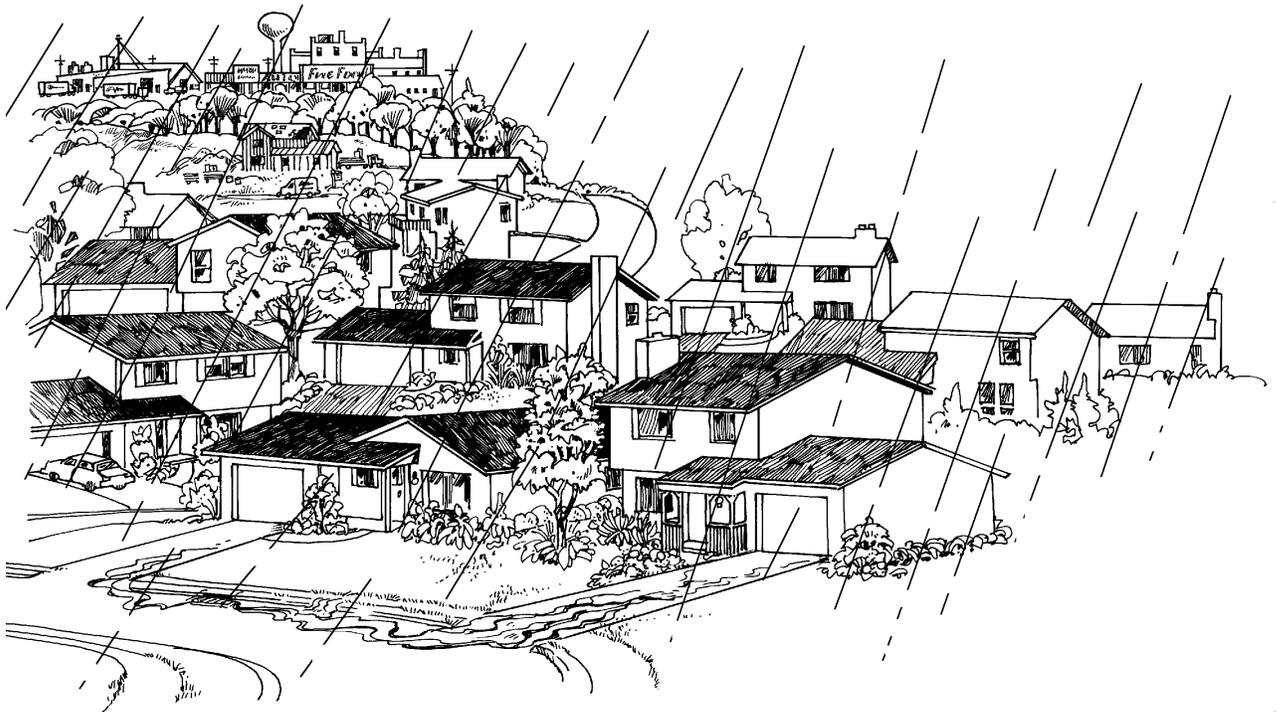


# JOINT STORM WATER PERMIT GROUP INFORMATION AND EDUCATION PLAN

**A Storm Water Information  
and Education Strategy for 19  
Dane County Municipalities**

**January 2003**

This document can also be viewed at  
[www.co.dane.wi.us](http://www.co.dane.wi.us)



## ACKNOWLEDGEMENTS

The development of this plan involved a diverse group of individuals with a wide range of expertise. Their input and municipality cooperation was crucial for plan development and will continue to play an integral role in addressing storm water runoff in Dane County. Participation in the review process was exceptional. Thank you to everyone who helped.

### Joint Storm Water Permit Group Municipalities

City of Fitchburg	Town of Middleton
City of Madison	Town of Windsor
City of Middleton	Town of Westport
City of Monona	Village of Deforest
City of Sun Prairie	Village of Maple Bluff
City of Verona	Village of McFarland
County of Dane	Village of Shorewood Hills
Town of Blooming Grove	Village of Waunakee
Town of Burke	University of Wisconsin–Madison
Town of Madison	

### Joint Storm Water Permit Group Information and Education Subcommittee

Tim Astfalk, Mead & Hunt  
Jim Bertolacini, Wisconsin Department of Natural Resources  
Mindy Habecker, Dane County UW-Extension  
Marcia Hartwig, Dane County Lakes and Watershed Commission/Land Conservation Department  
Debbie Hatfield, Mayo Corporation  
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Suzanne Wade, UW-Extension

Copies of this plan are available from the Storm Water Education Coordinator at Dane County Land Conservation Department, 608-224-3730. Printed copies are \$6.00. A downloadable version is available at [www.co.dane.wi.us/commissions/lakes](http://www.co.dane.wi.us/commissions/lakes).

All Joint Storm Water Permit Group municipalities provide equal opportunities in employment and programming. Publications are available in alternative formats upon request.

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# PREFACE

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Wisconsin Administrative Code NR 216 requires the development of an education and outreach plan as part of a storm water discharge permit application. The 19 municipalities in the Joint Storm Water Permit Group involved in the development of this plan are:

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

The Wisconsin Department of Natural Resources (WDNR) and the United States Environmental Protection Agency (USEPA) have identified the importance of informing and educating municipalities, the construction trades, professional service providers, and citizens about storm water pollution. Control of storm water pollution is most effectively implemented when people and organizations understand the impact of storm water pollution, its sources, and the actions they can take to control it.

In developing this plan, the Joint Storm Water Permit Group Information and Education (I&E) Subcommittee was assisted by the expertise of group members and environmental education experts. The Subcommittee reviewed other storm water plans to develop this plan, and developed short- and long-term funding strategies, a position description and a grant application. Funding to develop this plan was provided by contributions from each permitted entity for a \$10,000 budget. Funding for implementation has also been committed by each permitted entity, as spelled out in an intergovernmental agreement, which is an appendix to this plan.

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 portion of Dane County addressed in this plan is rich in water resources that have been adversely impacted by storm water runoff. The goals, objectives and actions identified in this plan will direct the Joint Storm Water Permit Group's information and education activities for the next five years to address these adverse impacts.

The half-time Storm Water Education Coordinator, a position created by the Joint Storm Water Permit Group under the intergovernmental agreement, will coordinate implementation of this plan, with oversight provided by the Joint Storm Water Permit Group's I&E Subcommittee.

Key chapters of this plan are Chapters 4 and 5, which address target audiences and their needs, objectives and goals, potential funding sources and an implementation timeline. Section 5.3 of Chapter 5 serves as a detailed work plan for the Storm Water Education Coordinator and the 19

cooperating municipalities. It identifies specific actions to accomplish plan objectives, and who will accomplish each action in what timeframe.

