



Madison Area Municipal Storm Water Partnership Information & Education Plan 2014-2018

Acknowledgements

The Madison Area Municipal Storm Water Partnership's (MAMSWaP) 2014-2018 Information and Education (I&E) Plan was developed by the MAMSWaP I&E Committee. Their expertise, input and municipal cooperation was crucial for plan development and will continue to play an integral role in addressing storm water runoff in Dane County. Thank you to everyone who helped.

MAMSWaP I&E Municipalities

<u>Cities</u>	<u>Villages</u>	<u>Towns</u>	<u>Other</u>
Fitchburg	Cottage Grove	Blooming Grove	Dane County
Madison	DeForest	Burke	UW-Madison
Middleton	Maple Bluff	Madison	
Monona	McFarland	Middleton	
Stoughton	Shorewood Hills	Westport	
Sun Prairie	Waunakee	Windsor	
Verona			

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INTRODUCTION

In order to comply with the storm water discharge permit regulations contained in NR 216, Wisconsin Administrative Code, 21 municipal entities in central Dane County developed this information and education (I&E) plan as part of their permit applications (see inside front cover for list of municipalities and inside back cover for a map).

The Wisconsin Department of Natural Resources and the United States Environmental Protection Agency (EPA) have identified the importance of informing and educating municipalities, the construction trades, professional service providers and residents about storm water pollution. Storm water pollution control is most effectively implemented when people understand the impact of storm water pollution, its sources and the actions that can be taken to control it.

The goal of the municipal storm water discharge permit program is to reduce adverse impacts to water quality in our lakes and streams from urban sources of storm water runoff. The project area addressed in this plan is rich in water resources that have been negatively affected by storm water runoff. The goals identified in this plan will direct MAMSWaP's I&E activities for the next five years to address storm water pollution.

Regulatory Requirements for Information and Education

Outreach is an important feature of a comprehensive and effective storm water management program. For municipalities that require a municipal storm water discharge permit, an I&E program is not only a good idea, it is required. Wisconsin's storm water regulations for municipalities under Subchapter I of NR 216, Wis. Adm. Code, require the development and implementation of an I&E program to facilitate the proper management of materials and behaviors that may pollute storm water. The program must direct the process for the distribution of appropriate information and public outreach to increase awareness of storm water impacts on waters of the state. Additionally, the new performance standards for developed urban areas contained in Subchapter III of NR 151, Wis. Adm. Code, require local governments of such areas to develop and implement a public I&E program to assist in reducing polluted runoff.

The types of activities and behaviors the regulatory programs are intended to address include improper disposal of waste and dumping of materials, effective construction-site erosion control and long-term storm water management, lawn and garden fertilizer and pesticide application, yard waste management and disposal, pet waste disposal and other business and household practices that may contaminate storm water runoff. This plan is designed to address all these activities and will meet the regulatory requirements for an effective I&E program.

This plan focuses on urban storm water from central Dane County municipalities. Agricultural runoff is therefore not addressed in this plan, but is a component of several local, state and federal programs and is included in Subchapter II of NR 151.

Dane County's Erosion Control and Stormwater Management Ordinance sets standards for the quality and the quantity of storm water runoff from areas where alterations to the landscape and the creation of impervious surfaces result in changes in the amount and quality of water flowing off the site. Where appropriate, this plan integrates NR 216 requirements with those of the Dane County Erosion Control and Stormwater Management Ordinance (Dane County Ordinances Chapter 14 <http://danedocs.countyofdane.com/webdocs/pdf/ordinances/ord014.pdf>).

Resource Reasons for an I&E Plan

Dane County is rich in water resources that have been adversely impacted by storm water runoff. The Yahara River/Lake Mendota and the Yahara River/Lake Monona watersheds make up the largest urban and urbanizing land area as well as the largest population in the permit area, which also includes portions of the Six Mile and Pheasant Branch, Black Earth Creek, Upper Sugar River and Upper Koshkonong Creek watersheds.

Storm water runoff during rainfall and snow and ice melt events from construction sites, residential yards, paved streets, parking lots and building rooftops often deliver pollutants such as sediment, oil, grease, bacteria, pesticides, nutrients, salt and toxic metals to area lakes and rivers. These pollutants are often present in quantities that may result in unsightly and toxic algae blooms, beach closings from high bacteria counts, fish kills, fish consumption advisories, covering of fish spawning areas from excess sedimentation and more.

Siltation is the largest cause of impaired water quality in our nation's rivers and the third largest cause of impaired water quality in lakes. It is estimated that 80 percent of the phosphorus and 73 percent of the nitrogen in streams is associated with eroded sediment from construction and other activities (EPA, 1999).¹ Increased urbanization has resulted in more connected impervious surfaces that cause hydrologic changes such as flashy and erosive peak stream flows, thermal impacts and reduced base flow. Research has shown that once the land use draining to a stream has greater than ten percent connected imperviousness, the stream begins to deteriorate (Schueler, 1994).² The *Phosphorus Loading and Lake Response Analyses for the Yahara Lakes*³ report prepared for the Yahara CLEAN project has specific recommendations for sediment and phosphorus reductions.

Many water resources in the area are not meeting the state's water quality standards. Wisconsin's most recent impaired waters list⁴ includes waters in the following project area watersheds:

- Yahara River and Lake Mendota
- Black Earth Creek
- Yahara River and Lake Kegonsa
- Upper Sugar River
- Badfish Creek
- Nine Springs Creek (added in 2004)

¹ U.S. EPA. Oct. 1999. Report to Congress on the Phase II Storm Water Regulations.

² Schueler, T.R. 1994. "The Importance of Imperviousness." *Watershed Protection Techniques*. 1(3).

³ Lathrop, R.C., Carpenter, S.R., Dec 2011

http://danedocs.countyofdane.com/webdocs/PDF/capd/2012_postings/Publications/P_Loading_Yahara_Lathrop.pdf

⁴ Current impaired waters list at http://dnr.wi.gov/topic/impairedwaters/2012IR_IWList.html

Beaches included on the impaired waters list include Bernie's, Brittingham, James Madison, Olbrich, Olin, and Vilas.

