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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, **Brad Bruun**  
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, **Nick Bubolz** (*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:** November 3, 2015

**TIME:** 2:00 PM

**LOCATION:** 5201 Fen Oak Dr, Madison, WI – Conference Room A&B

## MINUTES

### 1. MAMSWaP Group Permit Re-Issuance Update (Rortvedt – WDNR)

Eric Rortvedt stated that the current MAMSWAP permit has been expired for approximately 18 months now. He said that, in the past few days, he has been working on the new permit in earnest. While many aspects of the permit remain the same as in the old version, there are some changes. The primary change is a shift in formatting of the MAMSWAP permit to follow the order of the MS4 permit. When he releases the permit for review, Eric will highlight all “true” changes in the document.

Eric mentioned that a couple issues remain outstanding in the permit-writing process. The most challenging issue is how, under the TMDL, to deal with internally-drained areas. Eric has put together some language and sent it to DNR colleagues for review; he received some comments and questions back, which he is attempting to address in his next draft of the language. He hopes that, once he has completed the new draft, representatives of affected communities (Madison, Middleton, and Stoughton) will look at the language and provide him with comments. His goal is to develop language that is applicable to 90% of cases. He hopes to organize a meeting to discuss the internally-drained area language prior to Thanksgiving, and to release draft language addressing the issue by late November or early December. Eric expects to send the full draft MAMSWAP permit to members in January so as to allow discussion of the topic at the next (Feb 2015) quarterly MAMSWAP meeting.

Rick Eilertson asked whether the permit needed to go through the full DNR guidance review procedures shown online, or whether it instead can go straight to MAMSWAP members for discussion. Eric replied that general permits are required to go through the official DNR process, while individual permits can go to members for review and discussion before final issuance. Eric hopes to classify the MAMSWAP permit as an individual permit so as to follow the latter process. Rick then asked if reporting would be required on an annual or biennial basis under the new permit. Eric said that currently the new permit calls for biennial reporting, and that no report would be required in March 2016.

Chuck Nahn requested a summary of major changes to the permit. Eric said that the following list encompasses major changes in the document:

- a) Language for the TMDL and impaired waters: the old MAMSWAP permit was written prior to the approval and application of the Rock River TMDL, and some items, particularly the timeline, don't match up between the documents. The old permit gave an implementation timeline for the Rock River TMDL of 3 years; this will be re-written in the new permit to reflect updated agreed-upon implementation periods.
- b) Outstanding and central research waters: some minor changes, but this has not been changed much.
- c) De-icing and snow management: the text of the new MAMSWAP permit has been updated to reflect the general permit.
- d) Illicit discharge and detection: the language in this section has been "beefed up" for more guidance/direction. The current language is flexible on a rotating/annual basis. However, since the old permit was implemented, the City of Madison has instituted a policy of inspecting each outfall every three (3) years. Eric would like to see all outfalls checked a minimum of every five (5) years.
- e) Two communities (Cottage Grove and Stoughton) currently sit on the I&E committee but are covered under the MS4 general permit. Eric wants to give those communities the option to come under the MAMSWAP permit if they would like. The requirements, he said, are essentially identical.

A question was asked regarding the timing of the new permit issuance with respect to the implementation of Adaptive Management (AM). Eric said that, in the current version of the new permit, there is minimal language regarding AM or water quality trading (trading). Currently the DNR has an agreement regarding AM only with MMSD, not with any other municipalities, and that MMSD then handles the agreements with participating municipalities. His opinion is that AM should remain solely under MMSD, although the DNR will discuss that. The immediate five-year requirement for the new permit will include water quality modeling by municipalities and development of a plan to meet their requirements (which may include AM). Eric reminded members that the ultimate goal and success metric of AM, as opposed to trading, is meeting the instream WQ standards in all reaches, NOT the purchase of a certain number of pounds. If these standards can't be met by meeting the estimated reductions under the TMDL, municipalities could take credit for pounds bought under AM by switching over to trading. He also said that the permit does not lay out a set timeline for meeting waste load allocations (WLAs), just benchmarks.