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# CHAPTER 1

## WHY AN INFORMATION AND EDUCATION PLAN IS NEEDED

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### 1.1 RESOURCE REASONS

The permit area is rich in water resources that have been adversely impacted by storm water runoff. Two watersheds, the Yahara River/Lake Mendota and the Yahara River/Lake Monona, make up the largest urban and urbanizing land area as well as the largest population in the permit area. The project area 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 events from construction sites, residential yards, paved streets, parking lots, and building rooftops often deliver pollutants such as sediment, oil, grease, bacteria, pesticides, nutrients 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 or fish consumption advisories and covering of fish spawning areas from excess sedimentation. 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)<sup>1</sup>. 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 10 percent connected imperviousness, the stream begins to deteriorate (Schueler, 1994).<sup>2</sup>

Many water resources in the area are not meeting the state's water quality standards. Wisconsin's most recent submittal to the Environmental Protection Agency of its list of impaired waters (the 303(d) list) that do not meet water quality standards due to nonpoint sources includes waters in the following watersheds that are part of the permit area:

- Yahara River and Lake Mendota
- Black Earth Creek
- Yahara River and Lake Kegonsa
- Upper Sugar River (The Upper Sugar River has been recommended to be removed from the list.)
- Badfish Creek

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

<sup>2</sup> Schueler, T.R. 1994. "The Importance of Imperviousness." Watershed Protection Techniques. 1(3).

The Nonpoint Source Control Plan for the Yahara River/Lake Mendota Priority Watershed Project states that 34 percent of sediment and 24 percent of phosphorus comes from runoff from urban and urbanizing areas. Construction sites contribute 23 percent of the sediment load while accounting for only 0.3 percent of the land area on an average annual basis. The plan established a goal of reducing sedimentation from existing urban areas by 40 percent, urbanizing areas by 80 percent and future urban areas by 50 percent. 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 will be 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 1992 Nonpoint Source Control Plan for the Yahara River/Lake Monona Priority Watershed Project identified 60 percent of the watershed as being urban or urbanizing, the largest urban area being the City of Madison. Lakes Monona, Waubesa and Wingra were cited as suffering from nuisance algae and weed growth due to high phosphorus levels in storm water runoff.

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 citizens and public officials 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.

A well-designed and well-executed information and education plan identifies the audiences that need to be informed, need to make policy and need to act. It is a powerful tool that provides those audiences with the appropriate educational materials and activities they need to become more knowledgeable and empowered to take action.

## **1.2 NR 216 REQUIREMENTS**

### **Regulatory Requirements for Information and Education**

As previously discussed, information and education (I&E) 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 above 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 has been prepared for the urbanized portions of central Dane County, in the 19 municipalities required to obtain a storm water discharge permit. Agricultural runoff is therefore not addressed in this plan, but controlling agricultural runoff is a component of several local, state and federal programs and is included in Subchapter II of NR 151.

In addition, on August 22, 2002, revisions to Dane County's existing Construction Site Erosion Control Ordinance took effect. Adopted in 2001 by the Dane County Board, the amended ordinance now includes countywide storm water management standards that address the quantity and quality of water that runs off of areas under construction in urban and rural areas and on farms. Dane County's Erosion Control and Stormwater Management Ordinance sets standards for the quality and the quantity of storm water runoff from regulated 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 will integrate the need to meet the requirements on NR 216 with the requirements of the Dane County Erosion Control and Stormwater Management Ordinance (Chapter 14).



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# CHAPTER 2

## HOW THE PLAN WAS DEVELOPED

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### 2.1 PLAN DEVELOPMENT STRATEGY

As noted in Section 1.2, one of the required elements of the NR 216 storm water discharge permit is information and education. An information and education subcommittee of the Joint Storm Water Permit Group was established in June 2001. Subcommittee members were selected to represent each of the variety of entities in the permit group (e.g. town, city, village, county, university permittees).

The Subcommittee proposed a strategy and funding mechanism for completing an I&E plan to submit with the group permit application on January 7, 2003. This strategy was submitted to the Joint Storm Water Permit Group and discussed in July and November 2001. The Joint Storm Water Permit Group approved the following short-term strategy in November 2001: collect equal contributions from each permitted entity to support a \$10,000 budget to fund work by existing Dane County staff to support the subcommittee writing a plan for submittal to DNR. Invoices were sent by Dane County in February 2002 and were subsequently paid by the communities (see Appendix A.3).

The I&E subcommittee, expanded to include outside advisors, began developing the I&E plan in January 2002. The UWEX Rock River Basin Educator, who brought to the group her experience in developing other information and education plans, facilitated meetings. The Department of Natural Resources Runoff Management Education Coordinator and the Dane County UW Extension Community and Natural Resources Extension Agent, both experienced in writing and implementing plans, were also involved in the development of this plan.

The Subcommittee's work was assisted by the expertise of group members, examples of other storm water plans, and discussion with a UW-Extension statewide expert on environmental education who had completed a national study of community-based environmental education and effective education strategies.

### 2.2 PLAN IMPLEMENTATION STRATEGY

In November 2001, the I&E Subcommittee also proposed a longer-term oversight and funding strategy for implementation of the I&E plan during the permit period. This strategy was presented in a draft intergovernmental agreement to the Joint Storm Water Permit Group, which was revised in 2002 to reflect Joint Storm Water Permit Group input. This intergovernmental agreement is now being signed in counterpart, and will be submitted as part of the Joint Storm Water Permit Group application.

Levels of financial contributions from each town, village and city in the Joint Storm Water Permit Group were decided based on population. Dane County and UW-Madison contributions were not based on population, as that would double count municipal populations. The Joint Storm Water Permit Group approved the financial contribution schedule, which is included in the Intergovernmental Agreement (see Appendix A.3).

The I&E Subcommittee also developed a position description for the half-time Storm Water Education Coordinator, which was approved by the Joint Storm Water Permit Group. Another accomplishment of the subcommittee was preparation and submittal of an application for a DNR Urban Nonpoint Source and Storm Water grant to implement some key items of the proposed I&E plan. DNR selected this proposal for funding in late August 2002.

### 2.3 GEOGRAPHIC FOCUS OF THE PLAN

This plan has been developed to meet the I&E program needs of the 19-member (herein collectively referred to as the Municipalities) Joint Storm Water Permit Group located in central Dane County. After being designated by the DNR in 1999 as needing a municipal storm water discharge permit under Subchapter I of NR 216, the Municipalities signed an intermunicipal agreement to apply for and operate under a group municipal storm water discharge permit. The Municipalities that are part of the Joint Storm Water Permit Group are as follows:

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

Figure 2.3-1 indicates the outline of the Municipalities and the geographical focus of the plan. The outlined area indicates the general central, urban area that is the subject of the group municipal storm water discharge permit and the I&E plan. 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.