Improved understanding of the impacts of storm water runoff and knowledge of current regulations and best management practices will help to achieve these goals and mitigate the effects of urban storm water runoff pollution from the permit area. Examples of best management practices that are promoted through the information and education efforts include good housekeeping practices such as street sweeping, proper waste handling, effective erosion and sediment control measures, nutrient management and infiltration techniques such as rain gardens.

The effects of polluted storm water runoff are subtle and not well understood by much of the public. Pollutants are often not highly visible and come from a variety of diffuse sources. It may be difficult for the myriad of residents to understand how their actions can all add up and lead to degraded local rivers and lakes. But research shows that once people understand the consequences of their actions, they are more receptive to acquiring knowledge and skills to change their behavior.

Rock River Basin TMDL

The majority of the MAMSWaP area is in the Rock River Basin. The Wisconsin Department of Natural Resources developed a Total Maximum Daily Load (TMDL) for both the Upper and Lower Rock River Basins, which were approved by the EPA in 2011. The TMDL provides a quantitative analysis of the amount of sediment and/or phosphorus that the waterbodies can receive from both point and nonpoint sources and still meet water quality standards. The MAMSWaP I&E Committee cooperatively works with the Education and Outreach Sector Team on common behavior change goals.

I&E Plan Development and Implementation

Assisted by the expertise of environmental education experts, the MAMSWaP I&E Committee reviewed the previous two five-year plans as well as plans of other storm water consortiums statewide to develop the 2014-2018 plan.

The long-term oversight and funding strategy for the I&E plan implementation used during the 2003-2008 and 2009-2103 permits cycle will again be employed during 2014-2018. Each municipality has committed funding for plan implementation, detailed in the Intergovernmental Agreement in the Appendix. The intergovernmental agreement has been updated to reflect programmatic funding changes and to allow for the addition of municipalities that were not previously part of the outreach effort.

Levels of financial contributions from each MAMSWaP municipality are based on population according to 2010 census data. Dane County and UW-Madison contributions were not based on population, as that would double count municipal populations. MAMSWaP approved the financial contribution schedule, which is included in the Intergovernmental Agreement.

The half-time Storm Water Education Coordinator position, created by the Intergovernmental Agreement and housed at the Dane County Land & Water Resources Department's Office of Lakes & Watersheds, will continue to staff the I&E Committee, prepare annual work plans and coordinate implementation of this plan with oversight provided by the I&E Committee and provide materials to

MAMSWaP municipalities for their use. I&E Plan implementation progress reports will continue to be a regular agenda item for the MAMSWaP quarterly meetings.

Different from the two previous five-year plans, specific actions to achieve plan goals will be included in annual work plans instead of the five-year plan, including those that must be completed by the municipalities.

Audiences

Outreach programs are designed to meet the educational needs of specific audiences. These audiences may be determined by where they live, the work they do, their contribution to the problem and their ability to make behavioral changes that can lead to achieving the storm water program's goals. Outreach programs are tailored to meet each audience's unique needs for specific topics or skills using the delivery method that best meets their learning styles or goals. The list below identifies audiences in the MAMSWaP area.

Construction Professionals: Developers, Consultants, Home Builders, Contractors, Architects, Landscapers, Engineers, Plumbers, Concrete Companies, Snow Removal Contractors, including those that plan and develop land, are involved in new construction and redevelopment, and other relevant contractors or businesses that are involved in the development, redevelopment, construction and maintenance of homes, subdivisions, and commercial/industrial properties

Educational: K-12 Students and Staff, Student/youth groups (4-H, scouts), College Students and Staff, Campus Staff and Groundskeepers, Professors, School Administration

Residential and Private Sector: Homeowners, Neighborhood Associations, Groups/Clubs (watershed associations, friends groups, garden clubs, civic group such as Rotary, etc.), Auto Owners, Pet Owners, Tenants, Landlords, DIY (Car Washing, Oil Changing, Home Improvement and Maintenance), Property Owners, Managers and Maintenance Staff, Private Commercial and Industrial Properties (restaurants, gas stations, dry cleaners, printers, painters, corporate campuses, retail sites, boat cleaning and storage, mobile cleaning operations, lawn care and snow removal contractors, etc.), Business Owners and Staff, Facility Managers, Golf Courses, and anyone involved with other building management including maintenance of storm water ponds or other facilities or have runoff from fertilizers, pesticides, heavy metals, petroleum products and other chemicals.

Public Sector: County, City, Village and Town Elected Officials, Municipal Staff, Municipal Administration, Facility Managers (including planning, zoning, building inspection, land conservation, parks, public works, building inspection or other committees and departments with land use or land management responsibilities)

Occasional Users: Tourists, Swimmers, Anglers, Competitive Athletes, Recreational Vehicles (ATVs, Snowmobiles, PWCs, Boats, etc.) and others that occasionally use the local water resources.

Program Effectiveness

Program effectiveness must be evaluated to determine whether it is worth the time, energy and resources invested in the outreach program. Programs that rely solely on enforcement or monetary incentives have not been successful. Research has shown that a strong outreach program must be

used to complement other means. This is especially true when enforcement is spotty, penalties light and the audience is vast.⁵

Outreach is just one part of the storm water permit process. It is critical that all aspects of the program be looked at as a whole. If storm water goals and implementation are unrealistic, then the success of the education program is unlikely, no matter how well conceived.

Part of the answer to whether an education program will be successful is based on the change in behavior expected. A well-written and well-executed I&E plan identifies behavior changes need to positively impact storm water quantity and quality. Outreach programs that focus on behaviors likely to be adopted are more successful than those that are difficult or expensive. Information is also a powerful tool that provides audiences with appropriate materials and activities to become more knowledgeable and empowered to take action.

When target audiences are asked to do things that are difficult, different or expensive, they are unlikely to comply without additional incentives. To decide if an expected behavior is likely to be adopted and, thus, if an educational plan is to be successful, the plan should address the following criteria.

