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**TO:** WDOT, District 1—Wendy Braun, Brad Schultz  
WDNR—Eric Rortvedt, **Kim McCutcheon** (South Central Region)  
University of Wisconsin—Matt Collins, **Chris Egger**  
Dane County Land Conservation—Kevin Connors, **Jeremy Balousek**,  
**Christal Campbell**  
Dane County Office of Lakes and Watersheds—Sue Jones  
Capital Area Regional Planning Commission—**Tony Vandermuss**  
MMSD—**Kathy Lake**  
PHMDC—Rick Wenta  
City of Fitchburg—Cory Horton, Holly Powell, Bill Balke  
City of Madison—Rob Phillips, **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—**Tom Veith**  
City of Verona—Martin Cieslik  
Town of Blooming Grove—Mike Wolf, Tony Reigstad, Cory Buske  
Town of Burke—Brenda Ayers  
Town of Madison—Renee Schwass  
Town of Middleton—David Shaw  
Town of Westport—Tom Wilson  
Village of Windsor—**Kevin Richardson**  
Village of Cottage Grove — Matt Giese, JJ Larson  
Village of DeForest—Kelli Bialkowski  
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—**Rick Eilertson**, Carla Fischer (*Verona, Burke*)  
Brown and Caldwell—Mike Wegner, **Jim Bachhuber**  
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 Sorensen, 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, Tom TeBeest, **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 Minutes  
**DATE:** May 9, 2017  
**TIME:** 2:00 PM  
**LOCATION:** 1600 Emil St, Madison, WI – Training Room

See minutes on flip side of paper.

**MINUTES**

<b>Item</b>	<b>Presenter</b>	<b>Time</b>
Update on DNR Leaf Management Program	Jim Bachhuber (Brown and Caldwell)	2:00 pm – 2:15 pm
Yahara WINs Grant Program/Rebate Programs for Softening	Kathy Lake (MMSD)	2:15 pm – 2:25 pm
Illicit Discharge Workshop Follow-Up	Christal Campbell (Dane County)	2:25 pm – 2:35 pm
Biennial Report Status Update	Kim McCutcheon (WDNR)	2:35 pm – 2:45 pm
MAMSWaP I&E Update	Christal Campbell (Dane County)	2:45 pm – 3:05 pm
Additional Topics		

1. Christal Campbell (Dane County) and Roger Bannerman are working on this item. A program is underway by the WDNR to quantify total phosphorus (TP) reduction values for fall leaf management. Such a program would eventually allow MS4s who engage in active fall leaf management to get TP reduction credit their programs if identified guidelines are met. The WDNR will be meeting with WI municipalities to discuss their approach. The initiative is based on stormwater monitoring conducted by the USGS in Madison under a leaf management “test” and “control” comparison. For the leaf management credit program to be fully developed, similar monitoring is proposed by the WDNR and USGS in other WI municipalities. A group of municipalities compiled by the WDNR will function as an “advisory” panel as the effort moves forward.

The WDNR is looking for funding for a 2019 monitoring effort in other WI municipalities to test different conditions and leaf pickup approaches. Some members of MAMSWaP suggested that the organization consider providing some funding, as leaf management programs could be an economical way to get credit for TP reduction. The League of Wisconsin Municipalities (LWM) may facilitate a funding request for a monitoring effort outside of Madison, although this effort is still under development.

Several MAMSWaP attendees noted that SLAMM already accounts for some TP reduction due to leaf collection. As leaf management was occurring during the development of WinSLAMM, some reductions of TP related to leaf management are embedded in the pollutant load files. However, the TP/DP ratio is consistent throughout the year, which has been challenged by USGS results. Bill Selbig (USGS) found during his leaf management study that removing leaves from the street surface prior to rain in his study area (via a leaf blower) resulted in an 80% reduction in TP in runoff from fall events. Bill’s study also found a distinct seasonality in the dissolved (DP) vs. particulate fraction of phosphorus in water, with dissolved being higher in the fall. After revisions based on USGS and other studies, WinSLAMM may be revised to reflect this TP/DP seasonality, and under a no leaf management condition, TP runoff values may actually be higher than the current model’s prediction.

Gary Huth (City of Middleton) asked how monitoring efforts could capture phosphorus

reduction from municipal vs. public efforts. Phil Gaebler (City of Madison) acknowledged that Bill Selbig's highly intensive leaf removal methodology may not be feasible at a large scale, and said that bi-weekly leaf removal during the fall, as done by the City of Madison Streets Division, results in an approximately 40% TP reduction. Gary asked what percentage of a municipality's TP comes from leaves. Phil said that, with no leaf management program, leaves account for approximately 50% of urban TP load in residential areas with high tree canopy cover (17% canopy over street).

