RE: MINUTES for the Madison Area Municipal Storm Water Partnership Meeting

DATE: November 6, 2013
TIME: 1:00 PM
LOCATION: Lyman F. Anderson Agriculture and Conservation Center, 5201 Fen Oak Dr, Madison

1. MMSD update on Adaptive Management Pilot

Kathy Lake, MMSD, handed out the first newsletter (attached) for Yahara WINs (Watershed Improvement Network), and gave a quick update on the progress of the pilot project. MMSD staff recently met with DNR (Ken Johnson, Russ Rassmussen, Lloyd Eagen, and Amanda Minks) to discuss YaharaWINs. The areas of agreement include:

- The Yahara Watershed adaptive management pilot project will be designed to achieve the...
reductions in TP and TSS needed to comply with the Rock River TMDL.

- Targeting will be required in adaptive management to address impaired segments (TP and/or TSS)
- Practices that address TP will also reduce TSS
- We will need to show the accounting for both TP and TSS
- If necessary based on the accounting, we may need to put some additional practices in place to address TSS if the load reduction accomplished through meeting the TP reduction requirements does not fully satisfy the TSS reduction requirements.
- By structuring our program as noted above, each participating permittee will meet their regulatory requirements obligations for TP and TSS under the Rock River TMDL.

Kathy also noted that even though the date to comply with the 40% TSS reduction has been set aside, municipalities that achieved a TSS reduction of at least 20% need to maintain all of the BMPs that were in place on or before 7/1/2011, to the maximum extent practicable (no backsliding).

2. Dane County Water Quality Plan Surface Water Quality Conditions Report – Appendix B (draft)

Mike Kakuska, CARPC, provided an overview of the information contained in the recently updated Surface Water Conditions Report, which has been distributed for public review and comment. The report is Technical Appendix B of the Dane County Water Quality Plan, which is the area wide water quality management plan for Dane County directed by Wis. Adm. Code NR 121 and the Federal Clean Water Act. The plan provides policy framework and guidance for federal, state, and local resource protection programs in the region. Mike’s presentation emphasized more recent strategies and efforts directed to runoff volume controls, biological indicators, tiered monitoring, and adaptive management, along with detailed information for individual water bodies. The report is written for the general public and local elected officials to help illustrate how these complex aquatic systems work and what are the leverage points and relative costs of different strategies to protect and possibly improve these critical resources.

CARPC will be taking public comments until December 15 with a public hearing tentatively scheduled for January 10. Please visit their website or contact Mike for more information http://www.capitalarearpc.org/

3. CARPC/Fitchburg Stormwater Reports for Tools to Meet 100% Stay-On Infiltration Requirements

A development in Fitchburg will be designed to meet 100% stay-on infiltration; a design charrette shall be held by the City to provide input. Contact Rick Eilertson, City of Fitchburg, for more information.

4. Developed Urban Area 40% TSS Standard Assessment of Compliance - MAMSWaP Permit sections (C)(6)(i) and E(2)

The MAMSWaP permit has a requirement to submit an assessment of compliance with the 40% Developed Urban Area Standard of s. NR 151.13, Wis. Adm. Code, and a requirement to meet this standard by March 10, 2011. However, a Wisconsin Statutory directive was made under 2011 Wisconsin Act 32, which prohibits the DNR from enforcing the 40% development urban area standard by any certain date. There would need to be a statutory change in order for DNR to be able to enforce this standard. Eric believes that this statutory directive takes precedence over the MAMSWaP permit condition to meet this requirement. Eric consulted with Jim Bertolacini and they believe that not only is the 40% developed urban area standard not enforceable but the associated development urban area assessment is also then not required. Eric needs to get DNR legal concurrence on this issue and hopes to provide a written decision later this month.

2011 Wisconsin Act 32 does not impact the 20% developed urban area standard. Additionally, Wisconsin Act 32 requires that MS4 permitted municipalities maintain best management practices that were implemented on or before July 1, 2011.
The MAMSWaP Permit also has a 3 year compliance timeline to submit a plan to meet applicable TMDL wasteload allocation (section A(13)(e)) . Eric will check to determine whether this should remain in effect given the Urban Storm Water Implementation Team’s work on MS4 implementation.

5. Reminder - biannual report due March 2013 (map updates due end of January)
Genesis will contact the mapping contacts for each municipality.