- The expected behavior should provide an observable consequence if practiced correctly (i.e., people can actually see that they are making a difference).
- The expected behavior should be similar to existing behavior.
- The behavior should be low cost in terms of time, money or energy.

⁵ UWEX 1989 Metropolitan Milwaukee study

PERMIT REQUIREMENTS, GOALS AND DESIRED OUTCOMES

Permit Requirements

The Madison Area Municipal Storm Water Partnership (MAMSWaP) Information and Education (I&E) Plan reflects the requirements of the NR 216 permit, focusing on reducing urban storm water runoff, improving urban storm water quality and eliminating illicit discharges. WPDES Permit Number WI-S058416-3 (effective July 1, 2009 – June 30, 2014) states the following in Section C, page 9. WPDES Permit Number WI-S050075-1 (Village of Cottage Grove and City of Stoughton) has similar language.

C. STORM WATER MANAGEMENT PROGRAM REQUIREMENTS

(1) PUBLIC EDUCATION AND OUTREACH: Each Co-permittee shall:

- (a) Continue to be a member of the Madison Area Municipal Storm Water Partnership (MAMSWaP) information and education program. Alternatively, if a co-permittee discontinues to be a member of the MAMSWaP information and education program, then they must develop and implement a work plan on their own that meets the requirements of section C.(1) of this permit.*
- (b) Participate in the implementation of the Madison Area Municipal Storm Water Partnership (MAMSWaP) Information and Education Plan 2009-2013 (January 2009) prepared on behalf of the co-permittees (herein known as the information and education plan). By December 1 of each year, the co-permittees shall collectively develop a work plan to guide implementation of the information and education plan for the following calendar year. The information and education plan shall establish measureable goals and, at a minimum, include the following elements:*
 - 1. Promote detection and elimination of illicit discharges and water quality impacts associated with such discharges from municipal separate storm sewer systems.*
 - 2. Inform and educate the public about the proper management of materials that may cause storm water pollution from sources including automobiles, pet waste, household hazardous waste and household practices.*
 - 3. Promote beneficial onsite reuse of leaves and grass clippings and proper use of lawn and garden fertilizers and pesticides.*
 - 4. Promote the management of streambanks and shorelines by riparian landowners to minimize erosion and restore and enhance the ecological value of waterways.*
 - 5. Promote infiltration of residential storm water runoff from rooftop downspouts, driveways and sidewalks.*
 - 6. Educate those responsible for the design, installation, and maintenance of the construction site erosion control practices and storm water management facilities on how to design, install and maintain the practices.*
 - 7. Educate private businesses on methods of storm water pollution prevention.*
 - 8. Promote environmentally sensitive land development designs by developers and designers.*

The MAMSWaP I&E Plan seeks to meet or exceed these minimum requirements and elements by developing and implementing a coordinated, regional outreach effort using consistent messages among and between communities to reduce the quantity and improve the quality of urban storm water runoff and identify and eliminate illicit discharges.

Goals and Desired Outcomes

The long-term goals and desired outcomes detail the knowledge and skills needed in order to meet the required permit elements. The following long-term goals are directly related and grouped under each of the eight elements identified in Section C.(1)(b) of the Permit (listed on p. 7).

C.(1)(b)(1). Promote detection and elimination of illicit discharges and water quality impacts associated with such discharges from municipal separate storm sewer systems.

People that live, work and/or recreate in central Dane County will:

- be able to identify illicit discharges (e.g., yard waste, oil, grease, sediment, soap, pet waste or other substance deposited into a storm drain structure or overland drainage);
- understand the environmental consequences and negative impacts of illicit discharges and storm water on water quality;
- know not to dump material into inlet structures, streets or any other conveyance; and
- know whom to contact for enforcement and remedy when a potential water quality problem is found.

Municipal staff will understand how to respond appropriately when residents report an observed illicit discharge or other water quality problem

C.(1)(b)(2). Inform and educate the public about the proper management of materials that may cause storm water pollution from sources including automobiles, pet waste, household hazardous waste and household practices.

People that live, work and/or recreate in central Dane County will understand:

- the impacts of their actions on water quality;
- how to prevent water pollution;
- the importance of minimizing storm water runoff;
- how storm water quantity impacts surface water, habitat and groundwater;
- the difference between sanitary sewers and storm water drainage systems;
- the effects of impervious surface on runoff (temperature, quantity, pollutants)
- why municipalities need to implement storm water management programs requiring resources (money, staff) to install and maintain BMPs and manage storm water programs;
- know where to get information on effective storm water and erosion control practices and take action, such as directing downspouts to pervious areas, reducing impervious areas, using the storm water and rain garden curriculum where appropriate; installing rain gardens and rain barrels and using proper lawn care and landscaping techniques around their home or business, participate in water quality action projects such as stream clean-ups, Take a Stake in Waters events, storm drain marking, science fair projects, etc.

C.(1)(b)(3). Promote beneficial onsite reuse of leaves and grass clippings and proper use of lawn and garden fertilizers and pesticides.

Through the Love Your Lakes and Rivers, Don't Leaf Them Program, people that live, work and/or recreate in central Dane County will understand how yard waste can contribute to water pollution and practices that minimize water pollution from yard waste and will follow correct and applicable management practices in their work. The program has historically included yard signs, brochures, coasters, press releases, inserts into local papers, articles for club and municipal newsletters, promoting the annual compost bin sale, rain barrels, and radio, TV and newspaper PSAs and paid advertising.

C.(1)(b)(4). Promote the management of streambanks and shorelines by riparian landowners to minimize erosion and restore and enhance the ecological value of waterways.

Through the Plan Dane! Cost-Share Program, people that live, work and/or recreate in central Dane County will understand how proper management of shorelines with native plantings minimizes erosion and water pollution, and will know where to get information on effective planting design and maintenance. The program has historically included press releases, workshops, brochures, and newsletter articles targeting riparian owners.