A discussion of the differences between trading and AM followed in response to the above comments, including several questions related to regulatory compliance. Greg Fries pointed out that, in the end, it is likely that the in-stream standards laid out in the TMDL will govern requirements on MS4s. In other words, if achieving the required WLAs does not improve in-

stream WQ sufficiently, it is likely that MS4s will simply have stricter standards levied on them eventually. Gary Huth asked how Lake Mendota was modeled in the TMDL (as a sink or a source of phosphorus?), a question that none present were able to answer. Kathy Lake said that MMSD has worked with DNR to develop a MOU that allows water quality modeling to demonstrate success of AM over the first 20 years of the program, not in-stream WQ values. Greg Fries said that Matt Diebel at the DNR would be able to answer questions about how the lakes were modeled in the TMDL.

Gary asked if dredging Lake Mendota would be considered as a solution under the TMDL. Eric replied that some DNR employees had discussed and were positive about including dredging as an option for communities under trading; however, it has been largely agreed-upon that dredging would qualify as a one-time improvement and would not be eligible to be counted repeatedly.

## 2. Yahara WINS Update – IGA Review, Modeling Updates (Lake – MMSD)

Kathy Lake discussed the Inter-Governmental Agreement (IGA) for AM. She said that the second draft of the IGA was sent out to Yahara WINS participants in October, and that MMSD is still waiting for some comments to be returned (she requested all comments ASAP). She said that the IGA includes estimated costs for participation in the full-scale AM for each MS4, proportional to the pounds of TP needed (from the TMDL WLAs). In addition, the IGA lays out “off-ramps” for AM participants every 5 years. Kathy hoped that the final IGA would be distributed to member MS4s in mid- to late November, and that MMSD will give members 60-90 days from that release date to implement the IGA. Kathy said that the AM plan itself has been submitted in draft form to the DNR. She said that a more complete draft was due to be submitted to the DNR the week of November 2. After approval by the DNR, Kathy said that the full AM plan would be posted to the Yahara WINS website.

It was asked when MMSD needs confirmation of buy-in to AM. Kathy said that MMSD will need that information by the first quarter of 2016. Chuck asked what would happen if an MS4 had not yet completed its new modeling. Kathy said that, in that event, MMSD would calculate the MS4's first-year cost from the numbers included in the IGA; modeled numbers would be used for all subsequent years, upon approval by WDNR.

It was asked if MMSD or Dane County has compiled a list of participating farmers yet, and asked what would happen if not enough farmers in a particular reachshed decide to participate. Kathy said that Dane, Rock and Columbia Counties are all working on farmer outreach. She confirmed that, for AM to succeed, all reachsheds must meet their goals, and that it will be the broker's (i.e. Dane County) responsibility to get farmers to the table. She said that all participating counties are optimistic that they can get the required number of farmers to participate.

It was asked where MS4s could get the calculations used to arrive at the numbers shown in Exhibit B of the IGA. Kathy said that pound estimates were taken from the TMDL. Jon Lindert said that Dave Taylor used a spreadsheet (which he has) to calculate the cost per pound of phosphorus; these two sources of information were used to calculate the values shown in that exhibit. Jon said that all of this information will likely be covered in more detail in the AM plan.

It was asked whether costs per pound would remain the same if some participating communities were to drop out. Kathy said that, generally, costs per pound would remain the same. Greg Fries added that there are likely tipping points in the math; at certain levels of participation, Dane County would likely have to adjust its staffing requirements, which would lead to changes in costs per pound. Kathy confirmed this and said that, at a certain point, the risk would likely exceed the potential reward for MMSD, and that if participation drops too much it is likely that MMSD would end the program and default to a plant expansion plan. Gary requested that MMSD calculate and distribute estimates for how much of the plant expansion costs would be allocated to each MS4 in the area.

