



Root-Pike Watershed Initiative Network



2012 Annual Report

The journey from stream to lake begins in our backyards and farms.

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Luan Wells
James Wilber & Sea Daniel
Sarah Wright

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Nancy A. Carlson
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Joseph Heck
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Isabel C. Rossey
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Sandy Villarreal
Jay & Melissa Warner
Thomas & Rae Wood

In-Kind

UW-Cooperative Extension
Susan & Jerry Greenfield

Root-Pike Watershed Initiative Network

Letter from our Board President & Executive Director

Like streams that come together to form a powerful river, Root-Pike Watershed Initiative Network worked with many new partners in 2012 which created tremendous force and energy. We have always been an organization that believes in the wisdom of working collaboratively—we are, after all, a network of initiatives—but this year was very exciting and markedly different.

We collaborated with Sweet Water (S.E. Wisconsin Watersheds Trust), the River Alliance of Wisconsin, the University of Wisconsin-Cooperative Extension and Hawthorn Hollow Nature Sanctuary & Arboretum to engage community stakeholders in the Root River and Pike River Watershed Restoration Planning processes. We also partnered with Sweet Water to launch a multi-year, *Respect Our Waters* media and outreach campaign on behalf of twenty-eight regional municipalities and the University of Wisconsin-Parkside. The campaign reached over a million homeowners, delivering our messages about what actions they can take to protect our watershed from stormwater pollution. Partnering with other environmental organizations generated more interest in our *Green Yards Cleaner Waters* program and also attracted a larger number of applications for our *Watershed-based Grant Program*.

Together, we are making real progress toward protecting, sustaining, and restoring the Root-Pike watershed and its ecosystem. We thank everyone who partnered with and contributed to Root-Pike WIN for we could not have done it alone. We are particularly grateful to past president Roger Chernik who contributed greatly to our 2012 accomplishments featured in this report.

We hope that you will consider partnering with us in 2013.

With Appreciation,

Bill Sasse, President
Board of Directors

Susan Greenfield
Executive Director



Watershed-based Grant Program

Protecting our waters by supporting watershed projects

The 2012 grant awards were made possible by generous contributions from individual donors and the following organizations:

- Greater Milwaukee Foundation's Fund for Lake Michigan
- E.C. Styberg Foundation
- Ruud Lighting
- Racine Community Foundation
- Case New Holland
- Eric Schumann Fund
- Mike and Lynda Mucha Foundation

Root-Pike WIN's *Watershed-based Grant Program* funded eight projects totaling \$48,174 in the 2012 fiscal year. Since 2001 we have awarded \$455,497 to other nonprofits for a wide range of projects that meet our mission to protect, restore and sustain the ecosystem of the Root-Pike Watershed. We are grateful for the generous support of the program's sponsors who make this program possible.



Top: The Town of Somers received a \$7,350 grant to fund a wetland delineation, survey and stewardship plan in preparation for the restoration of a degraded wetland in Neumiller Woods near the Pike River.

Left: Students from Racine Unified School District participating in the *We All Live On the Water* program. This program received \$5,720 in grant funds and educated 1,400 fourth-grade and 700 seventh-grade students about our watershed, water quality testing and how their individual actions impact the Root River and Lake Michigan.

Watershed-based Grant Program

Funding community-based solutions to improve water quality



Prairie before



Prairie after

The Hawthorn Hollow Nature Sanctuary and Arboretum received \$9,000 to restore a prairie remnant on the Pike River in the Town of Somers. The project included the removal of trees and shrubs and the establishment of fire breaks for the purpose of controlled burnings. The restored prairie will capture and infiltrate rainwater and snow-ice melt, replenishing the groundwater and adding base flow to the river.

Watershed-based Grant Resource Group

Lori Artiomow
Joan Bennett
Christine Blaine
Todd Brennan
Jack Broughton
Roger Chernik
Bob Eaton
Rick Fox

Dave Giordano
Mike Hahn
Craig Helker
Julie Kinzelman
Jamie Lambert
Mike Luba
Letitia Malkmus
Wendy McCalvy

Chris Meier
Jim Mueller
Heather Patti
Muffy Petrick
Rachel Sabre
Bill Sasse
John Scripp
Rob Smage

Jeff Stelzer
Barry Thomas
Dan Treloar
Aaron Volkening
Steve Wikner
Melissa Warner
Sarah Wright
Andy Yencha

We extend our gratitude to members of our Resource Group for volunteering their time and sharing their expertise to review grant applications, meet with applicants and select projects for funding.

Southeast Wisconsin Clean Water Network

Partnering to improve our streams, rivers and lakes

PARTNERING MUNICIPALITIES

Kenosha County
City of Franklin
City of Kenosha
City of New Berlin
City of Oak Creek
City of Racine
Village of Bristol
Village of Caledonia
Village of Greendale
Village of Hales Corners
Village of Mt. Pleasant
Village of Pleasant Prairie
Village of Silver Lake
Village of Sturtevant
Village of Wind Point
Town of Salem
Town of Somers
University of Wisconsin-Parkside



Brownie Troop members proudly show off their newly planted rain garden at Ebenezer Child Care Center, Oak Creek.