C.(1)(b)(5). Promote infiltration of residential storm water runoff from rooftop downspouts, driveways and sidewalks.

Through the Plan Dane! Cost-Share Program, homeowners in central Dane County will understand how rain gardens and rain barrel overflow can help storm water from rooftops, driveways and sidewalks can infiltrate. Besides obtaining native plants at less than half of retail price, the focal point of this program has historically been sharing information about downspout disconnect at the workshop, a how-to brochure, articles and press releases and one-on-one sharing of information.

C.(1)(b)(6). Educate those responsible for the design, installation, and maintenance of the construction site erosion control practices and storm water management facilities on how to design, install and maintain the practices.

Municipalities (staff, elected officials, their consultants, etc.) will:

- hire engineering firms that understand and use proper storm water retrofitting;
- encourage “green developments;”
- evaluate and utilize appropriate BMPs;
- communicate standards to landowners, developers, contractors and consultants;
- review plans and enforce standards in plans;
- provide demonstrations of new and innovative practices that meet or exceed standards;
- suggest designs that minimize erosion from construction sites;
- understand:
 - storm water rules and regulations,
 - why proper municipal storm water practices are important, and
 - what is required to achieve behavior change, which includes a combination of education, proper planning and enforcement;
- communicate standards to landowners, developers, contractors and consultants;
- review plans and enforce standards in plans; and

- provide demonstrations of new and innovative practices that meet or exceed standards.

Construction Professionals (consultants, developers, contractors and builders) will:

- evaluate opportunities to reduce imperviousness and increase infiltration and recharge;
- understand that there are runoff standards, the resources needed to install and maintain BMPs including cost, time and difficulty and see BMPs as necessary, functional, and marketable.;
- understand and support local and state storm water standards and other requirements;
- prepare plat and site designs that minimize erosion and storm water runoff, and meet or exceed local and state storm water and design standards;
- provide accurate information to developers and municipalities on practices to meet standards including innovative practices based on emerging science and engineering knowledge.;
- will install and maintain effective erosion control and storm water management practices;
- follow plans and not interfere with site storm water and erosion controls and will follow construction sequencing plans to protect storm water quality and prevent regulatory concerns;
- understand the financial and other benefits of complying with erosion control and storm water requirements;
- understand elements of and implement low-impact/conservation design developments and other innovative erosion control and storm water management techniques; and
- market developments based in part on storm water compliance and benefits of storm water practices.

Homeowners and their contractors will be able to explain the importance of using effective storm water management and erosion control practices and will properly install and maintain effective practices.

The SWEC will work with the North American Stormwater and Erosion Control Association to further investigate partnering opportunities to best reach target audiences and fill any gaps in existing training programs.

C.(1)(b)(7). Educate private businesses on methods of storm water pollution prevention.

Private business owners and staff will:

- evaluate opportunities to reduce imperviousness and increase infiltration and recharge.
- understand that there are runoff standards, and support local and state storm water standards and other requirements to protect surface water quality.
- understand that BMPs are necessary, functional, and marketable, and the financial and environmental benefits of complying with erosion control and storm water requirements.

- install and maintain effective storm water management practices
- not interfere with site storm water and erosion to protect storm water quality and prevent regulatory concerns.

Property owners and managers will

- understand storm water rules and regulations, will understand why proper storm water practices are important, and will utilize appropriate BMPs.
- be aware of and utilize appropriate good housekeeping practices that apply to their property (e.g. garbage collection, de-icing, lawn care/landscaping practices, yard waste disposal, vehicle fluid management, salt pile protection, etc.)

During retrofitting and redevelopment, homeowners, landlords and business owners will install practices to decrease volume and peak flow and improve water quality.

Homeowners, landlords and business owners will recognize and choose developments and/or hire contractors who will meet or exceed performance standards leading to an increased demand for quality developments that meet performance standards including reducing contaminants and imperviousness and increasing infiltration.

The SWEC will work with the North American Stormwater and Erosion Control Association to further investigate partnering opportunities to best reach target audiences and fill any gaps in existing training programs.

C.(1)(b)(8). Promote environmentally sensitive land development designs by developers and designers.

Municipalities will encourage “green developments.”

Construction Professionals will

- prepare plat and site designs that minimize erosion and storm water runoff, and meet or exceed local and state storm water and design standards.
- understand elements of and implement low-impact/conservation design developments and other innovative erosion control and storm water management techniques.

Homeowners and their contractors will be able to explain the importance of using effective storm water management and erosion control practices and will properly install and maintain effective practices.

The SWEC will work with the North American Stormwater and Erosion Control Association to further investigate partnering opportunities to best reach target audiences and fill any gaps in existing training programs.

Annual Work Plans

Potential projects will be considered each fall for the coming year’s annual work plan based on several factors, including that year’s project funding, opportunities to leverage MAMSWaP’s outreach with the work of other partners and the relative annual importance of each nonpoint pollution source listed as part of the WPDES permit requirements C.(1)(b).

As the Storm Water Education Coordinator’s work plan is developed each year, potential partners will be identified to help with development and implementation of activities. Funding will be sought

from sources beyond contributing municipalities, including Urban Nonpoint Source and Storm Water Grants from DNR.

Annual Tasks

There are some administrative tasks and ongoing programs that must be performed every year that are essential to the program and need to be accounted for in the annual work plan. Following is a partial list of those tasks.