6. I&E Update
attached
The purpose of the Yahara WINs pilot project is to test the innovative and collaborative **watershed adaptive management** approach to cost-effectively meet regulatory requirements for phosphorus while improving water quality in our rivers, streams and lakes.

### Phosphorus Reducing Practices Continue To Be Installed

- **Cover Crop Program**: Dane County, Yahara Pride and Clean Lakes Alliance partnered to plant 800-acres of cover crops in the Pilot Watershed intended to reduce nutrient runoff this winter.

- **Mississippi River Basin Initiative (MRBI)**: Dane County secured this $1.3 million dollar grant from USDA/NRCS to reduce nutrient runoff in the Pilot Watershed. They have already signed up $200,000 in practices.

The **Work plan to target and install phosphorus-reducing agricultural practices** is being developed in cooperation with Yahara Pride Farmers. The current **draft** includes:

- **Tier 1**: 1-time payment for Baseline Information/Planning
- **Tier 2**: Per acre payments for installing practices aimed at keeping soil and nutrients in place.
- **Tier 3**: 1-time payment for installing practices aimed at reducing nutrient loss due to large rainfall/snow melt conditions.

Starting in January, partners' contributions will start funding phosphorus-reducing practices.

### Yahara WINs Partnership Growing

Yahara WINs includes a diverse partnership focused on improving water quality and meeting permit requirements. Currently, this partnership includes:

**Point Source Dischargers**: MMSD, V. Arlington, V. Oregon, Stoughton Utilities, MG&E, C. Middleton, WDNR


**Other Signatories and Interested Parties**: Clean Lakes Alliance, Clean Wisconsin, Dane County, Sand County Foundation, USGS, Yahara Pride Farms, CARPC, DATCP, Friends of Badfish Creek, The River Alliance, USEPA, Yahara Lakes Association

### Leaf Management Study Underway

USGS, DNR, the City of Madison, Yahara WINs and the Fund for Lake Michigan are partnering on a **Leaf Management Study**. This four-year, paired basin study is looking at the benefits of various leaf management practices by monitoring in-pipe water quality as well as the quantity of material collected in specially designed end-of-pipe nets. Data generated in this study will help calibrate stormwater models to credit effective phosphorus reduction from leaf management and help inform municipalities on water quality benefits of various practices.
Partner Update

- The UW-Madison Water Resources Management Practicum started work on their year-long project to identify and stabilize transient sediments within the Pilot Watershed.
- The UW Soils Department, and partners, received notification of Conservation Innovation Grant (CIG) funds and started two projects aimed at improving SNAP PLUS and allowing us to focus resources on the most valuable phosphorus reducing practices. These projects involve winter runoff and runoff from barnyards/night pastures.
- EPA Regional 5 Administrator, Susan Hedman, has visited the Pilot Area and met to discuss and support Yahara WINs.
- The Yahara Pride Farm Board now holds a Liaison position on the Yahara WINs Executive Committee and Yahara WINs is now represented on the Yahara Pride Farm Board.

Monitoring Update

Four new USGS Gaging stations are installed in the Pilot Watershed. These are funded jointly by USGS and the Sand County Foundation. Water quality and quantity data is being generated. Links to the data can be found at:

http://www.madsewer.org/YaharaWINsHome.htm

Your help is needed!

To date, we have held two Strategic Planning Workgroup meetings and two Executive Committee meetings. Meeting notes and presentations can be found at: http://www.madsewer.org/YaharaWINSMeetings.htm. During the last Strategic Planning Workgroup meeting, we discussed what factors would be the most important considerations when partners decide whether to continue participating into a full-scale Watershed Adaptive Management Project. The most commonly noted include: cost (with and without grant funding), funding availability and the ability to meet regulatory requirements. As you look to the future, are there other items you need to understand? Please email kathyl@madsewer.org.

Please help us improve future newsletters: Was the content helpful? Was the level of detail appropriate? Does the format work for you? What could be done better? Please email comments to kathyl@madsewer.org. We appreciate your help!

To remove your name from our mailing list, please email kathyl@madsewer.org.

Questions or comments? E-mail us at kathyl@madsewer.org or call 608-222-1201, ext. 278.
E. ASSESSMENT OF CONTROLS

(1) BIENNIAL REVIEW: Each co-permittee shall conduct a biennial review and assessment of its respective storm water management program in conjunction with preparation of the biennial report required in Section F. The assessment of the effectiveness of the storm water management program required in Section C. shall report on the prior 2 calendar years for the following:

(a) A description of the public information and education efforts as required under Section C. (1) and the status of implementation of the information and education plan, including an assessment of the effectiveness of reaching targeted audiences and delivery of intended messages.

