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TO: WDOT, District 1—Wendy Braun
WDNR—Eric Rortvedt, **Kim McCutcheon** (South Central Region)
University of Wisconsin—**Marisa Trapp, Matt Collins**
Dane County Land Conservation—Kevin Connors, **Jeremy Balousek, Christal Campbell**
Dane County Office of Lakes and Watersheds—**Sue Jones**
Dane County Capital Area Regional Planning Commission—Mike Kakuska
MMSD—Dave Taylor, **Kathy Lake**
City of Fitchburg—Cory Horton, **Rick Eilertson**, Felipe Avila
City of Madison—Rob Phillips, Mike Dailey, **Greg Fries, Lauren Striegl, Phil Gaebler**
City of Middleton—Rich Weihert, **Gary Huth**
City of Monona—Daniel Stephany, Shannon Haydin
City of Stoughton—Rodney Scheel
City of Sun Prairie—Daryl Severson, **Tom Veith**
City of Verona—Ron Rieder, Martin Cieslik
Town of Blooming Grove—Mike Wolf, Tony Reigstad
Town of Burke—Brenda Ayers
Town of Madison—Renee Schwass
Town of Middleton—David Shaw
Town of Westport—Tom Wilson
Town of Windsor—**Kevin Richardson**
Village of Cottage Grove — Matt Giese
Village of DeForest—Deane Baker
Village of Maple Bluff—Tom Schroeder
Village of McFarland—Allan Coville, Jim Hessling, Eric Rindfleisch
Village of Shorewood Hills—Karl Frantz
Village of Waunakee—Kevin Even
AECOM—**Theran Jacobson**, Carla Fischer (*Verona, Burke*)
Brown and Caldwell—**Mike Wegner**
Clean Lakes Alliance—James Tye, Paul Dearlove
Mead & Hunt, Inc.—**Anne Anderson**, Tim Astfalk, Levi Ney (*Blooming Grove*)
MSA Professional Services, Inc. – Eric Thompson, Erik Sorenson, Amber Converse
Nahn & Associates—**Chuck Nahn** (*Town of Madison, Maple Bluff*)
Strand Associates, Inc.—**Jon Lindert** (*UW-Madison, Westport, Waunakee*)
Town & Country Engineering, Inc.—Brian Berquist, John Jenkins, **Tom TeBeest** (*Shorewood Hills, McFarland*)
Vierbicher Associates, Inc.—**Sarah Church, Neil Pfaff** (*Monona, Town of Middleton, DeForest*)

RE: Madison Area Municipal Storm Water Partnership Meeting Agenda

DATE: August 13, 2015

TIME: 2:00 PM

LOCATION: 1600 Emil St – Training Room

MINUTES

1. Adaptive Management Update (Taylor – MMSD)

Kathy Lake (MMSD) presented an update on Adaptive Management (AM). She first reminded the group that the next Yahara WINS Strategic Planning Workgroup meeting will occur on September 10, 2015. Topics to be covered include the pilot-scale project (Yahara WINS), a full-scale AM project, and the draft Inter-Governmental Agreement (IGA). Kathy said that Dave Taylor sent the IGA to MAMSWaP members approximately two weeks ago with a request for comments by

August 14, 2015. As of August 13, Dave had received very few comments; Kathy reminded the MAMSWaP group to please forward comments to Dave as soon as possible.

Gary Huth (Middleton) asked Kathy whether a draft AM plan had been completed, and if MAMSWaP members would get to look at it soon. Kathy said that the plan was on its fourth reorganization, and should be streamlined and available for review and comments in the next six weeks. Kathy confirmed that a draft plan would include such information as required loads for municipalities, estimated costs, etc. Anne Anderson (Mead & Hunt) asked whether MMSD needed comments from municipalities at this time in order to complete the draft plan; Kathy said that comments will be requested when the plan is sent out.

Kathy told the group that, as previously discussed, MMSD would like municipalities' tentative commitments to a full-scale AM plan by mid-2016.

Finally, Kathy told MAMSWaP members present that Todd Stuntebeck (USGS), who monitors water quality in the Yahara WINS project area, would be willing to discuss preliminary water quality findings at the September strategic planning meeting; alternately, he could wait until December and present findings from the entire year. MAMSWaP members favored waiting until December to get full results.

2. MMSD Sewer Use Ordinance Revision and Pollution Prevention Initiatives (Taylor – MMSD)

Kathy told MAMSWaP that MMSD has updated its sewer use ordinance, and that the updates have been adopted by the Commission. Changes to stormwater management included in the revision focus primarily on chlorides. MMSD will now be requesting road salt use figures, as well chloride measurements at drinking water wells, annually from municipal customers. Gary Huth pointed out that, as part of the conditions of the MAMSWaP permit, member municipalities already gather that information annually, but report it biennially. Kathy said that MMSD would be open to reviewing its requirements for reporting to match with MAMSWaP's requirements.