1. Quarterly reporting to member municipalities
2. Biennial reporting to DNR.
3. Billing municipalities and track payments.
4. Developing annual work plan.
5. Updating and maintaining the www.myfairlakes.com website.
6. Continuing road salt and deicing education materials and program.
7. Continuing to work with the Earth Gauge Partnership.
8. Continuing to promote North American Stormwater and Erosion Control Association Wisconsin Chapter events.
9. Developing and distributing articles to municipalities, friends groups, community groups and neighborhood association newsletters.
10. Developing and providing presentations (PowerPoint, slides, overheads, etc.) focused on audience interests/concerns.
11. Continuing to maintain and use existing list serves and distribution lists to disseminate info.
12. Continuing to provide organizations and community groups assistance and partnering with projects (presentations, displays etc. for communities).
13. Continuing to promote and support storm drain marking programs with supplies and other materials.
14. Promoting the storm water curriculum developed for MAMSWaP.
15. Publicizing training for building inspectors, contractors and staff.
16. Publicizing the availability of the Dane County Erosion Control and Stormwater Management Manual.
17. Promoting and distributing DVD and CD.
18. Promoting use of Enviroscope model including finding instructional how-to video for potential demonstrators.
19. Continuing to coordinate outreach with the Rock River Stormwater Group.
20. Coordinating efforts with MMSD as appropriate regarding the adaptive management pilot project and Yahara WINs in the Yahara Watershed.

Urban area actions from the Yahara CLEAN Report www.yaharaportal.org/sites/default/files/CLEAN_Report_090910.pdf will be implemented where appropriate.

EVALUATION

Evaluation is an important component of the Information and Education (I&E) Plan. It begins when the program is planned, is incorporated into each step of implementation, and is emphasized at critical points. Evaluation will be an ongoing process to measure the effectiveness of both the individual activities and the overall plan in increasing knowledge that could lead to positive behavior changes. Evaluation will also provide a mechanism for obtaining feedback from the target audiences on how to improve subsequent education activities.

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 Select Dane County Communities Final Report (Final Report)*, conducted in 2009, was used to develop outreach projects for the 2014-2018 five-year outreach plan as well as annual work plans. Data from the survey conducted in 2013 will be used to develop future annual work plans and can be found on www.myfairlakes.com.

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. Continued improvements to the Love Your Lakes, Don't Leaf Them program appear to have increased participation since 2009. 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 since 2009.

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. 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. Annual work plans will take into account not only the results of the 2009 and 2013 surveys, but also experiences from implementation of previous work plans and activities.

The I&E plan is a product of a continuous planning and evaluation process. The primary evaluation vehicle will be a statistically significant survey conducted at the conclusion of the implementation of this five-year plan. The 2013 survey, funded through programmatic funds from municipalities, was implemented to determine the knowledge of urban stormwater pollution issues among residents in the project area. Additional follow up surveys will be conducted at the end of the next five-year permit period to evaluate the effectiveness of the I&E plan in increasing knowledge levels. Data gained from the surveys will be used to help redirect educational efforts, as necessary.

The I&E Committee will continue to provide oversight during implementation of the 2014-2018 I&E plan. As activities are planned and materials developed, the I&E Committee will review them and provide feedback as needed, continuing to focus the I&E efforts on those activities required by the permit language. Additional feedback will be obtained from the audiences of some of the individual education activities, providing useful information on how the actions can be improved during the course of the implementing the plan.

APPENDIX

Intergovernmental Agreement to Fund a Position Responsible for Storm Water Information, Education and Outreach Coordination for the Madison Area Municipal Storm Water Partnership (MAMSWaP)

THIS INTERGOVERNMENTAL AGREEMENT, hereinafter referred to as this “Agreement,” made and entered into by, between and among the Cities of Fitchburg, Madison, Middleton, Monona, Stoughton, Sun Prairie and Verona; the Villages of Cottage Grove, DeForest, Maple Bluff, McFarland, Shorewood Hills and Waunakee; the Towns of Blooming Grove, Burke, ~~Dunkirk~~, Madison, Middleton, Westport and Windsor; Dane County; and the University of Wisconsin–Madison, hereinafter referred to individually as “Party” and collectively as the “Parties,” which will include other municipalities that may join after this Agreement has been signed by the Parties listed.

WITNESSETH:

WHEREAS, many of the Parties entered into a Cooperative Agreement to jointly apply for a storm water discharge permit, hereinafter referred to as the “Permit”, under Chapter NR 216 of the Wisconsin Administrative Code in April, 2000; and

WHEREAS, this group intends to work cooperatively on storm water information, education and outreach, notwithstanding the fact that there may not be a continuing group Permit; and

WHEREAS, one of the required work elements of each Party’s NR 216 permit is the operation of an information, education and outreach program; and

WHEREAS, many of the Parties previously signed an agreement to jointly develop, coordinate and implement an information, education and outreach program from May 2004 through April 2009 and May 2009 through December 2013; and

WHEREAS, the materials and products that result from this joint effort are expressly developed for the Parties to partially fulfill their information and education permit obligations; and

WHEREAS, the Parties agree, pursuant to sec. 66.0301, and Ch. 36, Wis. Stats. to obtain the services of a half-time employee of Dane County to provide information, education and outreach services to partially meet the requirements and components of each Party’s NR 216 Stormwater Discharge Permit as detailed in the Madison Area Municipal Storm Water Partnership 2014-2018 Storm Water Information, Education and Outreach Plan.

NOW, THEREFORE, in consideration of the above premises and the covenants of the Parties hereinafter set forth, the receipt and sufficiency of which is hereby acknowledged by each Party for itself, the Parties agree to the following:

1. Dane County shall maintain a half-time position (1,040 hours annually or as many hours as funding allows), hereinafter referred to as the "Position," in its Land & Water Resources Department's (LWRD) Office of Lakes & Watersheds (OLW) to provide information, education and outreach services in furtherance of the storm water management programs conducted under each Party's permit. If any party fails to make their respective contribution by the due date as required by Exhibit A, the Party may be suspended from receiving services under this agreement and may be subjected to a breach of contract claim by Dane County or any other Party.

The Position shall be funded by the Parties as set forth in Exhibit A. Fees are based on 2010 Census population data. When a municipality wishes to join the information, education and outreach plan effort, it shall pay the amount set forth in Exhibit A based on its population from 2010 Census data. If a municipality joins mid-year, its amount will not be prorated. Additional municipalities' contributions shall not lessen the amount of the Parties' contributions set forth in Exhibit A, but shall be utilized for salary, benefits, and programmatic expenses directly related to the MAMSWaP. The municipality wishing to join the effort shall sign onto this Agreement and be afforded the benefits of the information, education and outreach program that are made available to all Parties.