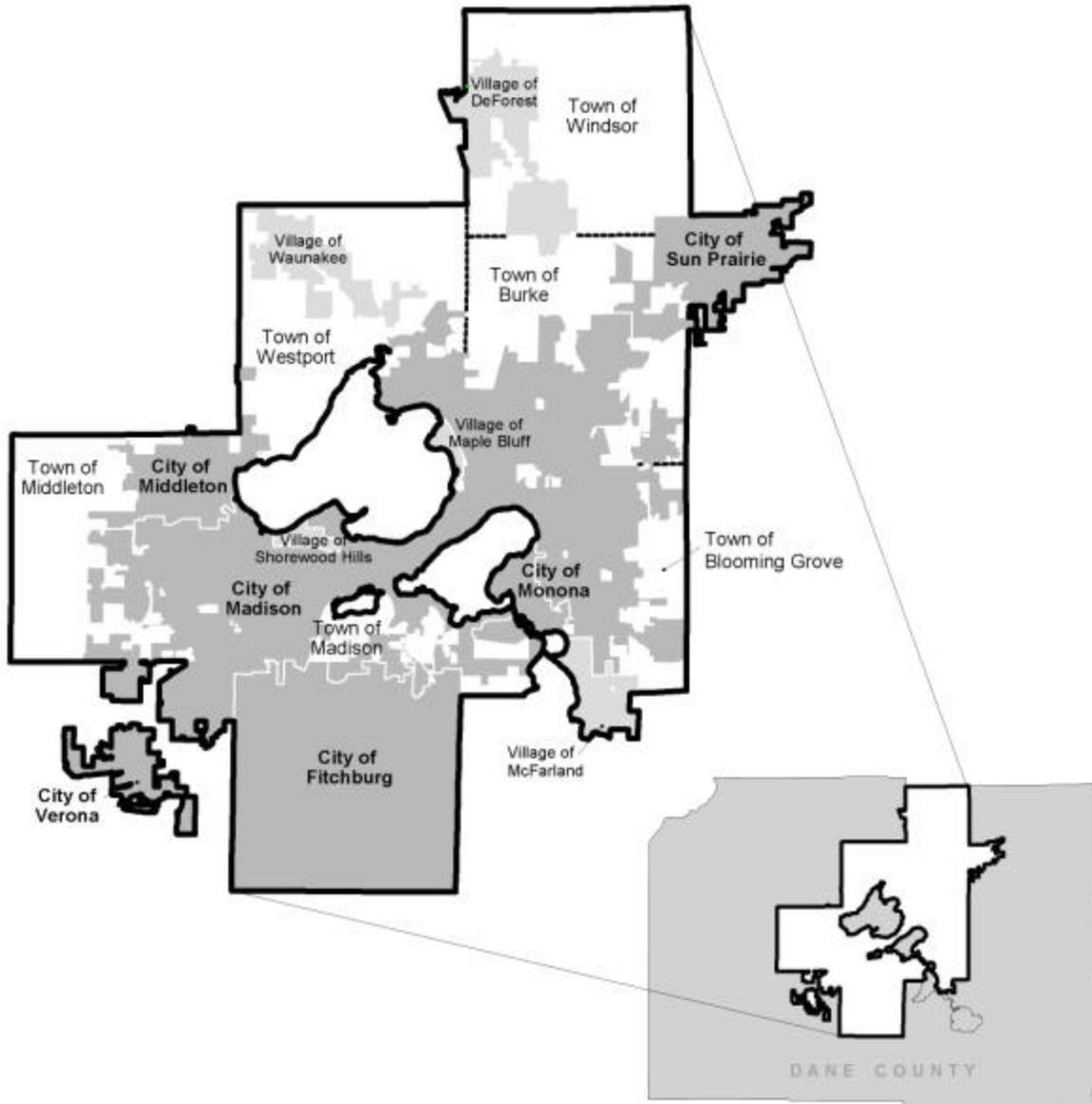


Figure 2.3-1 Project Location Map



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# CHAPTER 3

## IMPLEMENTATION METHODOLOGY

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### 3.1 IMPLEMENTATION METHODOLOGY

The intergovernmental agreement to create and fund a position responsible for storm water management education and outreach, which will be signed by all permitted entities and submitted as part of the joint permit application, spells out the staffing, oversight, and funding for implementation of this I&E plan (Appendix A3).

The half-time Storm Water Education Coordinator position, created by the Joint Storm Water Permit Group under the intergovernmental agreement, will coordinate implementation of this plan, with oversight provided by the Joint Storm Water Permit Group's I&E Subcommittee. I&E Plan implementation progress reports will be a regular agenda item for the quarterly meetings of the Joint Storm Water Permit Group.

The Storm Water Education Coordinator will be housed at the Dane County Land Conservation Department, and directly supervised by the Dane County Conservationist. The Storm Water Education Coordinator position will be filled as soon as feasible after issuance of the NR 216 permit to the group, and will continue over the 5-year life of the permit.

This I&E plan identifies implementation actions that are the responsibility of the Storm Water Education Coordinator. The Storm Water Education Coordinator may provide materials to individual municipalities and other agencies involved with storm water management. The I&E plan also identifies priorities and a timeline for completing the many actions identified. This will guide the Coordinator and Subcommittee in making day-to-day decisions about work planning, and dealing with unanticipated requests for storm water outreach assistance.

The intergovernmental agreement that established the Storm Water Education Coordinator position also provided an annual program budget of \$10,000 to pay for base activities in this plan. Some other key activities are funded by a DNR Urban Nonpoint Source and Storm Water grant. Other actions are noted in the plan as contingent upon additional grants or sponsorships.

The Storm Water Education Coordinator will prepare detailed annual plans for implementing actions in this plan with oversight from the Joint Storm Water Permit Group I&E Subcommittee. These annual plans will be prepared using an educational effectiveness model explained in Section 3.2.

### 3.2 EDUCATION'S ROLE IN THE STORM WATER PERMIT PROCESS

Anytime an educational program is being developed, program effectiveness needs to be addressed. Is it worth the time, energy and resources being used? Some people feel that regulation and

enforcement should be the main tools used to accomplish goals instead of education. However, past programs that relied solely on enforcement or monetary incentives have not been successful. Research has shown that a strong education program must be used to complement other means. This is especially true when enforcement is spotty, penalties light and the audience is vast.<sup>1</sup>

Education is just one part of the storm water permit implementation 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.

Educational programs that focus on behaviors likely to be adopted are more successful than those that are difficult or expensive. 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 (see example below).
- The behavior should be low cost in terms of time, money or energy.

An example of this occurred at the beginning of Wisconsin's recycling education programs. People were somewhat willing to recycle but they were unwilling to haul their recycling to a recycling center, or even to sort it and put it in different containers. When communities allowed co-mingling of materials with curbside pickup, the behavior change that was expected matched the three criteria. They could see the amount of material being recycled. It was similar to what they already were doing, bagging and placing garbage on the curb and it was easy. The education program reaffirmed the impact and the value of the program as well as taught what could be recycled and how to do it. Behavior change then occurred.

Educators need to work with others on all aspects of program implementation to help insure the planned information and education activities meet the criteria.

### **Education Effectiveness**

Those who develop educational programs need to bear in mind the features leading to exceptional and valuable education programs. Researchers in social marketing have studied the best educational programs in the nation that deal with social issues and have determined that they had one or more components of a successful educational program.

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<sup>1</sup> UWEX 1989 Metropolitan Milwaukee study

## Components of a Successful Educational Program<sup>2</sup>

### Ask for a Commitment

Educational programs where people made a public commitment to do something had a much higher success rate than those that just taught what needed to be done and why. This can be as simple as at the end of a workshop asking what each participant will do once they leave.

### Place Specific Prompt Near Behavior

The best time to educate someone is at the time and place where the change needs to occur. The most common method used are signs or pictures of the correct behavior (“Wash hands before returning to work,” “Turn out light when leaving,” “Dump No Waste, Drains to Lake, ”etc.).