Note: Dane County will provide the information for the assessment and biennial review of the information and education plan since it has taken the lead in the implementation of the plan. However, individual copernmittees will be expected to report on their respective public information and education efforts.

(b) A description of public involvement and participation activities required under Section C. (1)(c), (d) and (e) and (2), including an assessment of the effectiveness of efforts to involve the public and the level of participation.

(c) A description of illicit discharge detection and elimination program implementation under Section C. (3) with an assessment of the effectiveness of detection and elimination of illicit discharges, prevention of the improper disposal of waste and dumping, and the handling of spills.

(d) A description of construction site pollution control program implementation under Section C. (4) with an assessment of program effectiveness in meeting the construction site performance standards of ss. NR 151.11 and 151.23, Wis. Adm. Code.

(e) A description of post-construction site storm water management program implementation under Section C. (5) with an assessment of program effectiveness in meeting the post-construction standards of ss. NR 151.12 and 151.24, Wis. Adm. Code.

(f) A description of enforcement actions taken pursuant to the programs implemented under (c), (d), and (e) above and an assessment of the effectiveness of enforcement efforts.

(g) A description of pollution prevention efforts through the implementation of the municipal operation and maintenance program under Section C. (6) with an assessment of program effectiveness.

(h) An updated determination of whether the MS4 discharges to any impaired water, in accordance with section A.(13)(a) of this permit.

(2) DEVELOPED URBAN AREA PERFORMANCE STANDARD: To the maximum extent practicable, implement storm water management practices necessary to achieve a 40% reduction in the annual average mass of total suspended solids discharging from the co-permittee's MS4 to surface waters of the state as compared to implementing no storm water management controls, by March 10, 2013. Each co-permittee shall conduct an assessment of compliance with the 40% total suspended solids reduction requirement. The assessment shall be submitted to the Department by March 31, 2011 and shall include the following:

(a) Use of WinSLAMM version 9.2 or subsequent version of WinSLAMM, P8 version 3.4 or a subsequent version of P8, or an equivalent methodology that is approved by the Department of Natural Resources.

(b) Identification of storm water management practices necessary to achieve the 40% total suspended solids reduction requirement, including locations and estimated costs of implementing the practices.

(c) Identification of storm water management practices that are or will be implemented to control the discharge of pollutants of concern to impaired water bodies as identified in Section A.(13).

(d) Proposed schedule for implementing the storm water management practices necessary to achieve the 40% total suspended solids reduction requirement.
(g) Continue to implement pollution prevention procedures for the use and application of lawn and garden fertilizers on co-permittee-controlled properties. The application of lawn and garden fertilizers on municipally controlled properties, with pervious surface over 5 acres each, shall be done in accordance with s. NR 151.13(1)(b)3., Wis. Adm. Code.

(h) Document the estimated amount of leaves collected, solids captured from street sweeping, solids removed from catch basins, and solids removed from structural controls.

(i) Continue development and implementation of policies and procedures to meet the developed urban area performance standard of s. NR 151.13(2)(b)2., Wis. Adm. Code. This section requires co-permittees to achieve, to the maximum extent practicable, a 40% reduction in total suspended solids (discharged from its MS4 to surface waters of the state as compared to no controls, by March 10, 2013).

Note: MS4 modeling guidance documents are available on the DNR web page at:
http://www.dnr.state.wi.us/runoff/stormwater/muni.htm
The Madison Area Municipal Storm Water Partnership (MAMSWaP), under the auspices of a five-year MOU through 2013, currently consists of 22 entities that have agreed to jointly implement storm water outreach to reduce negative storm water impacts. Members include cities of Fitchburg, Madison, Monona, Middleton, Stoughton, Sun Prairie and Verona; the villages of Cottage Grove, DeForest, Maple Bluff, McFarland, Shorewood Hills and Waunakee; and the towns of Burke, Blooming Grove, Dunkirk, Madison, Middleton, Westport and Windsor; Dane County and the University of Wisconsin-Madison.