Rick Eilertson asked when MS4s should start planning to route the IGA within their own councils. Kathy said that communities could start doing that as soon as they receive the final IGA.

It was asked if MS4s could elect not to join now but instead join later. Kathy responded that it is possible, but would require a majority vote from participating MS4s. She said that it is far preferable for everyone if interested MS4s join now.

Gary said that Middleton will not be able to get Kathy its comments on the draft IGA until November 23. Kathy reiterated her request that all communities submit comments on the document to her as soon as possible.

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

Christal Campbell gave the quarterly update for the I&E committee; her summary is included as an attachment to these minutes. A topic of particular interest was the Winter Workshops sponsored by MAMSWAP in October. While a majority of attendees agreed that the class was very useful, a common comment was that management (instead of or in addition to) operators should be encouraged to attend in the future. Christal sent out an email summarizing after-class survey results and including a road deicing application master chart distributed in the class. If any interested persons did not receive the email, please email Christal Campbell or Lauren Striegl directly.

4. Scheduling 2016 Quarterly Meetings (Striegl – City of Madison)

At the suggestion of Rick Eilertson, Lauren Striegl held a vote to determine whether MAMSWAP would prefer quarterly meetings to fall on Tuesdays (instead of Thursdays) in 2016. A majority of attendees preferred Tuesdays; therefore, Lauren will schedule the meetings to fall on (where possible) the first Tuesday of February, May, August and November 2016. Those invitations will be sent out in mid- to late November 2015.

## Madison Area Municipal Stormwater Partnership (MAMSWaP) – I&E Update-November 3, 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.*

### **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. We try and post content at least once a week, but are happy to post additional events/articles.

**My Fair Lakes email box/web site**- Christal now has access to the [info@myfairlakes.com](mailto:info@myfairlakes.com) email box and is responding to emails as they come in. Updates to the myfairlakes.com are made on a regular basis. Many broken links have been addressed recently along with seasonal/timely changes to the front page to help market current events and campaigns. If you come across an issue, please let Christal know.

**Articles**- As part of the 2015 Leaf Campaign a template press release was shared on Sept. 10<sup>th</sup> with MAMSWAP partners for use in newsletters, papers, etc. The release was sent out through Dane Co. LWRD on October 16<sup>th</sup>. Visit <https://www.countyofdane.com/press/details.aspx?id=3707> to view the release.

### **Trainings**

**Winter Maintenance Workshop**- MAMSWaP partnered with MMSD and Madison Water Utility to hold two one-day Effective Winter Maintenance Workshops (Roadways-Oct. 14<sup>th</sup> and Parking Lots-Oct. 15<sup>th</sup>) at the Lussier Heritage Center. The training included: information on the impacts of excessive road salt to area waters, guidance on how to select the right tool and amount for the job and best management practices to keep area roadways, parking lots, and sidewalks safe. 47 people attended the Roadway training, mostly comprised of municipal staff. 27 people attended the Parking Lot training with representation from municipalities, parks, many local school districts and Homburg Construction. Feedback from participants was very positive-most indicated that they found the workshops useful and that they will or might try new practices learned during the workshop. Detailed survey results will be shared with the group soon. Channel 27 covered the workshop on the 10/15 evening news- <http://www.wkow.com/story/30273553/2015/10/15/a-solution-to-a-salty-problem-county-city-working-to-tackle-taste-of-spring-harbor-water> .

**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 30<sup>th</sup> and December 1<sup>st</sup>, 2015. An email with a MAMSWAP specific registration form was emailed to MAMSWAP members on Oct., 7<sup>th</sup>. Please share this opportunity with staff and consultants. The deadline to register and receive the MAMSWAP discount is Nov. 23<sup>rd</sup>. For more information visit <http://www.nasecawi.org/erosion-control-inspector-training/>.