### Communicate the Norm

People are more likely to do something if they think others are also doing it. Endorsements and case studies at workshops are one way to communicate the norm. At the time of the development of this plan, there was a tobacco cessation commercial playing frequently where the announcer is telling all the things she is and ends with “...but I am not the store clerk who will sell cigarettes to minors.” This is clearly a means of stating what the behavior, or norm is.

### Remove Barriers

An educational program that makes it easier for participants to make changes should be a major goal. Fact sheets and clear explanations of the regulatory process will help people follow them. Rain garden workshops at good locations followed by a free consultation in the participant’s yard will make the workshops more effective.

During the development process of this plan, each activity was analyzed for its ability to include one or more of these components. A critical step for the Storm Water Education Coordinator and the Joint Storm Water Permit Group I&E Steering Committee will be to insure that these components of success are included in the detailed planning of all activities.

## 3.3 WHO THE PLAN MUST REACH (TARGET AUDIENCES)

A vital part of the storm water education program is to build the capacity for change in both the public and private sectors. To be effective in building this capacity for change, these programs must reach a wide variety of audiences throughout the NR 216 permit area. They require a long-term investment in developing the knowledge, skills, attitudes and behaviors needed for widespread adoption of new storm water management practices.

In addition to being broad-based, storm water information programs must be intensive enough to reach all parts of the metropolitan population. Everyone’s participation is needed because the sources of storm water pollutants are so common and widespread. Some examples include

- soil from construction sites and fields,
- oil, antifreeze and other chemicals from vehicles,

<sup>2</sup> Booth, Elizabeth Mills, 1996. *Starting with Behaviors*; McKenzie-Mohr, Doug, 1995. *Promoting a Sustainable Future*

- pollutants from outdoor storage areas,
- waste material from pets and urban wildlife,
- salt and sand from deicing,
- fertilizers and pesticide from lawns, landscaping and golf courses, and
- leaves and grass clippings from homes and businesses.

Although polluted runoff is a leading cause of water quality problems, storm water management is a new concept to many people. They are not accustomed to thinking about runoff as a source of water pollution, let alone the problems, sources and solution associated with it. One purpose of information programs must be to familiarize key audiences such as local government officials and citizens with storm water terminology and concepts.

Storm water education programs must go beyond making people aware of the problem and familiar with its terms. Education programs must also build understanding of pollution sources, acceptance of appropriate solutions, knowledge of skills needed to implement solutions and motivation to take action. Creating this kind of change in people's knowledge, attitudes and behavior is a long-term process. Success will be measured over decades, not months or years.

The audiences that this education plan must meet can be described as:

- those that must act (elected officials, homeowners, business owners, developers);
- those that must support change (conservation groups, civic organizations, media and concerned citizens); and
- those who are future actors and supporters (teachers, youth).

Thus the challenge of the storm water information and education plan is three-fold. It must:

- be broad enough to reach all communities in the metropolitan area;
- be intensive enough to involve all parts of the population; and
- be persistent enough to raise an idea from obscurity to action.

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# CHAPTER 4

## PURPOSE, GOALS, TARGET AUDIENCES AND OBJECTIVES

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This chapter sets the direction for the storm water information and education plan by identifying its purpose, goals, target audiences and objectives.

### 4.1 PURPOSE

The purpose of implementing the Joint Storm Water Permit Group I&E plan is **to improve the quality and reduce the quantity of urban runoff, resulting in area lakes and rivers meeting their designated use.**

### 4.2 GOALS

The goals of the I&E plan derive from the requirements of the NR 216 permit, focusing on improving urban storm water quality and eliminating illicit discharges. This plan therefore does not address the control of runoff from agricultural resources, which is the focus of various other programs.

Goals are broad ideas that may take a very long time to achieve. Goals usually don't change significantly over the life of a project, occasionally new ones may be added. An educational program is dynamic, some goals may be more important at certain times in a project's life than others.

Specifically the goals of this plan are:

- Goal 1: Improve quality and reduce quantity of storm water runoff from existing urban areas to meet or exceed state and local standards.
- Goal 2: Improve quality and reduce quantity of storm water runoff from all new development and redevelopment to meet or exceed state and local standards.
- Goal 3: Identify and eliminate all unpermitted wastewater discharges to the storm water system.

Redevelopment, as defined in NR 151.002(39), means areas where development is replacing older development.

### 4.3 TARGET AUDIENCES

Educational 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. Educational programs are then designed to meet an audience’s unique needs for topics, skills and best delivery methods.

The Joint Storm Water Permit Group I&E Subcommittee brainstormed types of target audiences our message needed to reach. Then, based on consensus, the group designated each as ‘Very Important’, ‘Important’ or ‘Somewhat Important’. Any audience that did not rate at least ‘Somewhat Important’ was not listed in the table. Next, each person was asked to rate the importance of these target audiences on a numerical scale. This was done as a check on the group prioritization. The initial chart was reevaluated and some of the prioritization was changed. Table 4.3-1 is the final prioritization results.

	Construction Professionals	Students	Occasional users	Residents	Private Sector	Policy Makers
Very Important	Developers	Students K-12		Homeowners	Big Business owners	Elected officials
	Consultants (architects, engineers, etc.)	Student/youth groups		Landlords	Facility managers	Municipal Staff
	Home builders					
	Contractors					
Important		College Students	Recreational (boaters, anglers, swimmers)	Auto owners	Small business owners	
			Recreational auto owners	Property owners		
			Tourists	Tenants		
Somewhat Important					Golf course staff	School administration
						Municipal administrators

**Table 4.3-1 Results of Audience Ranking**  
 “Natural Resource Partnership Groups” were identified as another category, however were not ranked

#### 4.4. OBJECTIVES

Objectives are the detailed knowledge and skills that either all people, or specific target audiences, need in order to meet the purpose and goals of the Joint Storm Water Permit Group’s I&E plan. Objectives are normally accomplished in less time than goals, usually within five to ten years. Objectives specify an audience, and an educational need such as knowledge or skill to be gained.

The objectives are the heart of an education plan. They are based on the goals and target audience needs, and result in an orchestrated set of educational activities that are focused and effective. Well-written and designed objectives will result in measurable outcomes upon which the program’s evaluation will be based.

The objectives in this plan are organized by target audiences. Objectives for each target audience are listed under the goal they address and are organized by priority. Priority ranking is designated by:

- \*\* High priority—Critical objective that is imperative to meet clean water purpose.
- \* Medium priority—Important objective in helping to achieve purpose.
- + Low priority—Positive, but not priority.

## General Public

General public is a term used for all people living and working in the permit area. These objectives pertain to all audiences including all other target audiences, and are not repeated under each target audience's section. When the term 'All Audiences' is used it denotes a particularly important educational need.