Dane County shall provide annual documentation of direct and indirect expenses incurred with staffing the I&E position. Costs would include direct salary and benefits of staff and supervisors as well as indirect costs such as work space and support. This report for prior year shall be presented to agreement signatories on or before March 31 annually.

Should the Position become vacant, Dane County shall take all reasonable measures to assure that it is filled or its duties reassigned. During the time the Position is vacant, the LWRD OLW's Watershed Management Coordinator shall assign other equivalent staff to complete the duties of the Position and shall notify all Parties in writing.

2. The Parties shall continue to operate and maintain the Information and Education Committee, hereinafter referred to as I&E Committee, previously created under the Madison Area Municipal Storm Water Partnership. The I&E Committee shall provide guidance and oversight to the Position, which is directly supervised by the LWRD OLW's Watershed Management Coordinator. The five-year outreach plan developed by the I&E Committee will direct the Position's activities.

The materials and products that result from this joint effort are expressly developed for the Parties to partially fulfill their Information and Education permit obligations.

The I&E Committee shall meet a minimum of four (4) times per year. The I&E Committee shall consist of representatives of the Parties to this Agreement. The Position shall staff the I&E Committee. There is no maximum number of members for the I&E Committee. Any

- representative of a Party to this Agreement may be a member of the I&E Committee. At a minimum, the I&E Committee shall be comprised of one representative from Dane County, one representative from UW-Madison, one representative from City of Madison, one representative from remaining Party cities, one representative from villages, and one representative from towns (for a total of six (6)). The I&E Committee shall continue to solicit the advice and consultation of the Wisconsin Department of Natural Resources and the University of Wisconsin Cooperative Extension.
3. The entire agreement of the Parties is contained herein and this Agreement supersedes any and all oral agreements and negotiations between the Parties relating to the subject matter hereof. The Parties expressly agree that this Agreement shall not be amended in any fashion except in writing, executed by all Parties.
 4. Upon execution by all Parties, this Agreement shall become effective, superseding the previous agreement that was in place through December 2013, and shall end December 31, 2018 unless the Parties agree to a longer period. This Agreement may be amended and extended at any time upon the mutual agreement of all of the Parties.
 5. Dane County shall invoice each of the Parties the amount set forth in Exhibit A commencing January 1, 2014 and every January 1 for years 2015, 2016, 2017 and 2018. Invoices are payable in 30 days.
 6. **TERMINATION OF AGREEMENT**
In the event that any Party determines that it is in its best interest to terminate participation in this cooperative agreement with Dane County and all other Parties to this Agreement for storm water information, education and outreach, the Party may do so at any time by taking the following action:
 - A) The Party shall send written correspondence to the Dane County LWRD OLW Watershed Management Coordinator and the Wisconsin Department of Natural Resources indicating its desire to terminate participation in this Agreement.

This correspondence shall include an official resolution or documented action indicating that the requested termination has been authorized by a governmental body possessing the legal authority required to terminate this Agreement, and that the signatories to this correspondence are duly authorized to sign a correspondence terminating their participation in this Agreement.
 - B) Upon receipt of this correspondence, the Dane County LWRD OLW Watershed Management Coordinator shall deem the requesting party removed from the information and education joint agreement at the end of the year in which the request is made.
 7. In the event that a Party withdraws and terminates its participation in this Agreement, the withdrawing Party shall be responsible for its financial contribution with regard to this Agreement until December 31 of the year the Party withdraws. No partial refund based on the date of withdrawal by the Party shall be given.

When a withdrawing Party is no longer financially responsible under this paragraph, the cost shall be re-apportioned among the remaining Parties based upon each Party's respective proportional contribution as set forth in Exhibit A if the termination results in the funding contribution total to be less than \$20,000 for programmatic expenses plus the amount needed to fund the Position's salary and benefits for the year following the time of termination.

8. **NON DISCRIMINATION**

In performance of services under this Agreement, the parties agree not to discriminate against any employee or applicant because of race, religion, marital status, age, color, sex, handicap, national origin or ancestry, income level or source of income, arrest record or conviction record, less than honorable discharge, physical appearance, sexual orientation, political beliefs, or student status.

9. **PERFORMANCE**

Each Party to this Agreement hereby certifies that it possesses the legal authority required to enter into this Agreement, and that the signatories to this Agreement are duly authorized to sign and that its designated representatives are authorized to act in matters pertaining to this Agreement and to provide required reports and file data as may be required.

10. **THIRD PARTY RIGHTS**

This agreement is intended to be solely between the parties hereto. No part of this Agreement shall be construed to add, supplement, amend, or repeal existing rights, benefits or privileges of any third party or parties. Nothing contained herein is intended as a waiver by any party of the defenses and immunities contained within the Wisconsin Statutes, including Sec. 893.80.

11. **EXECUTION IN COUNTERPART**

Each Party to this Agreement acknowledges that this Agreement may be executed in counterparts by duly authorized signatories and that the final contract and the cumulative counterpart signature pages shall be considered an original document with the full force and effect as if one copy of the contract was circulated to all parties for signature.

IN WITNESS WHEREOF, the Cities of Fitchburg, Madison, Middleton, Monona, Stoughton, Sun Prairie and Verona; the Villages of Cottage Grove, DeForest, Maple Bluff, McFarland, Shorewood Hills and Waunakee; the Towns of Blooming Grove, Burke, ~~Dunkirk~~, Madison, Middleton, Westport and Windsor; Dane County; and the University of Wisconsin–Madison, hereto have caused this Agreement to be executed by their proper officers.

EXHIBIT A
FINANCIAL CONTRIBUTIONS TOWARD A POSITION RESPONSIBLE FOR STORM WATER INFORMATION, EDUCATION AND OUTREACH

The contributions per Party listed below for 2013 assume a half-time (1,040 hours annually) annual salary and benefits package of approximately \$40,000 based on the 2013 rate of pay for the Position, and a base annual programmatic budget of \$20,000 for information, education and outreach materials and supplies. Any funds received that are not used for salary and benefits package will be carried forward and available for programmatic expenses in the following year.