The Southeast Wisconsin Clean Water Network is a partnership of seventeen municipalities, the University of Wisconsin-Parkside and Root-Pike Watershed Initiative Network. Together, they implement a public education and information program that increases the public's awareness of storm water pollution impacts and encourages adoption of yard care practices that can reduce runoff pollution. By joining together with Root-Pike WIN, the municipalities save money while fulfilling the "information and education" requirement of their stormwater permits issued by Wisconsin Department of Natural Resources under requirements of the Clean Water Act.

The successful collaboration has also facilitated the acquisition of additional sources of funding, most notably a \$80,000 grant from the Wisconsin Department of Natural Resources to launch a two-year mass media campaign. Root-Pike Watershed Initiative Network has been providing the public information programming for the Clean Water Network since 2008.

Respect Our Waters Marketing Campaign

“Clean water is all about proper training,” says Sparkles the Water Spaniel

Beginning in the spring of 2012, Root-Pike WIN and Sweet Water (Southeast Wisconsin Watersheds Trust) united to launch *Respect Our Waters*, a multi-year marketing campaign to educate area residents on the actions they can take to help improve the quality of area waters on behalf of the Southeast Wisconsin Clean Water Network and eleven other Milwaukee area municipalities not in the network but supporting the media campaign.

As part of the campaign, four humorous television spots were developed featuring *Sparkles*, the sassy water spaniel, who “trained” viewers about actions that can take to reduce storm water pollution. The spots aired over a twelve week period in our broadcast area and more than 1.3 million adult viewers were exposed to at least one spot. News articles, press releases, and radio interviews were also part of the media mix and contributed greatly to the first year’s success.



Root-Pike WIN and Sweet Water staff and volunteers also participated in over 30 community events throughout southeastern Wisconsin to educate residents one-on-one. During those events they distributed pet waste bags, *Sparkles* buttons, Milorganite and rain barrels.



Top Right: Cathy Schwalbach, Civil Engineer (L) and Nicole Hewitt, PE, Stormwater/Water Resources with the City of New Berlin volunteer at a community event (R).

Bottom Right: Harley Dell, Rain Garden Committee Advisor and Sue Winnen, Civil Engineer Environmental for the City of Oak Creek, talk to a homeowner at the *Respect Our Waters* booth.

Greener Yards Cleaner Waters

Taking actions in our yards to improve our precious waters



In the 2012 fiscal year the *Greener Yards Cleaner Waters* program, formerly known as the *Rain Garden Initiative*, provided education and inspiration to 144 homeowners about actions they can take in their yards to reduce runoff pollution. We offered six free *Greener Yards, Cleaner Waters* workshops with our partner, the University of Wisconsin Cooperative Extension. Each workshop featured a presentation on the causes of polluted stormwater runoff and the many actions people could take to reduce the impact, including building rain gardens, installing rain barrels, composting yard waste, landscaping with native trees, shrubs and plants, picking up pet waste, and more. Some workshops included a tour of nearby rain gardens.



Thanks to the Argosy Foundation, we were able to distribute over 200 free oak tree saplings at our workshops and community events. Monthly issues of *Our Greener Yards Cleaner Waters* electronic newsletter reached over 900 households with articles, links to resources and educational videos on a variety of yard care topics.

Top: Angela Baldocchi, Root-Pike WIN's Program Coordinator explaining the rain garden program at Gateway Technical College's Earth Day Fair.

Bottom: Composting workshop held at the UW-Cooperative Extension's Demonstration Garden in Racine.

Rain Garden Grant Program

SC Johnson Fund, SE Wisconsin Clean Water Network, Freshwater Future

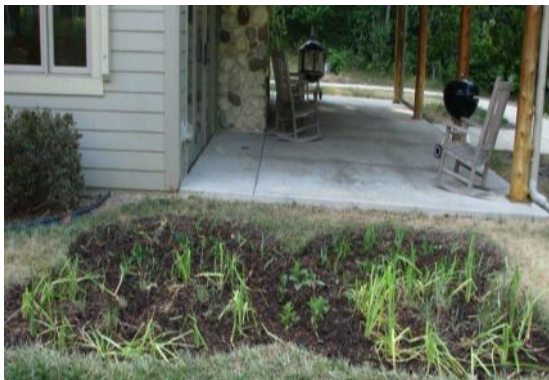
Rain Garden Advisory Committee

Harley Dell
Tom La Duke
Barbara Larson
Patti Nagai
Cathy Schwalbach
Meryl Strichartz
Sue Suchy
Larry Wheeler
Rose Woodruff
Andy Yench

Our rain garden grant program celebrated its fifth anniversary in 2012. In the five years, we have funded 103 public and homeowner rain gardens. Of them, 97 gardens remain functional and are holding back and infiltrating 872,240 gallons of rain water and snow-ice melt per year—a 95% success rate! We credit our educational focus, one-one-one assistance, annual site monitoring and committed participants for the outcomes.