The Trends in Storm Water-Related Perceptions, Knowledge and Practices Plus Implications For Education Outreach, A Study Based on 2009 and 2003 Survey Data From Selected Dane County Communities Final Report (Final Report), was conducted in 2009, and was based on the 2003 survey in order to compare responses and analyze implementation of the 2003 plan. The Final Report was then used to develop appropriate outreach activities for the 2009-2013 outreach plan. Annual work plans are also developed with this data in mind. The entire report can be found at http://dane/docs.countyofdane.com/webdocs/pdf/lwcd/lakes/storm_water_trends.pdf.

The Final Report reminds us that there are many factors contributing to changes in the public’s attitudes and behaviors associated with mitigating the negative effects of storm water runoff and that findings cannot be linked to the actions of any one person, group or program as they were not studied. However, practices associated with composting leaves and keeping leaves out of the streets increased by approximately 10% from 2003 to 2009. Further refinements to the Love Your Lakes, Don’t Leaf Them program appear to have increased participation between 2009 and 2011. While data might suggest increasing reluctance to install rain gardens, the 2009 survey showed that 64% were willing to install or wanting more information on rain gardens. Not reflected in the 2009 Final Report is that the Plant Dane! program participation has remained quite stable and workshop attendance has increased from 2009 to 2011.

Not surprisingly, survey data suggested that target audiences were not actively searching for information about storm water issues and practices. Rather, they were more likely to notice relevant information as news and/or articles in local print newspapers. While few appear to use the myfairlakes.com website as a place to learn about storm water impacts, analytical data show spikes in website use during the Plant Dane! and Love Your Lakes, Don’t Leaf Them campaigns. Informal education venues, such as events set up by individual municipalities, appear to be effective, including workshops or demonstrations. Increased publicity of local governments efforts to improve water quality also appear to be effective.

While data showed low usage of myfairlakes.com, reasons for underutilization of the site are not well understood and were not examined. After the 2009 survey was completed, the website was redesigned to be more attractive and user friendly. Since links from external sites increase rankings on search engines, it is vitally important that member municipalities link to myfairlakes.com so that information on the site appears prominently in results.

Use of social networking sites, listservs, blogs, electronic magazines, pod casts, YouTube and other electronic media was relatively low through 2009, but appears to be increasing since then according to analytic data. Continued examination of internet tools is warranted since trends change as quickly as technology. Information on the website must be kept up to date regardless of trends.

Outreach strategies need to be opportunistic and flexible, providing easily accessed educational materials regarding practices and behaviors, allowing for rapid responses as well as adequate resources to support rapid responses. The 2012 Work Plan takes into account not only the results of the 2009 survey, but also experiences from the 2009, 2010 and 2011 plans and activities actually implemented. It also lists ongoing actions that consume a considerable amount of the part-time hours available.

For more information, contact the Dane County Storm Water Education Coordinator (SWEC) at 608-224-3746 or info@myfairlakes.com.
**DRAFT 2013 I&E WORK PLAN ACTION LIST**

(responsible party in parentheses)

1. Develop 2014-2018 I&E Plan and Intergovernmental Agreement. (MAMSWaP I&E Committee, SWEC)

2. Work with the North American Stormwater and Erosion Control Association to further investigate partnering opportunities to best reach target audience(s). (SWEC)

3. Work with the Dane County Lakes & Watershed Commission’s Strategic Engagement Committee to investigate partnering opportunities to best reach target audience(s). (SWEC)


5. Develop survey and/or checklist for member municipalities to gather, report/share information on innovative materials and activities developed by municipalities or by MAMSWaP Information & Education Committee (I&E Committee)/staff (for even numbered years only). (SWEC)

6. Develop environmental action list (storm drain marking, leaf management, rain garden installation, lake and stream clean up, etc.) with specific tasks for citizens, groups and others to implement. (MAMSWaP I&E Committee, SWEC)

7. Seek existing BMP and other technical educational videos to demonstrate ways to minimize storm water impacts. (MAMSWaP I&E Committee, SWEC)

8. Develop placemats for use at Dane County restaurants. (MAMSWaP I&E Committee, SWEC)

9. Grass clipping sticker and book for municipal drivers. (SWEC)

10. Explore providing t-shirts or reusable shopping bags for storm drain marking volunteers and other ways to improve storm drain marking program. (SWEC)

**ONGOING**

1. Quarterly reporting to member municipalities; biennial reporting to DNR.

2. Bill municipalities and track payments.

3. Develop annual work plan.

4. Update/maintain website.


6. Continue Plant Dane! Cost-Share program.

7. Continue promoting rain barrel programs.

8. Continue salt/sanding education materials and program.

9. Continue to work with the Earth Gauge Partnership.

10. Continue to promote NASECA events.

11. Develop and distribute articles to municipalities, friends groups, community groups and neighborhood association newsletters.