Kathy updated the group on MMSD-supported road salt reduction efforts. She mentioned that road salt applicator training, which was successfully offered in the fall of 2014, will be offered again in October of 2015 (see MAMSWaP I&E Update – August 13, 2015, attached). Additionally, Kathy mentioned a future partnership with Dane County of monitor the effects of adjusting road salt use at a pilot scale.

Chuck Nahn said that the typical public perception is that decreasing road salt use leads to decreased safety. He asked if there were any effective ways to counter that assumption. Kathy said that recent news has shown that when applicators document the amount of salt that they use, they tend to protect themselves from legal repercussions more effectively than those who don't. She said that the goal of this educational effort is to teach applicators to apply the right amount of salt for various conditions. Chuck asked who should attend the trainings; Kathy responded that they are tailored to applicators and supervisors.

3. Information and Education Update (Campbell – Dane County)

Christal Campbell, the new MAMSWaP Stormwater Education Coordinator, discussed her background and various I&E items. Topics covered are laid out in the MAMSWaP I&E Update – August 13, 2015, attached. Some additional topics covered at the meeting are outlined below.

Various MAMSWaP members asked about the setup of the winter maintenance/road salt application workshops. Kathy and Christal said that the workshops usually focus on topics applicable to roadways and parking lot/sidewalk applicators. The roadway workshop will occur on October 14, 2015, and the parking lots/sidewalks workshop will occur on October 15, 2015. Kathy reminded the group to make sure that training notifications got to the correct recipients, including plow drivers, school district representatives, and those that apply to private lots and pedestrian walkways. Sue Jones mentioned that it would be helpful to make a push to generate interest from elected officials.

Chuck asked if case study reports were available for communities in Wisconsin that have prioritized efficient salt use. He particularly requested information of cost savings from making better use of road salt. Rick Eilertson (Fitchburg) stated that Beloit has successfully implemented

such a program, and that a representative of Beloit has spoken at past trainings and proven a very effective speaker. Kathy and Christal both requested any case study information that MAMSWaP members may have or know about.

The group discussed whether to allow consultants to take advantage of the MAMSWaP discount for the NASECA erosion control workshop, or to limit the discount to municipalities. Those present at the meeting agreed to offer the discount to consultants.

The group engaged in a thorough discussion of the future MAMSWaP rebranding effort. Chuck mentioned that, although his neighborhood participates in the "Love your lakes, don't leaf them" campaign, he notices many residents still engaging in poor leaf collection practices. Gary Huth remarked that the old yard signs have become so commonplace that they are easy to miss. Christal agreed and said that she hopes to engage in a "rebranding" effort for MAMSWaP over the next year. She plans to focus the effort on social marketing principles with the help of Bret Shaw, and UW Social Marketing professor. Bret will be meeting with I&E Committee on September 30, 2015 from 10:30-12:30. The meeting will take place at the Land and Water Resources Building, 5201 Fen Oak Dr. Rm A/B, Madison, WI 53718. More details of that meeting will be sent out by Christal as they become available.

4. Announcements

Jeremy Balousek (Dane County) reminded MAMSWaP that the Dane County ordinances have been updated to incorporate NOAA Atlas 14 precipitation frequency estimates, as well as peak flow control of the 100-year event. Additionally, the county is moving towards implementation of the new USLE spreadsheet for erosion control; however, this has not been made law, and Dane County continues to accept the old or the new USLE spreadsheet. These changes were discussed at the February 2015 and May 2015 MAMSWaP meetings and are described in further detail in those minutes.

Madison Area Municipal Stormwater Partnership (MAMSWaP) – I&E Update- August 13, 2015

Respectfully submitted by Christal Campbell, MAMSWaP Stormwater Education Coordinator-Dane County Water Resource Engineering Division, 608-224-3746, Campbell.christal@countyofdane.com.

CONSULTANTS AND MUNICIPAL REPRESENTATIVES: *Please make this report available to your municipalities.*

MAMSWaP I&E Staffing Transition

Christal Campbell started as the new MAMSWaP Stormwater Education Coordinator (50%) on June 1st, 2015. She spent much of June and July learning about The Partnership and past educational efforts, reviewing the Group Stormwater Discharge Permit, I&E Plans, survey data and various watershed reports to familiarize herself with stormwater issues and solutions in and around Dane Co. In addition, she met individually with several MAMSWaP partners and sent out a survey to the larger MAMSWaP group to get sense for which outreach efforts they feel are working and identify potential audiences or new initiatives we may want to consider in the future. Visit <https://www.surveymonkey.com/results/SM-MQD7TLQY/> for a summary of the MAMSWaP Ed. Efforts Survey results.

MAMSWaP Quarterly I&E Meeting

The MAMSWaP I&E Committee met on July 21st, 2015 at the Dane Co. Land and Water Resources Office. Updates on main topics/decisions made at the meeting are included below. Please contact an I&E Committee member or Christal Campbell Campbell.christal@countyofdane.com/(608)224-3746 for further details including the complete meeting minutes and attachments.