2. Yahara WINS grant applications were due by June 6<sup>th</sup> 2017 for review June 13<sup>th</sup>. The grant focus this year was on small (<\$10,000), "weird" experimental/innovative proof-of-concept projects. Applicants were asked to provide a description of the project goal to MMSD, as well as estimates of cost/lb TP removed by the proposed project. Grants were available for both new as well as expanded projects.

Grants are also available for salt/chloride reduction through MMSD. The salt grants, unlike the WINS grants, have a rolling application period, and are available to entities that discharge to MMSD sewer. MMSD is targeting water softening, and would like grants to go towards softening only hard water; cost/lb of salt reduced for such a change is approximately \$1/lb salt. Although individuals are not directly eligible for MMSD grant money through MMSD, municipalities can apply for their own grants and use the money to fund their own resident-level salt reduction programs. Grantees must be within MMSD's service area.

3. Rick Wenta hosted a Dane County illicit discharge workshop on April 26<sup>th</sup>, 2017. A summary of the training and findings is included in the MAMSWaP I&E Update attached to these meeting minutes. Reaction to the training was positive, and Stoughton planned to hold a training during the summer. Rick Wenta is willing to provide training on illicit discharges to local municipalities. Currently residents are asked to call their municipalities when they witness illicit discharge.

Jim Bachhuber asked how to differentiate spills, illicit discharges, and other discharges. A major spill (i.e. 2 gallons of gasoline in a non-paved area, 5 gal in a paved area or ANY amount discharged to the sewer) is reported directly to the WDNR hotline. Those calls are then routed to the municipality in question, but by then it is too late for the municipality to catch and mitigate the spill. Jim followed up by asking if firefighters are trained to handle spills; Anne Anderson responded that they are, but only for major spills at sites like airports.

Phil Gaebler noted that, for an effective illicit discharge program region-wide, someone from each municipality would need ticketing authority. However, others pointed out that while the police departments would be an obvious choice, it's not so simple.

Gary Huth asked why the reporting hotline is so inefficient. The hotline is currently statewide, but operated 24/7 and meant for emergency response. Several attendees noted that the list of municipal contacts maintained by the hotline is out of date and difficult to maintain. Records show that in the most recently reported year, the hotline was called approximately 60 times from Dane County. Gary followed up by asking why the hotline wasn't able to incorporate county codes or some other method of coding each call; Kim McCutcheon responded that such a setup would be too difficult for the DNR's IT department to create and maintain. Drawbacks notwithstanding, it was agreed that the hotline was still the best current way for residents to report illicit discharges and spills, particularly on the weekends when local authorities are closed. It was agreed upon that, if needed, a caller would be directed to 911 during off hours,

but for minor spills the issue would be dealt with by the appropriate municipality on the next business day. Chris Eggers and Greg Fries noted that, for small spills, 911 is an inefficient reporting option, and that in those cases it's actually more efficient to send an email or call the appropriate municipality and leave a message.

It was proposed the Rick Wenta, as a Dane County employee, could function as a hotline and a ticketing authority for illicit discharges within the County. Currently Rick only has citation authority within the City of Madison, but that could be changed. Additionally, if outside communities wanted to use Rick in this way, the funding structure of his position would need to be changed.

4. Kim McCutcheon stated that the new MAMSWaP group permit will look very similar to a DNR general permit. Gary Huth asked if it would differ substantially from the last draft of the permit, and whether there would be flexibility in the permit. Kim responded that Eric Rortved is the contact on changes to the draft MAMSWaP group permit. Kim responded that there is flexibility for permittees to comply with permit conditions, but results must be measurable. Kim said that due to EPA influence, the new electronic annual report will be less "narrative" and more "data-driven" than past annual reports, and that the new annual report (and other annual reports going forward) will be fully digital. In keeping with the revised and clarified permit goals, annual reports should focus heavily on reporting data and results. Rick Eilertson noted that municipalities will need to start doing Stormwater Pollution Prevention Plans (SWPPPs).
5. Christal Campbell reported on the I&E committee. Her update is attached.

## Madison Area Municipal Stormwater Partnership (MAMSWaP) – I&E Update- May 9<sup>th</sup>, 2017

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

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

### Communications

My Fair Lakes Facebook page- The new Ripple Effects FB page is up and running. All followers of our old My Fair Lakes FB page were moved over to the Ripple Effects FB page. 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. As of May 1<sup>st</sup> we had 169 Facebook followers.

My Fair Lakes email box/web site- Christal maintains the [info@ripple-effects.com](mailto:info@ripple-effects.com) email box and is responding to emails as they come in. Updates to the ripple-effects.com web site are made on a regular basis. If you come across an issue on the web site, please let Christal know.