12. Develop/provide presentations (PowerPoint, slides, overheads, etc.) focused on audience interests/concerns.

13. Continue to use existing list serves to disseminate info.

14. Continue providing organizations and community groups assistance and partnering with projects (presentations, displays etc. for communities).

15. Continue to promote storm drain stenciling and marking programs.

16. Promote curriculum developed.

17. Maintain distribution lists.

18. Publicize training for building inspectors, contractors and staff.


20. Promote and distribute DVD and CD.

21. Promote use of Enviroscape model including finding instructional how-to video for potential demonstrators.

22. Coordinate efforts with MMSD as appropriate regarding the adaptive management pilot project in the Yahara Watershed.
MAMSWaP I&E Update
November 6, 2012
Respectfully submitted by Marcia Hartwig, Madison Area Municipal Storm Water Partnership (MAMSWaP) Storm Water Education Coordinator, 608-224-3746, hartwig@co.dane.wi.us. Please feel free to contact me with questions.

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

Love Your Lakes, Don't Leaf Them
We didn’t do any radio ads this year. We developed a new insert for newspapers and continued the yard sign, coaster, and brochure distribution. Partner weather forecasters, at our request, also reminded folks to keep their leaves out of the street. It has been especially helpful where municipalities have used the press releases and other materials in their newsletters and on their websites. Keep up the good work using the materials developed by the I&E Committee for your use!

- Inserts to area weekly newspapers, Isthmus and the Wisconsin State Journal (twice in WSJ; once each other papers)
- ~100,000 coasters delivered to local establishments via Capital Brewing as we did last year
- Yard signs
- Brochures
- articles and press releases
- electronic “ad” for use on websites

Webinars Attended Last Quarter
“Finding and Fostering Cost-Efficient Options” Examples from Rochester, MN; unique tracking system developed using Access; they said they’d send me a copy after they finished updating it
“Lawns and the Environment” hosted by NACD (materials available from this presentation—contact me if interested)
“Engaging Your Audience & Creating Lasting Change” Emphasis on facilitated focus groups to target audience and messages
Water Star Wisconsin Webinars (free; archived at http://waterstarwisconsin.org/2012WebinarSeries.cfm)
2011 archive: http://www.waterstarwisconsin.org/webinars.cfm
Contact me with questions regarding the webinars.

DRAFT 2013 I&E Plan
Please review the draft I&E plan and contact me with comments, questions, edits, additions, etc. The I&E Committee will be developing the next five-year agreement as 2013 is the final year of the current agreement.

Looking Ahead...
- Plant Dane! 2012 (please be sure to promote this through your websites, emails, etc.)
- Retain the Rain Workshop

Fostering Partnerships
The Rock River Stormwater Group has contacted me to discuss the potential for partnering since we are in the Rock River Basin. Please share your thoughts, ideas, questions, concerns, etc., with me ASAP as we explore whether partnering is a possibility.

Tools Available to Municipalities
The DVD, brochure, CD, yard signs, storm drain markers, etc., have been developed for MAMSWP municipalities to use. We also have displays and an Enviroscape for loan. Be sure to report how you are
using the materials on your reports to the DNR. Contact me if you need more or want to borrow of any of these items.

**myfairlakes.com Website and Social Media**

Please make sure your municipality's website is linked to myfairlakes.com. The more links to our website the better results we have with search engines and the more likely your municipality’s residents will find information on stormwater and our programs. Also be sure to like us on Facebook: [www.facebook.com/myfairlakes](http://www.facebook.com/myfairlakes)

**2013 MAMSWP Meeting Dates (Large Group, not I&E)**

Quarterly meetings are held the first Tuesday of February, May, August and November at 5201 Fen Oak Dr. in Conference Rooms A&B.

- February 5, 2013
- May 7, 2013
- August 6, 2013
- November 5, 2013

**NEW ADDRESS**

Please note that this building has a new address: **5201 Fen Oak Drive, Madison 53718-8827**