- Objective 1.1 All audiences will understand the impacts of storm water and why it is important to decrease storm water runoff, including water quality impacts and the effects of impervious surface on runoff (heat, quantity, pollutants, extreme variations in flow). \*\*
- Objective 1.2 All audiences will know where to get information on Best Management Practices (BMPs) and will be able to use the appropriate BMPs such as directing downspouts to pervious areas, reducing impervious areas, developing rain gardens, using rain barrels and having proper landscaping techniques around their home or business. \*\*
- Objective 1.3 The general public will empower themselves to take action to improve water quality and to develop creative solutions to work in concert with agency staff. \*\*
- Objective 1.4 All audiences will understand where storm water drains go to and will not dump material into them. \*\*
- Objective 1.5 The general public will see BMPs as necessary, functional, and marketable (aesthetics may add value). \*
- Objective 1.6 The general public will understand the resources needed to install and maintain BMPs including cost, time and difficulty. \*
- Objective 1.7 The general public will know whom to call when someone is violating performance standards or the Dane County Storm Water Ordinance. +
- Objective 2.1 All audiences will understand that there are runoff standards and will understand how volume of water impacts habitat, groundwater and surface water. \*\*
- Objective 2.2 All audiences will evaluate opportunities to reduce imperviousness and increase infiltration during redevelopment or in new developments. \*\*

## Homeowners, Landlords and Small Business Owners

Property owners and managers need specific knowledge and skills in order to implement practices that improve the quality and reduce the quantity of storm water runoff. Small businesses are here defined as self-standing businesses, responsible for the management of their own parking lot and landscaping. They are frequently owner-operated and include restaurants, gas stations, dry cleaners, printers, and other specialty shops. They are not part of a strip mall or other large development.

- Objective 1.8 During retrofitting and redevelopment, homeowners, landlords and small business owners will install practices to decrease volume and peak flows and improve water quality. \*
- Objective 2.3 Homeowners, landlords and small business owners will choose development and hire contractors who will meet or exceed standards. There will be increased demand for quality developments that meet performance standards including reducing imperviousness and increasing infiltration. +

### **Consultants, Developers, Home Builders and Contractors**

The following objectives relate specifically to those individuals who plan and implement land developments and those individuals who are involved in new construction and redevelopment.

- Objective 1.9 Homeowners and their contractors will be able to explain the importance of using effective BMPs and will properly install and maintain effective BMPs.\*\*
- Objective 2.4 Consultants and developers will know storm water rules and the regulatory process. \*\*
- Objective 2.5 Consultants will prepare designs that meet or exceed performance standards. \*\*
- Objective 2.6 Consultants will provide accurate information to developers and municipalities on practices to meet standards including innovative practices and new science/engineering techniques. \*\*
- Objective 2.7 Consultants and developers will design construction sites to minimize erosion and storm water runoff. Contractors and builders will install and maintain these erosion control and storm water BMPs.\*\*
- Objective 2.8 Developers will understand the financial and other benefits of complying with performance standards. \*\*
- Objective 2.9 Developers will understand elements of and implement low-impact/conservation design development.\*\*
- Objective 2.10 Developers will market developments based in part on storm water compliance and benefits of storm water practices. +
- Objective 2.11 Homebuilders will 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. +
- Objective 3.1 All audiences will be able to identify unpermitted wastewater discharges and know who to contact for enforcement and remedy. \*\*
- Objective 3.2 All audiences will understand the environmental consequences of illicit discharges. \*\*

### **Municipalities and Municipal Staff**

The following objectives refer to professional, career staff employed by county, city, town and village governments. They may be employed in planning, zoning, land conservation, parks, public works or other departments with land use or land management responsibilities.

- Objective 1.10 Municipal staff and consultants will be able to evaluate BMPs for effectiveness. \*\*
- Objective 1.11 Municipalities will hire engineering firms that understand and use proper storm water retrofitting.\*
- Objective 2.12 Municipalities will communicate standards to landowners, developers, contractors and consultants. \*\*
- Objective 2.13 Municipalities will review plans and enforce standards in plans. \*\*
- Objective 2.14 Municipalities will provide adequate staffing for administration. \*\*
- Objective 2.15 Municipalities will provide demonstrations of new and innovative practices that meet or exceed standards. \*
- Objective 2.16 Municipal staff and consultants will be aware of and suggest designs that minimize erosion from construction sites. \*
- Objective 2.17 Municipalities will take action to encourage “green developments.”\*

### **Elected Officials**

Elected officials, especially those serving on land use, and zoning committees have unique educational needs that will allow them to make policy and legal decisions regarding the storm water program.

### **Managers of Large Facilities**

Large commercial, industrial and municipal properties as well as golf courses, zoos, gas stations and fleet handling facilities have distinctive educational needs due to potential runoff from fertilizers, pesticides, heavy metals, petroleum products and other chemicals. Therefore, specific educational objectives are needed, but, more importantly, unique educational programs are needed to educate this audience. Other audiences that need similar education will also be addressed by this section, which include lawn care companies, painters, boat storage and cleaning firms, mobile cleaning operations and any business with outdoor storage.

Objective 1.12 Business owners/operators and municipal staff will understand storm water rules and regulations, and why proper business and municipal storm water practices are important, and they will utilize appropriate BMPs.\*\*



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# CHAPTER 5

## FUNDING SOURCES, ACTIONS, AND TIMELINE

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### 5.1 INTRODUCTION

Reaching each of the target audiences described in the preceding chapter will require coordinated, long-term efforts involving many public and private agencies. This chapter lists specific educational activities, the priority assigned to each activity by the Joint Storm Water Permit Group I&E Subcommittee, the responsible party in charge of developing and implementing the activity, when the action is expected to occur and what funding source is likely to be used to accomplish the activity.

Normally, the first party identified in the “Who” column is the main activity coordinator with others providing various levels of support during implementation and development. Most of the individuals listed to work on activities have agreed to their role. A few have not but are listed since they typically provide similar services or are likely partners. As the Storm Water Education Coordinator’s work plan is developed each year, partners will be asked to help with development and implementation of activities.

More ideas have been generated than can be accomplished. Each year, this plan will be evaluated and an annual work plan developed. The needs of the most important target audiences, based on goals and objectives, will be the main determinant of where energy is placed. Information will be gathered regarding specific audience needs and preferred learning methods to assist with this reevaluation.

Along with funding and action prioritization, the Storm Water Education Coordinator and the Joint Storm Water Permit Group I&E Subcommittee will determine what educational activities can be accomplished each year. Other organizations, such as the Department of Natural Resources, University of Wisconsin-Extension and various friends groups will be independently, and in partnership, developing storm water education programs that will help meet the needs of this plan. They are listed in the actions, if known.

The Joint Storm Water Permit Group I&E Subcommittee received an Urban Nonpoint Source and Storm Water Grant from DNR to help implement the strategy. This competitive grant program is available to urban local units of government and can be used to pay 70% of the cost of planning, information and education, ordinance development and enforcement and training and 50% of eligible best management practice costs.

## 5.2. FUNDING SOURCES

Funding will be sought from a variety of sources. For years 2003-2005 the subcommittee received an Urban Nonpoint Source and Storm Water Grant from DNR to help implement the strategy. The \$100,000 grant will fund a survey; a media campaign; development and printing of utility bill inserts, mailers and point of use brochures; development and implementation of school and youth outreach campaign; and general information and education activities such as developing press releases, newsletter articles, distributing publications, and conducting workshops. The program budget funds derived from the municipal contributions will fund the half-time Storm Water Education Coordinator position and provide \$10,000 for annual program budget.

