resources Monitoring Group, LLC / Steve Hoffman, InDepth Agronomy
2:00 PM	B R E A K	
2:15 PM	Pavilion 4A:	<i>Reforestation & Wetland Restoration - A strategy for stormwater management</i> - Jamie Fersching, MMSD
	Pilot House 4B:	<i>Improving Efficiency for Detecting and Eliminating Illicit Discharge in Stormwater Using DNA-based Methodology in Wisconsin Communities</i> - Melissa Schussman, University of Wisconsin - Milwaukee
	Theater 4C:	<i>Green Infrastructure at Scale: How small municipalities can achieve big results through a community-based partnership</i> - Mark O'Leary and Peter Zanghi, CIS
3:00 PM	B R E A K	
3:15 PM	Group Session 2 (Pilot House)	Closing Panel Kevin Shafer, Nancy Frank, and Peter Wood Award Ceremony <i>The Legacy Award, 20 years of Impact in Southeastern Wisconsin</i> Closing Remarks Jake Fincher, Executive Director of Sweet Water
4:30 PM	Pilot House	H A P P Y H O U R <i>Please join us for refreshments, appetizers, and networking in the Pilot House, generously sponsored by Molson Coors!</i>

Appendix K. Ozaukee County Rain Barrel Workshop

Ozaukee County Rain Barrel Workshop Metrics Report

Date: August 20th, 2025

Time: 6:30 PM - 7:30 PM

Location: Inventors Brewpub, Edison Hall, Port Washington, WI

Event Summary

Ozaukee County partnered with Southeastern Wisconsin Watersheds Trust, Inc. (Sweet Water) to host a rain barrel workshop for county residents. Ozaukee County shared an Ozaukee Farm Demonstration Network video along with an informational presentation. Sweet Water gave a presentation on the importance of rain barrels in preventing stormwater pollution, rain barrel installation, and maintenance. The first 30 individuals to register for the event received a free *EarthMinded* brand 50 gallon rain barrel and installation kit. Only one rain barrel was available to each household, but multiple people from a household could attend the event. Representatives from the Ozaukee Treasures Network, Lake Michigan Bird Observatory, and the Ula Creek Watershed were present. A total of 38 people attended the workshop.

Amount of Rain Barrels Distributed: 30

Total Attendees: 38

Municipalities Present:

- Port Washington
- Belgium
- Cedarburg
- Mequon
- Thiensville
- Grafton
- Fredonia

Educational Topics Covered:

- General Stormwater Education
- Residential Infiltration
- Agriculture
- Green Infrastructure
- Pet Waste Management
- Salt Usage/Snow and Ice Control
- Stream and Shoreline Management

OZAUKEE COUNTY RAIN BARREL WORKSHOP

MAINTENANCE

Follow these seasonal maintenance steps to care for your rain barrel:

SPRING

- Rinse out any debris
- Reconnect the rain barrel
- Check that the seals on the spigot and fasteners are tight

SUMMER

- Check the diverter routinely for leaves and clogs
- Empty the rain barrel within a week of rainfall

FALL

- Drain the rain barrel and disconnect from the downspout
- Insert winterization cap
- Store the rain barrel inside, or if outside, turned upside down

WINTER

- The rain barrel remains empty and disconnected from the downspout
- The rain barrel is stored inside, or if outside, turned upside down

Rain barrels can last for over 15 years if properly maintained

WORKSHOP NOTES



OZAUKEE COUNTY RAIN BARREL WORKSHOP

FAQs

Can I use more than one barrel?

Yes, rain barrels can be connected in a 'daisy chain' fashion, but they will need to be adapted for this purpose.

Can I paint my rain barrel?

Yes, you can paint your rain barrel. Sand the rain barrel first and we recommend using a paint suited for outdoor use. Once your rain barrel is painted, you will no longer be able to recycle it.

How long do rain barrels typically last?

The parts of your rain barrel (spigot, rubber stoppers, diverter), when taken care of, may last up to 15 years before they need to be replaced. The rain barrel itself, with proper maintenance and winterization, can last 15+ years.

What can I do if my rain barrel cracks?

Although your rain barrel can no longer hold water, you may be able to repurpose it as a compost bin or outdoor garbage can. *EarthMinded* rain barrels are made of 85% recycled content and are safe to use with compost intended for fruit and vegetable gardens.

Will mosquitoes breed in my rain barrel?

When properly set up, your rain barrel is a closed system and mosquitoes will not be able to enter it and breed. Ensure that the lid is properly installed and there are no gaps at the spigot, tube, or downspout holes.



Ozaukee County

Rain Barrel Workshop

August 20th, 6:30 - 7:30 PM

**Inventors Brewpub, Edison Hall
305 E Washington St,
Port Washington, WI**

**To register, scan QR code or visit
[swwtwater.org/ozaukee-rain-barrel-workshop](https://www.swwtwater.org/ozaukee-rain-barrel-workshop)**



***Must reside in Ozaukee County. Must be 18 years old to register. Must pre-register.
Limit one rain barrel per household, while supplies last.**