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TO: WDOT, District 1—Wendy Braun
WDNR—**Eric Rortvedt**, **Kim McCutcheon** (South Central Region), Amy Garbe
University of Wisconsin—Marisa Trapp, Matt Collins
Dane County Land Conservation—Kevin Connors, Pat Sutter, **Jeremy Balousek**
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, Janine Glaeser, **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—Rick Rose
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—**Jim Hessling**, Allan Coville, Don Peterson
Village of Shorewood Hills—Karl Frantz
Village of Waunakee—Kevin Even
AECOM—**Theran Jacobson**, Carla Fischer (*Verona, Burke*)
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 (*Shorewood Hills, McFarland*)
Vierbicher Associates, Inc.—**Sarah Church** (*Monona, Town of Middleton, DeForest*)

HIGHLIGHTED indicates attendance at meeting

RE: Madison Area Municipal Storm Water Partnership Meeting Agenda

DATE: February 12, 2015

TIME: 2:00 PM

LOCATION: 1600 Emil St – Training Room

MINUTES

1. Update on Adaptive Management Memorandum of Understanding (MOU) (Kathy Lake – MMSD)

In December 2014, the Wisconsin DNR (WDNR) and MMSD signed an MOU outlining procedures for implementing a full-scale adaptive management (AM) program in the Yahara watershed. The signed MOU is available on the Yahara WINS website (<http://www.madsewer.org/Programs-Initiatives/Yahara-WINS>). The MOU includes the following:

- a. The required framework for an AM plan, should MMSD decide to proceed,
- b. Guidelines for calculating the percentage reductions for phosphorus and TSS during AM,
- c. Guidelines for how to measure load reductions in phosphorus and TSS during AM, and
- d. A general discussion of what a “successful” AM project would like like at its completion.

Kathy mentioned that MMSD’s pilot AM project, Yahara WINS, will end in 2015; a transition period will occur between the end of the pilot and the beginning of the full-scale project in 2016. Currently MMSD and Dane County are refining a model to estimate costs associated with a full-scale AM project – the model projections are very similar to those calculated by Dane County approximately 5 years ago. Dane County has expressed confidence that there are adequate pounds of TSS and phosphorus to meet all demands from AM.

Rick Eilertson asked if an inter-governmental agreement (IGA) would be needed for the full-scale AM project. Kathy said that while the pilot project was done under an MOU, it was likely that an IGA would be needed for a full-scale project. She stated that MMSD hopes to have a draft IGA complete in the next 6 months.

Chuck Nahn asked for clarification on how each municipality’s water quality model fits into AM. Kathy said that, in preparing AM and calculating each municipality’s necessary contribution to the program, it is assumed that all partners are already at a 40% reduction or will be in 20 years. Kathy suggested that it would be best to get the modeling done as possible, and Eric Rortvedt reminded the attendees that if they submit their models to him by January 2016, he will look over them and check that they are using an “apples to apples” comparison with the TMDL to calculate what they need from an AM program. He also reminded the partners to account for any reductions that they plan to get on their own (i.e. not from AM) in the models, and to use the Rock River TMDL guidance (not the NR 151 guidance) for the modeling effort.

Kathy also provided a quick update on the road salt outreach effort that MMSD is leading. A website, wisaltnwise.com, should be available in the next few weeks. Furthermore, five handouts, each targeted to a specific audience, are in final design.

2. MAMSWaP MS4 mapping updates

Phil Gaebler was hired in January 2015 by the City of Madison as a Water Resources Specialist – he has taken over for Genesis Steinhorst as the City’s mapping contact. Madison will update the outfall drainage map for the MS4 municipalities this year. Updates to outfall basins in each municipality’s service area (from the last two years) should be submitted to Phil by the end of February 2015.

3. Update on revisions to Dane County Chapter 14 and City of Madison ordinances to incorporate new NOAA atlas precipitation information

Jeremy Balousek discussed changes being made to Dane County’s Chapter 14 to incorporate changes to precipitation depths and distributions. NOAA has updated the precipitation depths and distributions for this area; the NRCS has already adopted these changes, and Dane County is doing so as well to stay in compliance. While use of the new depths and distributions will be accepted effective immediately for submittals to Dane County and the WDNR, it will be mandatory starting April 1, 2015. Dane County is also including control of the 100-year precipitation event in its update.

Additionally, Dane County is implementing changes to its erosion control regulations, updating the allowable erosion from a property from 7.5 to 5.0 tons/acre/year and mandating the use of the new WDNR USLE model to calculate erosion. These changes are being made to keep Dane County in compliance with updates to NR 151. Jeremy and Eric both estimated that these changes will be formally implemented at the county and state levels in Spring 2015.