## 5.3 ACTIONS AND TIMETABLE

### Abbreviations and Selected Definitions:

Contract = work that can be contracted out  
 DNR = Wisconsin Department of Natural Resources  
 FOLW = Friends of Lake Wingra  
 Grant \$ = funds that have not yet been identified or applied for  
 I&E Subcommittee = Joint Storm Water Permit Group I&E Subcommittee  
 LWC = Dane County Lakes and Watershed Commission  
 MATC = Madison Area Technical College

Program budget = funding that will accompany SWEC position  
 RRC = Rock River Coalition  
 SWEC = Storm Water Education Coordinator  
 tbd = to be determined  
 UW = University of Wisconsin  
 UWEX = University of Wisconsin Cooperative Extension County Staff  
 Urban Grant = funds received from a DNR grant application  
 WERC = Dane County Water Education Resource Center

### General Public

Action Number	Action Rank	Action	Who	When	Cost/Funding Source
1	H	Assess knowledge, attitudes and behaviors	I&E Subcommittee, UWEX Spec, SWEC, UWEX Basin Educators, contract	Jan-Mar 2003	urban grant
Printed materials					
2	MH	Develop and distribute newspaper articles, municipal newsletters	SWEC, Municipalities, RRC, contract	Ongoing	program budget
3	MH	Develop and distribute utility inserts, direct mail pieces and counter publication (seasonal messages)	SWEC, Municipalities, RRC, contract	quarterly	urban grant; program budget, Municipalities (printing and distribution)
4	MH	Create and distribute articles for friends groups, community groups and neighborhood association newsletters	SWEC, UWEX Basin Educator, RRC, UWEX, contract	quarterly	urban grant program budget
5	MH	Develop and provide information in fall registration packets (college students)	SWEC, UW, Edgewood, MATC	Fall 2004, ongoing	urban grant, UW, Edgewood, MATC, program budget
6	M	Create resource list for citizens on rain gardens, rain barrels, housekeeping, porous pavement, etc.	SWEC, Friends groups, UWEX, DNR, LWC	2004	salary, printing/base program budget

7	M	Develop a check-off form/fact sheet to be available at Tenant Resource Center, Association direct mailing (landlords)	FOLW (FOLW storm water audit checklist), SWEC	2004-2005	program budget, seek sponsorship by associations
8	M	Provide a resource list for environmental actions (youth, community groups, college)	SWEC, UWEX, Dane County, Rock River Basin Educator, State Environmental Education Specialist, RRC	2004-2005	program budget
9	L	Create a list of storm water related science fair suggestions (youth) and distribute to area school districts	SWEC, UWEX, Heron Network, UWEX Basin Educators, Edgewood College	2005	program budget
Presentations					
10	M	Provide city cable programs regarding NR 216	SWEC	tbd	program budget
11	M	Develop presentations – with or without PowerPoint, slides or overheads focused on audience interests/concerns	SWEC, Municipal staff, gov't agencies, local groups, UWEX, DNR, contract	2003, ongoing	program budget
12	M	Develop storm water, runoff and other videos	SWEC, I&E Subcommittee, Municipalities	to be developed when funds are available	grant \$
13	M	Develop speakers bureau and method to promote it	SWEC, Municipalities	2004	program budget
14	L	Provide a brown bag lunch series on storm water issues (college students)	UW-ERC, UW-IES	2004, ongoing	cost should be incidental unless outside speaker brought in
Web-based					
15	M	Create Web sites: information and resource lists for environmental actions, link to municipal sites	SWEC, UWEX, UWEX Basin Educators, Municipalities, contract	2003-2004, ongoing	program budget
16	M	Use existing list serves to disseminate info	SWEC	2003, ongoing	program budget
Display					
17	M	Create and distribute displays at fairs, expos, etc.	SWEC, LWC, UWEX, I&E Subcommittee	2004	program budget
18	LM	Create and distribute bus placards, posters, billboards, bathroom stall door advertising, laundromats (esp. in student areas)	contract	2005 or later	grant \$ or sponsorship
19	LM	Create posters, placards, decals, yard signs	SWEC, I&E Subcommittee	2004	program budget or grant \$
20	LM	Develop a point-of-purchase display for lawn and other yard products	UWEX, I&E Subcommittee, SWEC	2005	program budget

Special programs					
21	H	Create and implement a media campaign, including PSAs, for homeowner/general public (storm sewers, dog feces, leaves, etc.)	contract, SWEC, I&E Subcommittee, UWEX	2003	urban grant
22	H	Provide organizations and community groups assistance with work projects	UWEX, RRC, WERC, SWEC	2004, as requested	program budget
23	MH	Support expansion of citizen monitoring programs by friends groups	local coordinators, RRC, monitoring subcommittee, Municipalities	tbd	monitoring subcommittee
24	M	Promote storm drain stenciling and marking programs	UWEX, friends groups, SWEC, Municipalities, WERC	2003	program budget
25	M	Develop and promote BMP demonstration sites	Dane County, DNR, UW, UWEX, friends groups, Municipalities	tbd	grant \$ or sponsorships
26	M	Develop and coordinate rain garden, conservation design, BMP and Parade of Homes tours in conjunction with friends groups	I&E Subcommittee, friends groups, UW, UWEX, UWEX Basin Educators, Dane County, Municipalities, SWEC	2003 annually (SWEC in 2004)	program budget, DNR, UWEX
27	L	Create a Green Homeowners Certificate (similar to Master Gardeners)	DNR, UWEX, Municipalities, neighborhood associations, community environmental groups, SWEC	If another group would provide leadership, we would support	program budget for staff time only
School/youth					
28	MH	Provide curriculum development	UWEX, Heron Network, UW, UWEX Basin Educators, SWEC, contract	2003	urban grant
29	MH	Provide teacher training	UWEX, Heron Network, UW, UWEX Basin Educators, SWEC, contract	2003	urban grant
30	MH	Resurrect and modify Signs of Success	SWEC, I&E Subcommittee, UWEX, UWEX Basin Educators	2004	urban grant
31	LM	Modify curriculum for homeschoolers and youth groups	UWEX, Heron Network, UW, UWEX Basin Educators, SWEC	2004	urban grant

**Municipalities and Municipal Staff**

Action Number	Action Rank	Action	Who	When	Cost/Funding Source
Printed materials					
32	H	Publicize Dane County's BMP manual	SWEC, Dane County, Municipalities	2003, ongoing	program budget

33	H	Update BMP manual	Dane County	ongoing	county budget
34	M	Develop materials for public and private facility managers regarding hiring landscape and snow removal practices to influence hiring	SWEC, I&E Subcommittee, DNR UWEX	2005	program budget
Web-based					
35	MH	Create distribution lists	SWEC	2003	program budget
36	M	Develop website listing resources and monitoring research results (including BMP manual)	SWEC	2003	program budget
Personal contact					
37	H	Develop, publicize and offer in-house training for building inspectors, contractors and staff	Dane County, DNR, UWEX, Municipalities, SWEC	ongoing	county budget
38	M	Encourage facility managers to require environmental management workshop for landscape staff and contractors	SWEC, DNR, UWEX, Dane County	2006	program budget
39	M	Develop and provide presentations focused on audiences' needs and concerns	SWEC, Dane County, DNR, UWEX, UWEX Basin Educators	ongoing	program budget, county budget
Technical training materials					
40	H	Create and provide technical workshops	Dane County, UWEX, DNR, SWEC	annually or as needed	county budget, program budget, fees
41	MH	Provide one-on-one personal contact during review process	municipal staff, Dane County	2003, ongoing	
42	M	Develop, coordinate, and publicize BMP demonstrations	Dane County, DNR, Municipalities, SWEC	ongoing	sponsorship, grant \$
43	LM	Create and distribute technical videos	tbd by I&E Subcommittee	as needed or as funds are available	grant \$