The Salary and Benefits paid for the position in the 2nd and subsequent years shall be based upon a 5% annual increase as shown in the following example (rounded to next highest dollar): year one (1) contribution \$1000, year two (2) \$1000 + \$1000*(0.05) = \$1050.00, year three (3) = \$1050 + \$1050*(0.05) = \$1103.

The programmatic budget for implementing the information and education plan is \$20,000 annually. The programmatic budget shall be increased at 5% per year using the same process described above for the Salary and Benefits portion of this EXHIBIT A.

Billing invoice amounts reflecting salary and benefits and programmatic funds shall be reviewed by the I&E Committee. If the accumulated programmatic balance exceeds \$20,000 in any given year, the I&E Committee has discretion to credit member municipalities with written notice sent to all Parties in the Agreement.

Additional increases to the salary (in the case of a reclassification of Position incumbent) or programmatic budgets are allowed provided the budget amendment is approved by the I&E Committee and written notice sent to all Parties in this Agreement.

Any proposed changes shall be sent by July 1 of the year preceding the proposed change so that municipalities have adequate time to budget for the additional costs. Additional costs shall be apportioned among the Parties based upon their respective proportional contribution as set forth herein.

The Position shall pursue grant opportunities wherever possible to supplement the programmatic budget and shall be responsible for submittal of those grant requests on behalf of the Parties to this Agreement.

MUNICIPALITY	2010 Population	January-December 2013 Fee	category
Dane County*, **	N/A	\$1,562	
UW-Madison*	N/A	\$3123	5
City of Madison	233,209	\$12,493	1
City of Sun Prairie	29,364	\$6,989	2
City of Fitchburg	25,260	\$6,989	2
City of Middleton	17,442	\$4,685	3
City of Stoughton	12,611	\$3,890	4
Village of Waunakee	12,097	\$3,890	4
City of Verona	10,619	\$3,890	4
Village of DeForest	8,936	\$3,123	5
City of Monona	7,533	\$3,123	5

Village of McFarland	7,808	\$3,123	5
Town of Windsor	6,345	\$3,123	5
Town of Madison	6,279	\$3,123	5
Village of Cottage Grove	6,192	\$3,122	5
Town of Middleton	5,877	\$3,122	5
Town of Westport	3,950	\$1,562	6
Town of Burke	3,284	\$1,562	6
Town of Dunkirk	1,945	\$1,562	6
Town of Blooming Grove	1,815	\$1,562	6
Village of Shorewood Hills	1,565	\$1,562	6
Village of Maple Bluff	1,313	\$1,562	6
TOTAL		\$78,742	
Adjusted TOTAL less Dunkirk's contribution		\$77,180	

*Contribution not based on population.

**Dane County contributes in-kind with office space, computer, phone, fax, and other overhead as well as supervision.

MUNICIPALITY	2013 Invoice	2014 Invoice	2015 Invoice	2016 Invoice	2017 Invoice	2018 Invoice	Cat-egory	2010 pop-ulation
Dane County	*	*	*	*	*	*	5	N/A
UW-Madison	\$3,123	\$3,279	\$3,443	\$3,615	\$3,796	\$3,985	5	N/A
City of Madison	\$12,493	\$13,118	\$13,774	\$14,462	\$15,185	\$15,945	1	233,209
City of Sun Prairie	\$6,989	\$7,338	\$7,705	\$8,090	\$8,495	\$8,920	2	29,364
City of Fitchburg	\$6,989	\$7,338	\$7,705	\$8,090	\$8,495	\$8,920	2	25,260
City of Middleton	\$4,685	\$4,919	\$5,165	\$5,423	\$5,694	\$5,979	3	17,442
City of Stoughton	\$3,890	\$4,084	\$4,288	\$4,503	\$4,728	\$4,964	4	12,611
Village of Waunakee	\$3,890	\$4,084	\$4,288	\$4,503	\$4,728	\$4,964	4	12,097
City of Verona	\$3,890	\$4,084	\$4,288	\$4,503	\$4,728	\$4,964	4	10,619
Village of DeForest	\$3,123	\$3,279	\$3,443	\$3,615	\$3,796	\$3,985	5	8,936
City of Monona	\$3,123	\$3,279	\$3,443	\$3,615	\$3,796	\$3,985	5	7,533
Village of McFarland	\$3,123	\$3,279	\$3,443	\$3,615	\$3,796	\$3,985	5	7,808
Town of Windsor	\$3,123	\$3,279	\$3,443	\$3,615	\$3,796	\$3,985	5	6,345
Town of Madison	\$3,123	\$3,279	\$3,443	\$3,615	\$3,796	\$3,985	5	6,279
Village of Cottage Grove	\$3,123	\$3,279	\$3,443	\$3,615	\$3,796	\$3,986	5	6,192
Town of Middleton	\$3,123	\$3,279	\$3,443	\$3,615	\$3,796	\$3,986	5	5,877
Town of Westport	\$1,562	\$1,640	\$1,722	\$1,808	\$1,899	\$1,993	6	3,950
Town of Burke	\$1,562	\$1,640	\$1,722	\$1,808	\$1,899	\$1,993	6	3,284
Town of Dunkirk	\$1,562	\$1,640	\$1,722	\$1,808	\$1,899	\$1,994	6	1,945
Town of Blooming Grove	\$1,562	\$1,640	\$1,722	\$1,808	\$1,899	\$1,993	6	1,815
Village of Shorewood Hills	\$1,562	\$1,640	\$1,722	\$1,808	\$1,899	\$1,993	6	1,565
Village of Maple Bluff	\$1,562	\$1,640	\$1,722	\$1,808	\$1,899	\$1,993	6	1,313
Adjusted totals	\$77,178	\$81,036	\$85,088	\$89,343	\$93,810	\$98,500		
		\$79,396	\$83,366	\$87,535	\$91,911	\$96,506		

**The Parties agree that Dane County does not invoice itself, but rather contributes in-kind with office space; phone, computer, printer and other equipment; internet access; Information Management and other staff support; access to vehicles; supervision; and other overhead.*

Category	2010 Census Population
1	>50,000
2	20,000-49,999
3	15,000-19,999
4	10,000-14,999
5	5,000-9,999
6	<5,000

Municipal Responsibilities

It is not enough for municipalities to merely be an actively paying contributor to the Partnership. There are specific actions each municipality must do. For example, while MAMSWaP has created a useful website, each municipality needs to link to www.myfairlakes.com. Other examples include:

- using provided articles and other information in municipal newsletters or utility bill inserts,
- using displays,
- providing information on municipal web sites,
- issuing press releases to local newspapers, and
- implementing storm drain marking programs.