### Articles/Messages-

Plant Dane Toolkit- shared with partners in the February and March Ripple Effects Newsletter. The kit included: a press release, graphics, promo cards, flyers and a FB banner. Several FB posts were sent out on Ripple Effects FB page throughout February and March.

Plant Dane ads were placed in the Isthmus (print) and through Midwest Family Broadcasting (radio) and ran from early to mid-March.

Spring BMP Toolkit- Spring press release and sample Facebook posts are available in the MAMSWaP Resources Folder in Google Drive <https://drive.google.com/drive/folders/0B6IN0xfndLr9eDdzUzVvOExSVFU?usp=sharing> . Please use as is or customize for your community and share through your local communication channels.

*\*\*\* All campaign tools are available on the MAMSWaP Resources Folder in Google Drive <https://drive.google.com/drive/folders/0B6IN0xfndLr9TXVtek90V05NbGc?usp=sharing> . Consider bookmarking this site as all future campaign resources will be available here.\*\*\**

### 2017 Plant Dane Summary

- 12,600 plants sold (13,700 sold in 2016)
- 269 participants (280 participants in 2016)
- 164 donated plant – plants will go to Elvehjem Elementary and Sennett Middle School Rain Garden Projects

Overall we had few issues with the new order system through Agrecol besides the delay in the rollout. Requests for 2017 include: an option to pay by check, customize Pay Pal receipts, a tax exempt option, allow for customers to select specific projects to donate to and possibly allow customers to purchase additional varieties not offered through Plant Dane at normal cost.

### Trainings

Rain Garden Workshop – 26 people attended the workshop on March 25<sup>th</sup>. Evaluations were very positive with most indicating that the information presented and format of the workshop was very useful. Participants really appreciated the one on one help they received from our experts during the “work time”. Participants were offered an opportunity to assist with a rain garden installation at Elvehjem Elementary in late May to gain some hands-on experience before creating a garden in their own yard.

Improvements for 2018- more time (3 hour workshop), be very specific on how to determine roof size before workshop, simplify sizing based on soil type and demonstrate how to use some online tools (Google Maps).

Illicit Discharge Training- 34 people attended the April 26<sup>th</sup> training at the Fitchburg Library representing seven municipalities/organizations. Following the presentation by Rick Wenta some mentioned they had witnessed illicit discharges, but didn't ever report them or didn't know the protocol for reporting. Participants felt the training would be useful to others in their organization. The training was taped and is available to view at

<https://youtu.be/IRw30S8PG1I>, please share with field staff along with a contact for reporting at your municipality. The video and additional training resources will be added to the Ripple Effects web site soon.

Looking into the possibility of Rick Wenta being the single point of contact for all illicit discharge reporting in Dane Co. though he doesn't have enforcement jurisdiction outside the City of Madison he could forward reports to municipal contacts. A single point of contact would allow MAMSWaP to move forward with a public outreach effort aimed at getting residents to identify and report illicit discharges.

Dane Co. Permeable Pavement Tour- June 27<sup>th</sup>, 2017

MAMSWaP is partnering with Green Tier to host a Dane Co. Permeable Pavement Tour this summer. The goal is to share information on permeable pavement options and how they perform in various applications. This will be a field trip style bus tour with stops at the Sycamore Rd. Test Site and 3-4 sites in and around Madison to view different installations. Contractors and municipal staff involved with each project will share their experiences and lessons learned at each site and be available to answer questions.

**Leaf Management- Rain Event Alerts**

Dane Co. is looking into some options for citizens to sign up to receive rain events alerts this coming fall. The alert system will be modeled after the City of Middleton leaf pilot alerts. The goal is give residents the option to receive both email and text alerts.

**MAMSWAP Quarterly I&E Meeting Summary**

The MAMSWaP I&E Committee met on April 19<sup>th</sup>, 2017. Updates on main topics are shared above. 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.

**Upcoming Events**

Plant Dane Plant Pick Up- Saturday, June 3<sup>rd</sup> 8-11AM, LWRD Building, 5201 Fen Oak Dr., Madison

NASECA Classroom Field Event-Equations for Success: Holistic Approaches to Stormwater Management & Conservation and Leveraging Green Infrastructure in La Crosse County- Friday, June 23<sup>rd</sup> in LaCrosse, WI <https://www.nasecawi.org/summer-2017-classroomfield-event/>

Dane Co. Permeable Pavement Tour- June 27<sup>th</sup> more info coming soon.

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**Reminders**

- Please be sure you have links to [www.ripple-effects.com](http://www.ripple-effects.com) from your websites.
- Follow [www.facebook.com/RippleEffectsWI](https://www.facebook.com/RippleEffectsWI) on Facebook! "Like" and "share" posts to help spread the word.
- The Enviroscape Watershed Model is available and can be checked out from the Dane County LWRD-contact Christal Campbell if interested.

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