**Developers, Consultants, Contractors, House Builders**

Action Number	Action Rank	Action	Who	When	Cost/Funding Source
Printed materials					
44	H	Develop checklist, flow chart, and/or fact sheet for developers, contractors, landowners, and consultants	Dane County, SWEC, contract, DNR	2003	program budget, urban grant
45	MH	Publicize availability of BMP manual	SWEC, Municipalities	ongoing	program budget, Municipalities
46	M	Publicize performance standards	DNR, Dane County, Municipalities	2003	program budget
47	M	Create articles for MABA newsletter and other professional organizations	SWEC, UWEX, UWEX Basin Educators, DNR, I&E Subcommittee, contract	2003	program budget
Web-based					
48	MH	Place BMP manual on web	Dane County	2002	county budget
49	M	Develop website listing resources	SWEC	2003	program budget

Technical training					
50	H	Provide one-on-one personal contact during review process	Dane County, Municipalities	ongoing	agency/municipal ity budgets for staff time
51	H	Promote rain garden, conservation design, BMP and Parade of Homes tours	SWEC, LWC, UWEX, I&E Subcommittees, Municipalities, UWEX Basin Educators	2004, annually	program budget, grant \$, sponsorship and/or fees
52	MH	Create and provide focused presentations	SWEC, Dane County, Municipalities, DNR	ongoing	program budget county budget
53	MH	Create and present demonstrations	SWEC, Dane County, Municipalities, DNR	tbd	grant \$ or sponsorship
54	M	Develop technical videos (topics to be determined)	tbd by I&E Subcommittee	as material needed and funds are available	grant \$
55	M	Plan and provide workshops on BMPs <ul style="list-style-type: none"> <li>• citizens' impacts, marketability, amenities, etc.</li> <li>• technical</li> <li>• monitoring research results</li> </ul>	Dane County, SWEC, I&E Subcommittee, UWEX, UWEX Basin Educators, Municipalities	2003, annually or as needed	program budget, county budget, fees
Programs					
56	M	Encourage expanding water management aspects of green builders certificate program	SWEC, UWEX, UWEX Basin Educators	2005	program budget

**Business**

Action Number	Action Rank	Action	Who	When	Cost/Funding Source
Printed material					
57	MH	Develop fact sheets for public and private facility managers regarding hiring landscape and snow removal practices to influence hiring	SWEC, I&E Subcommittee, DNR, UWEX	2006	program budget
Web-based					
58	M	Develop website listing resources	SWEC	2004	program budget
Personal contact					
59	M	Encourage facility managers to require short environmental management course for all staff including contract services such as landscape companies	SWEC, DNR, Dane County, UWEX, Municipalities	2006	program budget
60	M	Create and provide focused presentations	SWEC, Dane County, Municipalities, DNR	2003, ongoing	program budget, county and municipal
Programs					
61	L	Resurrect environmental assets program: small business pollution prevention program with focus on storm water	UWEX, DNR, SWEC, LWC, I&E Subcommittee, sector specialists	2005	program budget
62	L	Develop and provide a green business honor or award	I&E Subcommittee, SWEC	2005	program budget or sponsorship

Technical training					
63	H	Develop and provide technical workshop for landscape contractors	Dane County, UWEX, SWEC, DNR	2005	program budget, fees

**Elected Officials**

Action Number	Action Rank	Action	Who	When	Cost/Funding Source
64	H	Send correspondence to inform of storm water impact, regulations, expectations	SWEC, DNR	Early 2003	program budget
65	H	Attend meetings to present information, answer questions	SWEC, DNR, municipal organizations	2003, ongoing	program budget
66	M	Invite to BMP Demonstration sites	SWEC	(Covered under General Public)	(Covered under General Public)
67	M	Invite to Rain garden, conservation design, BMP and Parade of Homes tours	SWEC	(Covered under General Public)	(Covered under General Public)
68	H	Develop brief audio-visual presentations, displays, etc., that can be shown at meetings	SWEC, DNR	Early 2003	program budget
69	H	Develop information on ordinances that allow conservation design practices and “passive” storm water control	SWEC, DNR, UWEX	2004	program budget



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# CHAPTER 6

# EVALUATION

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Evaluation is an important component of the information and education 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 primary evaluation vehicle will be a statistically significant survey conducted both before and after implementation of the plan. The initial survey, that will be funded through a DNR grant, will be used to determine the knowledge of urban stormwater pollution issues among the public in the project area prior to implementing information and education efforts. A follow up survey (funded separately) will be conducted at the end of the 5-year permit period to evaluate the effectiveness of the information and education plan in increasing knowledge levels. Data gained from the latter survey will be used to help redirect educational efforts, as necessary.

The information and education plan is a product of a continuous planning and evaluation process. Each step of generating goals and objectives, and identifying audiences was followed by a ranking process that produced the foundation of this plan. Research has shown that education activities that ask for a commitment, provide a prompt near the behavior, communicate a norm, and remove a barrier are most likely to lead to an actual positive behavior change. The actions recommended in the information and education plan were evaluated based on these criteria and their likelihood to lead to a positive behavior change.

The committee that developed the plan will continue to operate in an oversight capacity during implementation of the information and education plan. As activities are planned and materials developed, the committee will review them and provide feedback as needed, continuing to focus the information and education efforts on those activities that are most likely to lead to a positive behavior change. 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.



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# APPENDIX

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## A1. OTHER PROGRAMS THAT ADDRESS STORM WATER

### Local

#### Municipal Information and Education Activities

Many municipalities are currently conducting storm water education activities. They generally include:

- providing information in municipal newsletters,
- airing programs on local public access cable channels,
- providing information on municipal web sites,
- issuing press releases to local newspapers, and
- implementing storm drain labeling programs.

Additional storm water educational activities that could be conducted by municipalities include:

- including information inserts with utility bills,
- implementing an awards program, and
- conducting workshops.