Somers Town Hall rain garden.



Butterfly rain garden at Trefoil Oaks Girl Scout Camp.

This year our program funded eleven rain gardens totaling 3,047 square feet, which are projected to infiltrate 117,880 gallons of rain water and snow-ice melt annually. We are particularly proud of the Town of Somers and the Village of Bristol, both of whom converted parking lot asphalt into rain gardens, greatly increasing infiltration and reducing runoff. The high visibility of these gardens will help educate their citizens about the importance of rain gardens.



In 2012 the Girl Scouts of the USA established a rain garden badge as part of its 100th Anniversary

Take Action Project, Girls Scouts Forever Green. Root-Pike WIN funded two rain gardens sponsored by Girl Scout/Brownie troops.

Watershed Restoration Planning

Planning for a healthier Root-Pike watershed



Root River—Phase I Community Engagement & Phase II Plan Development

Root-Pike Watershed Initiative Network and Sweet Water (S.E. Wisconsin Watersheds Trust) with assistance from the River Alliance of Wisconsin and UW-Cooperative Extension successfully engaged the community and completed the first phase of the planning process in 2012. Over a hundred citizens, public officials, business persons, and non-profit leaders participated in meetings and surveys to identify and select priorities for the plan. Toward the end of the fiscal year, planning entered the second phase, the development of the written plan. The written plan will be completed in November 2013.



Pike River—Phase I Community Engagement

The Pike River Watershed Restoration Planning project being led by Root-Pike WIN, UW-Cooperative Extension and the Hawthorn Hollow Nature Sanctuary and Arboretum also completed their first phase of planning. In Phase I, the focus was on engaging people from all walks of life through a series of meetings and online surveys culminating in a visioning session, where participants selected priority areas for the plan. The interest and involvement of the community stakeholders was tremendous with over 150 people attending the meetings and contributing to the vision. The written plan will be completed in June 2013.

Top: Mary Wade, Erin Scharping and Kelli Britson (L-R) at the 2nd Annual Root River Paddle, a community event led by Root-Pike WIN and Root River Council.

Bottom: Pike River in Neumiller Woods in the Town of Somers.

Financials

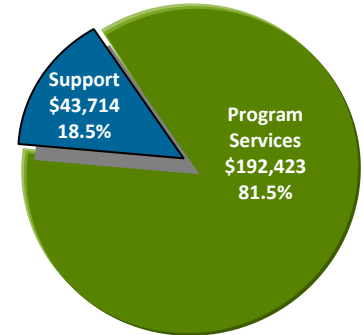
July 1, 2011 through June 30, 2012

Statement of Financial Position as of June 30, 2012 (Audited)

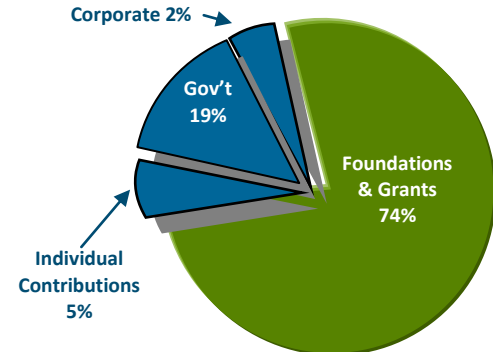
Assets	
Total Checking/Saving	\$133,649
Total Accounts Receivable	\$7,115
Other Current Assets	\$1,149
Total Current Assets	\$141,913
Total Fixed Assets	\$784
Total Assets	\$142,697
Liabilities & Equity	
Accounts Payable	\$32,686
Accrued Expenses	\$3,553
Total Current Liabilities	\$36,239
Net assets:	
Unrestricted	\$(25,117)
Temporarily restricted	\$131,575
Total net assets	\$106,458
Total liabilities and net assets	\$142,697

Statement of Financial Income and Expense (Audited)

Income	
Individual Contributions	\$9,591
Foundation/Grants	\$154,838
Corporate	\$3,871
Government Grants	\$39,327
Interest/Savings	\$148
Special Events	\$542
Total Income	\$208,317
Expense	
Salary & Payroll	\$59,714
Grants & Contracts Expenses	\$137,131
Other Personnel Expenses	\$12,880
Non-Personnel Expenses	\$16,386
Occupancy	\$2,443
Travel & Meetings	\$1,471
Depreciation, Amortization	\$1,093
Miscellaneous (Insurance, Membership)	\$4,955
Business Expense	\$64
Total Expense	\$236,137
Net Ordinary Income	\$(27,820)



Expense Distribution



Income Distribution

Mission

Connecting people to protect, restore and sustain the Root-Pike River watershed ecosystem.

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Todd Brennan, Member

Bob Eaton, Member

Gary Fahl, Member

Ken Hall, Member

Jim Mueller, Member

Sarah Wright, Member

Staff

Susan Greenfield, Executive Director

Angela Baldocchi, Program Coordinator

Meryl Strichartz, Communications Coordinator

Drew Ballantyne, Program Assistant & Restoration Technician



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