Municipalities must document in their reports to DNR how they have used the materials developed by the I&E Committee.

Municipal Contacts

Fitchburg (city)	Rick Eilertson, P.E., Environmental Engineer, City of Fitchburg, 5520 Lacy Road, Fitchburg, WI 53711-5318; 608-270-4264; rick.eilertson@fitchburgwi.gov
Madison (city)	Greg Fries, P.E., Principal Engineer, City of Madison Engineering Division, City-County Building, Room 115, 210 Martin Luther King Jr. Blvd., Madison, WI 53703; 608-267-1199; gfries@cityofmadison.com
Middleton (city)	Gary Huth, P.E., Assistant City Engineer, City of Middleton Public Works Dept., 7426 Hubbard Ave., Middleton, WI 53562; 606-827-1070; ghuth@ci.middleton.wi.us
Monona (city)	Daniel Stephany, Director of Public Works & Utilities, City of Monona, 5211 Schluter Road, Monona, WI 53716; 608-222-2525; dstephany@ci.monona.wi.us
Stoughton (city)	Rodney Scheel, Director of Planning & Development, 381 East Main St., Stoughton, WI 53589; 608-873-6619; rscheel@ci.stoughton.wi.us
Sun Prairie (city)	Daryl Severson, City Engineer, City of Sun Prairie, 300 E. Main St., Sun Prairie, WI 53590; 608-837-3050; Dseverson@sun-prairie.com
Verona (city)	Ron Rieder, Director of Public Works, City of Verona, 410 Investment Ct., Verona, WI 53593-8749; 608-845-6695; ron.rieder@ci.verona.wi.us
Cottage Grove (village)	Jim Hessling, Director of Public Works, Village of Cottage Grove, 225 Bonnie Road, Cottage Grove, WI 53527, 608-839-5813, jhessling@village.cottage-grove.wi.us ,
DeForest (village)	Deane Baker, Public Works/Parks Coordinator, Village of DeForest, 205 DeForest Street, PO Box 510, DeForest, WI 53532; 608-846-6761; Bakerd@vi.deforest.wi.us

Maple Bluff (village)	Tom Schroeder, Pub Works Superintendent, Village of Maple Bluff, 18 Oxford Place, Madison, WI 53704; 608-244-3048; tschroeder@villageofmaplebluff.com
McFarland (village)	Allan Coville, Director of Public Works, Village of McFarland, 5915 Milwaukee St., McFarland, WI 53558; 608-838-8287; allan.coville@mcfarland.wi.us
Shorewood Hills (village)	Karl Frantz, DPW, Village of Shorewood Hills, 810 Shorewood Blvd., Madison, WI 53705; 608-267-2680; kfrantz@shorewood-hills.org
Waunakee (village)	Kevin Even, P.E., Village Engineer/DPW, Village of Waunakee, 500 W. Main St., Waunakee, WI 53597; 608-849-6276; keven@vil.waunakee.wi.us
Blooming Grove (town)	Mike Wolf, Town Administrator, Town of Blooming Grove, 1880 S. Stoughton Road, Madison, WI 53716; 608-223-1104; BGAdmin@BLMGROVE.com
Burke (town)	Brenda Ayers, Town Clerk/Treasurer, Town of Burke, 5365 Reiner Rd., Madison, WI 53718; 608-825-8420; townofburke@verizon.net
Madison (town)	Rick Rose, P.E., Public Works Director, Town of Madison, 2120 Fish Hatchery Rd., Madison, WI 53713; 608-210-7260; roserr@town.madison.wi.us
Middleton (town)	David Shaw, Town Administrator, 7555 West Old Sauk Road, Verona, WI 53593; 608-833-5887; tnmid@chorus.net
Westport (town)	Tom Wilson, Town Administrator, Town of Westport, 5387 Mary Lake Rd., Waunakee, WI 53597; 608-849-4372; twilson@townofwestport.org
Windsor (town)	Kevin Richardson, PE, Town Engineer, Town of Windsor, 4084 Mueller Road, DeForest, WI 53532; 608-846-3854; fax 608-846-2328; kevin@windsorwi.gov
Dane County	Sue Jones, Watershed Management Coordinator, Dane County Office of Lakes and Watersheds, 5201 Fen Oak Drive, Rm 234, Madison, WI 53718-8827; 608-224.3764, jones.susan@countyofdane.com
UW–Madison	Marisa Trapp, Environmental Compliance Specialist, UW-Madison Safety Department, 30 East Campus Mall., Madison, WI 53715; 608-262-2407; mtrapp@fpm.wisc.edu

Geographic Focus of the Plan

The 21 member municipalities (listed on the inside cover of this plan) signed an intergovernmental agreement to implement the I&E plan, developed to meet permit requirements. Dane County is only responsible under the permit for those county-owned properties and facilities within the urban area indicated by the outline on the map.

Renew the Rock



The MAMSWaP I&E Committee recognizes that the majority of the MAMSWaP area is located within the Rock River Basin and is working with the Rock River Stormwater Group to cooperate on outreach projects wherever possible.

Municipalities in the Rock River Stormwater Group & Madison Area Municipal Stormwater Partnership