**Love Your Lakes, Don't Leaf Them Campaign Summary**- Love Your Lakes and Rivers, Don't Leaf Them Media Campaign ran in area newspapers in late Sept./early Oct. The 2015 Campaign included: yard signs, coasters, a template article, flyers, and both web and print advertisements. 2015 Campaign Tools were shared via email with MAMSWaP partners on Sept. 10<sup>th</sup>. Newspaper inserts were sent to approximately 119,000 households throughout the MAMSWAP area. Print leafism ads along with online ads appeared in the Isthmus and State Journal encouraging citizens to keep leaves out of the street and to visit the myfairlakes.com web site. Analytics from the on-line ads indicate a 0.05% click through rate for the Isthmus leader board and a 6% average click through rate for the State Journal Gravity ads. Traffic on the myfairlakes.com increased substantially during the main week of the campaign during the campaign Oct 4<sup>th</sup>-Oct 12<sup>th</sup> suggesting that people were seeing the ads/inserts.

Week of Sept 20<sup>th</sup> before campaign – 252 users, 584 page views, 48% returning/52% new visitors  
Week of Oct 4<sup>th</sup> –peak campaign- 3733 users, 11,377 page views, 15% returning/85% new users

**Meeting with Bret Shaw-Using Community Based Social Marketing to Change Behavior**

Bret Shaw presented information on Using Community Based Social Marketing Principles to Change Behavior to about 12 MAMSWAP partners on Sept. 30<sup>th</sup>. Key take-home messages:

1. Research shows that broad scale awareness campaigns/efforts on their own don't often translate to the behavior changes we are looking for.
2. Prioritize behaviors to target, understand the specific audience(s) to reach, determine barriers and benefits to behavior change, develop strategies, pilot the strategy, implement and evaluate. One size doesn't fit all.

To view the presentation visit

<https://danecounty.filetransfers.net/downloadFilePublic.php?filePassId=b6d0ffca7009e303dcb23fe1468a6296>

**MAMSWAP Quarterly I&E Meeting Summary**

The MAMSWAP I&E Committee met on October 22nd, 2015. Updates on main topics are shared above and decisions made at the meeting are included below. Please contact an I&E Committee member or Christal Campbell [Campbell.christal@countyofdane.com](mailto:Campbell.christal@countyofdane.com)/(608)224-3746 for further details including the complete meeting minutes and attachments.

The focus of the Oct. I&E Meeting was to try and develop a priority list of 2-3 behaviors to target. Process to get there:

1. Reviewed an inventory of all past and future targeted behaviors and audiences and which pollutant they address (phosphorus, chlorides, etc.).
2. Considered when I&E is the best tool to address the behavior.
3. Considered whether all priority behaviors should address one pollutant or possibly choose one behavior per pollutant of concern.
4. Considered whether MAMSWAP or another group is best equipped to lead the effort.

Results of the exercise-

1. Phosphorus should continue to be our main focus because it's a requirement of the permit and chosen behaviors should result in phosphorus reductions.
2. It's really difficult to target only 2-3 behaviors☺.
3. Let's continue activities in the 5yr I&E plan, but let's try a more targeted CBSM approach with one behavior-keeping storm drains clean, free of debris. Our target audience will be homeowners.

**Rebranding Effort-**

MAMSWAP contracted with Laura Witzling, a PhD student in the Department of Life Sciences Communication at UW Madison to conduct a search of existing stormwater education campaigns and their evaluation tools using a web search and peer reviewed literature search. We hope to use the results to help us identify potential design or messaging ideas we might be able to build off of and avoid duplication of efforts. The full report will be emailed to all MAMSWAP partners soon. The ultimate goal of the rebranding effort will be to develop a brand that can be customized by partners, but provide some visual/message consistency to tie all our stormwater education efforts together.

**2016 MAMSWAP I&E Work Plan**

Working with I&E Committee on a draft and will share with broader group- Due December 2015.

**Upcoming Events**

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

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**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.

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