Lauren Striegl summarized similar changes that the City of Madison is making to its Chapter 37. In addition to implementing the same updates to precipitation depth and distribution and allowable erosion and erosion modeling as Dane County, the City is including the following updates:

- a. Defining "redevelopment" to include any redevelopment (residential or commercial/industrial) for stormwater treatment purposes,
- b. Addition of the ability to require groundwater testing on proposed development where the City believes there might be contamination,
- c. Addition of the ability to require treatment of parking lot resurfacing if lot area exceeds 30,000 SF,
- d. Requirement of a concrete management plan as part of erosion control plans,
- e. Requirement of a dewatering plan as part of erosion control plans,
- f. Changing duration of erosion control permits issued by the City.

Anyone with further questions regarding the WDNR, Dane County or the City of Madison's proposed changes are encouraged to contact Eric Rortvedt, Jeremy Balousek or Greg Fries (respectively).

4. Sue Jones provided an update on the I&E committee's activities. A copy of that handout is included as an attachment to the minutes. In addition, a draft flyer for the Plant Dane program, prepared and submitted by Rick Eilertson, is also included as an attachment to the minutes. Those interested in the Plant Dane program are encouraged to go to the My Fair Lakes website (<http://www.myfairlakes.com/default.aspx>) to learn more or to order plants.
5. Bernie Lenz (City of LaCrosse) is coming to the City of Fitchburg on April 9, 2015 to discuss the City of LaCrosse's green complete streets ordinance. Rick Eilertson wanted to gauge interest among MAMSWaP members in attending a presentation given by Bernie in the afternoon or evening. Several MAMSWaP members expressed interest in attending such a presentation.

Madison Area Municipal Storm Water Partnership -- I&E Update

February 12, 2015

Respectfully submitted by Sue Jones, Dane County Office of Lakes and Watersheds. jones.susan@countyofdane.com, 608-224-3764. The MAMSWaP I&E contact is now Jeremy Balousek 608-224-3747, Balousek@countyofdane.com.

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

MAMSWaP I&E Staffing

Marcia Hartwig's last day of work as Madison Area Municipal Storm Water Partnership Storm Water Education Coordinator was May 9, 2014. During the vacancy, Sue Jones and other Office of Lakes and Watersheds staff have kept the most important MAMSWaP I&E program elements going. The 2015 adopted budget moved the half-time Storm Water Education Coordinator position funded by MAMSWaP to the Water Resources Engineering Division within the Land and Water Resources Department, effective January 1, 2015. The Storm Water Education Coordinator 0.5 FTE position was posted on January 30, 2015 and recruitment ends on February 13, 2015.

I&E Committee Membership

Jones has secured commitments from Village and Town representatives to serve on the committee, rounding out the full complement of representatives outlined in the intergovernmental agreement for stormwater information and education coordination. Thank you to everyone who is serving on this group to guide implementation of MAMSWaP's I&E program! Current members are Tom Wilson (Town of Westport), Allan Coville (Village of McFarland), Rick Eilertson (City of Fitchburg), Rodney Scheel (City of Stoughton), Marisa Trapp (UW-Madison), and Sue Jones and Jeremy Balousek (Dane County).

The committee is ably advised by regular attendees Kathy Lake (Madison Metropolitan Sewerage District), Kim McCutcheon (WDNR), and Mindy Habecker (Dane County UW Extension).

Annual Workplan

Jones and Balousek led the I&E Committee in completion of the 2015 workplan, and submitted the final plan to all MAMSWaP members on December 1, as required by the intergovernmental agreement. In preparing the workplan, I&E Committee members reviewed the following: 1) required elements of the annual workplan in the 2009-2014 permit, 2) 2004 to 2018 MAMSWaP I&E Plan goals and desired outcomes, 3) 2013-2014 knowledge and behavior survey results, and 4) the 2014 workplan.

Winter Maintenance Workshops November 13 and 14, 2014

MAMSWaP planned and implemented two half-day workshops held at the Fitchburg Library on November 13 and 14, geared toward reducing winter salt application. Of the just-over 100 individuals from the private and public sectors in attendance, more than 80 percent said that they would be able to reduce the environmental impacts of winter maintenance because of the class. Many participants committed to making concrete changes to their operations, such as calibrating their deicing equipment each year. The City of Fitchburg coordinated the deicing equipment display that was available to participants after each workshop.

We are seeking permission from Connie Fortin of Fortin Consulting in Minnesota, lead instructor for the workshops, to post the video recordings of the two days (thanks to the City of Fitchburg for arranging this via their city cable television, FACTv) online for MAMSWaP members on the UW – Madison website for password-protected access by MAMSWaP members.