MAMSWaP Budget

Invoices to all MAMSWaP municipalities were issued in March 2015. As of August 2015 Dane County received payments from each of the MAMSWaP municipalities.

Communications

My Fair Lakes Facebook page-As of mid-July administrative rights for the Facebook page were transferred to Christal Campbell. Please contact Christal Campbell with any articles or events you may have coming up in your area so we can share and promote.

My Fair Lakes email box/web site- Christal now has access to the info@myfairlakes.com email box and is starting to respond to emails as they come in. We are still working on transferring admin rights to maintain the My Fair Lakes website to Christal and realize many updates are needed.

Articles- The Dane County Water Resource Engineering Division recently published their 2015 Erosion Control and Stormwater Management Newsletter- <https://lwr.d.countyofdane.com/wred/wred/documents/Newsletters/WRE%20Newsletter%2015.pdf> which included a short article on the upcoming MAMSWaP Winter Maintenance Workshop. Template articles for municipalities will be developed and shared starting this fall (leaf management, salt use, etc.)

Trainings

Winter Maintenance Workshop- MAMSWaP is partnering with MMSD and Madison Water Utility to hold a two-day Winter Maintenance Workshop at the Lussier Heritage Center on October 14-15th, 2015. The training will include: information on the impacts of excessive road salt to area waters, guidance on how to determine the right amount of salt to use and best management practices to keep area roadways, parking lots, and sidewalks safe. The training will be open to all, but priority will be given to MAMSWaP members through a pre-registration process. MAMSWaP members will also receive a discount. More information will be available in late August at www.myfairlakes.com. Please contact Christal Campbell with questions.

NASECA Erosion Control Site Inspector/Installer Training- MAMSWaP is partnering with NASECA to offer this training to MAMSWaP members at a \$100 discount. The training will be held in Waukesha on November 30th and December 1st, 2015. For more information visit <http://www.nasecawi.org/erosion-control-inspector-training/>.

Love Your Lakes, Don't Leaf Them Campaign- MAMSWaP will continue to promote effective leaf management practices through the Love Your Lakes, Don't Leaf Them Campaign this fall. A request for a materials inventory and participation was sent out in July and results indicate a need for additional coasters and yard signs. The 2015 Campaign will include: yard signs, coasters, template articles, flyers, and both web and print advertisements. Christal will email MAMSWaP partners when materials are available for in late Sept/early Oct. More information will be available at http://www.myfairlakes.com/fall_campaign.aspx .

WISaltWise Campaign

MAMSWaP is a partner with Madison Metropolitan Sewerage District (MMSD), Dane County, City of Madison, Dane County Lakes and Watersheds, Madison Water Utility, Public Health Madison – Dane County, and UW-Madison in an outreach campaign encouraging chloride use reduction. Target audiences for this campaign are winter maintenance professionals, homeowners, public works and emergency services, motorists, and civic leaders. The campaign website (<https://wisaltwise.com>) and information flyers for each audience are complete. The multi-agency group will meet this fall to plan a coordinated rollout of the campaign later this year.

My Fair Lakes Rebranding Effort

Survey results and interviews with I&E Committee members reveal mixed feelings on the effectiveness of the My Fair Lakes brand by partners. In light of these results and the fact that the My Fair Lakes brand was developed more than 10 years ago the I&E Committee agreed to move ahead with rebranding effort. The Committee will be meeting with Bret Shaw, a UW Social Marketing Professor, to discuss next steps on how best to incorporate research-based social marketing principles into future branding/messaging efforts this fall. We will also be working with Bret on a review of existing stormwater campaigns and peer-reviewed research to learn from other successful programs and avoid duplication of efforts.

Upcoming Events

Farm Tech Days- Dane Co. Watershed Network/MAMSWaP Booth August 25-27th in Sun Prairie. The Carry Creek model and Enviroscape will be on display. If you are able to take a shift, please [sign-up to volunteer here- https://docs.google.com/spreadsheets/d/1-E2QYrhrFfrT2RXV_vV01puwImv9ZrPNcSzHfnLOM0Q/edit?pli=1#gid=1575905630](https://docs.google.com/spreadsheets/d/1-E2QYrhrFfrT2RXV_vV01puwImv9ZrPNcSzHfnLOM0Q/edit?pli=1#gid=1575905630)

NASECA-WI Rice Lake Field Event-September 24, 2015

MAMSWaP Winter Maintenance Workshop- Oct. 14th and 15th at the Lussier Heritage Center in Madison

NASECA-WI Construction Site Erosion Control and Stormwater Permit Compliance Training-November 30-December 1, 2015 in Waukesha, WI

Reminders

- Please be sure you have links to myfairlakes.com from your websites.
- Follow myfairlakes.com on Facebook! “Like” and “share” posts to help spread the word.