Multi-agency Chloride Reduction campaign

At the September 11, 2014 quarterly meeting, MAMSWaP agreed to financial support for a coordinated multi-partner outreach campaign focused on salt use reduction to reduce chlorides in lakes, streams and wetlands, and groundwater. Other financial partners are the Dane County Office of Lakes and Watersheds, Madison Metropolitan Sewerage District, Madison Water Utility, UW-Madison, City of Madison Engineering, and Madison-Dane County Public Health. The campaign, called “Wisconsin Salt Wise,” prompts homeowners, motorists, municipalities, emergency service providers, and private contractors to reduce their use of salt while keeping the public safe. The campaign website and two-page information flyers will soon be available for the public. MMSD’s consultant 6AM Marketing is completing the web and publication design and content, with extensive input from the partners. Dane County will host the website.

Love Your Lakes (and Rivers), Don’t Leaf Them – 2014

Jones arranged for Isthmus Publishing, Capital Newspapers, News Publishing, Unified News Group, and Hometown News Group to insert Love your Lakes (and Rivers) Don’t Leaf Them flyers (printed by Dane County Printing and Services) in their newspapers during the height of leaf fall. As in 2013, there were also a series of print ads in Capital Newspapers. Total flyers printed and inserted: 131,208. Inserts appeared in newspapers in early October. Web advertising appeared for several weeks by Capital Newspapers and Isthmus Publishing. The Fitchburg Star was added this year, in the Unified News Group arrangements.

Other leaf campaign elements included beverage coasters delivered to local establishments by each MAMSWaP member, articles for use in each member’s publications and web sites and local newspapers, and yard signs and flyers distributed by each member.

At the September 11, 2014 large group meeting, Jones distributed Love Your Lakes Don’t Leaf Them beverage coasters (30,000), flyers (2,325) and yard signs (530) for use by MAMSWaP members in their communities. “Leafism” messages on the coasters are: 1) what you do with your leaves affects your lakes, 2) composting your leaves saves you time and money, 3) your municipality has rules for leaf collection. Do you know what they are?, and 4) keeping your leaves out of the street shows you care for our lakes.

Total estimated campaign costs for 2014 was \$13,883. The 2013 cost was \$13,187.

Communications and Articles

Sue Jones and other Lakes and Watershed staff continued to monitor and respond to myfairlakes email correspondence, post to Facebook, promote NASECA and other stormwater training opportunities, and develop articles for member municipalities’ use.

Jones presented “Madison Area Municipal Storm Water Partnership Outreach & Education in the Rock River Basin” as part of the Rock River Recovery 2nd Annual Meeting on September 17, 2014 at UW-Whitewater.

Jones collaborated with Rock River Storm Water Group to develop articles on illicit discharge prevention that were shared with members of MAMSWaP and Rock River groups for use in their communities. The Rock River Storm Water Group published “Water Quality Experts Ask for Help with “Illicit Discharges” in the Rock River Coalition fall 2014 newsletter (Rock River Reflections) with extensive distribution to Dane County resource agency groups and public information outlets.

Website

The I&E Committee meeting reviewed www.myfairlakes.com content and web analytics, and made many useful suggestions that the new Storm Water Education Coordinator will address.

Enviroscape

The “Enviroscape” watershed model, donated for broader use by the City of Sun Prairie, has been used several times since the last report:

- September 13, Yahara River Fest in the Village of DeForest
- October 21, Friends of Cherokee Marsh at “Yelp Helps: Celebrating Everyday Heroes,” event, in collaboration with Madison Nonprofit Day & Northside Planning Council
- October 29, promoted Enviroscape use to the 36 attendees at the Dane County Watershed Network Gathering meeting focused on watershed literacy
- November 10-11, used as part of “Water Explorations” after-school program for Meadowood Community Center and East Madison Community Center
- Enviroscape was reserved for several other events, for example with girl scouts in McFarland, and Catholic Multicultural Center in south Madison, but inclement weather forced a change in programming and the Enviroscape was not used.

Partnerships and Projects

Jones and the I&E Committee advised Clean Lakes Alliance (CLA) in its development of its Greater Madison Yard Care Survey in October – December 2014. We shared MAMSWaP’s past five-year survey questions and results with CLA, and suggested that they incorporate similar wording of questions for easier comparison with MAMSWaP survey results. CLA shared its survey results with MAMSWaP I&E in January.

The I&E Committee reviewed proposals from Earth Partnership for Schools (EPS, part of the UW Arboretum) to update the stormwater curriculum as part of a larger project that EPS has been implementing across the nation. At its October 20, 2014 meeting, the I&E committee agreed to support “Yahara Earth Partnership” curriculum development with \$1,150 in MAMSWaP programmatic funds.

Other ongoing partnerships:

- MMSD/Yahara WINs on phosphorus reduction and strategic communications
- Rock River Stormwater Group on articles, “Renew the Rock” campaign, leaf campaign
- NASECA -- promoting their events

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.