#### Contacts:

Fitchburg (city)	Mike Rupiper, P.E., Environmental Engineer, City of Fitchburg, 5520 Lacy Road, Fitchburg, WI 53711-5318; 608-270-4262; Michael.rupiper@city.fitchburg.wi.us
Madison (city)	Greg Fries, P.E., Assistant City Engineer, City of Madison Engineering Division, City-County Building, Room 115, 210 Martin Luther King Jr. Blvd., Madison, WI 53703; 608-267-1199; gfries@ci.madison.wi.us
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)	Richard Schmale, P.E., City Engineer, City of Monona, 5211 Schluter Road, Monona, WI 53716; 608-222-2525; cityengr@ci.monona.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, 111 Lincoln St., Verona, WI 53593-0188; 608-845-6695; ron.rieder@ci.verona.wi.us
DeForest (village)	Rick Eilertson, Director of Public Works/Utilities, Village of DeForest, 205 DeForest Street, PO Box 510, DeForest, WI 53532; 608-846-6761; eilertsonr@mailbag.com
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)	Denny Lybeck, DPW, Village of Shorewood Hills, 810 Shorewood Blvd., Madison, WI 53705; 608-267-2680; dlybeck@shorewood-hills.org
Waunakee (village)	Kevin Even, Village Engineer/DPW, Village of Waunakee, 500 W. Main St., Waunakee, WI 53597; 608-849-6276; kevine@tds.net
Blooming Grove (town)	Derick Babler, Public Work Lead Worker, Town of Blooming Grove, 1880 S. Stoughton Road, Madison, WI 53716; 608-223-1104; BGAdmin@BLMGROVE.com
Burke (town)	Amy Volkmann, Town Administrator, Town of Burke, 5365 Reiner Rd., Madison, WI 53718; 608-825-8420; townofburke@globaldialog.com
Madison (town)	Rick Rose, Public Works Director, Town of Madison, 2120 Fish Hatchery Rd., Madison, WI 53713; 608-210-7260; roser@town.madison.wi.us
Middleton (town)	Jim Mueller, Town Administrator, 7555 West Old Sauk road, Verona, WI 53593; 608-833-5887; tmid@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)	Kelly Frawley, Business Administrator, Town of Windsor, 4084 Mueller Road, DeForest, WI 53532; 608-846-3854; fax 608-846-2328; kfrawley@chorus.net
Dane County	Sue Jones, Watershed Management Coordinator, Dane County Lakes and Watershed Commission, Room 421, City-County Building 210 Martin Luther King, Jr. Blvd., Madison, WI 53703-3345; 608-267-0118; jones.susan@co.dane.wi.us
UW-Madison	Sally Rowe, Environmental Health Specialist, UW-Madison Safety Department, 30 No. Murray St., Madison, WI 53715; 608-262-0979; srowe@fpm.wisc.edu

### Yahara Lakes Advisory Group

This work group, consisting of more than twenty people, was convened by the Department of Natural Resources in the autumn of 2001. Advisory group members represent a variety of public and private interests regarding lake level management and flooding issues on the Yahara River and chain of lakes in Dane County. The group is using an educational process facilitated by Dane County UW-Extension. The group's mission is to evaluate the existing lake level orders for Lakes Mendota, Monona, Waubesa, Kegonsa and the Stoughton Millpond. It is also reviewing and investigating related issues including storm water management, and possible physical changes to the drainage system to improve flood flows. Experts have presented information on the following topics that were generated by the group: aquatic plant management, fisheries, infiltration, flooding, storm water, modeling, and social and economic issues. Recommendations from the group include I&E activities.

Contact: Ken Johnson, Lower Rock Water Leader, Wisconsin Department of Natural Resources, Fish Hatchery Road, Fitchburg, WI 53711; 608-275-3243, johnsk@dnr.state.wi.us

### Watershed Associations, Friends and Stewardship Groups

There are a myriad of grass-roots, water-quality-focused stewardship groups in Dane County. The following highlights a few active groups.

Friends of Lake Wingra provides information to the residents and friends of the Lake Wingra Watershed. Lake Wingra is a popular spot for boating, fishing, swimming, and just enjoying nature. This group has been particularly active in I&E activities. <http://danenet.danenet.org/fowingra/>

The Friends of Pheasant Branch is organized to restore, preserve, and understand the value of conservancy land and other natural habitats in the Pheasant Branch Watershed for today . . . and tomorrow. The Friends are working with engineers and developers to help mitigate the effects of storm water from new development in the watershed. <http://www.pheasantbranch.org/>

The Upper Sugar River Watershed Association (USRWA) serves as a forum for the preservation and enhancement of the watershed resources through an impartial partnership among diverse community interests. This new group has been very active in partnering with other groups, especially on a number of streambank restoration projects. Their primary focus is outreach <http://www.usrwa.org>

Other groups in the area include Black Earth Creek Watershed Association, Black Earth Creek Conservation Organization, Friends of Lake Kegonsa Society, Lake Waubesa Conservation Association, Yahara Lakes Association, Nine Springs Network, Friends of Starkweather Creek, Rock River Coalition, Yahara Fishing Club, Madison Fishing Expo, River Alliance and many others. For a comprehensive list of groups in Dane County, go to <http://www.sustaindane.org/>.

### Rock River Coalition (RRC) Storm Water Issue Team

The Rock River Coalition, a not-for-profit educational organization, along with the DNR and UW-Extension has six issue teams working on critical natural resource concerns within the Rock River Basin. One of these teams is the Storm Water Issue Team composed of DNR, UWEX, county and municipal staff and private consultants. Since their inception in 1999 they have hosted two conservation design workshops and an environmental grants workshop, they have also collected storm water ordinance examples and other storm water resources for use by basin communities. Future projects are expected to include rain garden educational activities, conservation subdivision tour, and EPA Phase II educational programs for elected officials and staff.

Contact: Suzanne Wade, Rock River Basin Educator, UWEX Jefferson County, 864 Collins Road, Jefferson, WI 53549; 920-674-8972; [suzanne.wade@ces.uwex.edu](mailto:suzanne.wade@ces.uwex.edu); <http://clean-water.uwex.edu/rockriver>

### Rock River Basin Citizen Monitoring Program

This monitoring program is a cooperative effort between the Rock River Coalition, University of Wisconsin-Extension, the Wisconsin Department of Natural Resources, the Rock River Headwaters Inc and the Dane, Rock, and Washington County Land Conservation Departments. Beginning in 2002 citizens began measuring water quality in local streams. Tests include habitat surveys, biotic index, dissolved oxygen, temperature, turbidity and water flow. Citizen monitors include families,

conservation organization members, businesses, schools, youth groups and individuals. In Dane County, the initial areas of focus include the Lakes Mendota and Monona (Starkweather Creek) and Koshkonong Creek watersheds. The program will expand into other parts of the basin. In addition to river and stream monitoring, citizens are also involved with lake monitoring. In the future, the monitoring effort will be expanded to include prairie, forest and wetland monitoring. For more information go to <http://clean-water.uwex.edu/rockriver>. In Dane County, river monitoring is also occurring in the Lake Wingra, Sugar River and Black Earth Creek watersheds.

Contact: Suzanne Wade, Rock River Basin Educator, UWEX Jefferson County, 864 Collins Road, Jefferson, WI 53549; 920-674-8972; [suzanne.wade@ces.uwex.edu](mailto:suzanne.wade@ces.uwex.edu); <http://clean-water.uwex.edu/rockriver>

## Countywide

### Signs of Success

Signs of Success, a program of the Dane County Lakes and Watershed Commission, has not been active in the past several years. The program was designed to reward and honor those who contributed to the health of Dane County water resources. Formal organizations, schools and groups of individuals participated. Groups that signed up with the program selected environmental learning and doing activities from a list provided by Dane County staff. Example activities for neighborhood associations were: run a series of articles in the neighborhood newsletter on runoff pollution, and organize neighborhood clean-ups in the spring and fall to keep leaves, yard clippings etc out of the gutters and out of the lakes. When all tasks were completed, the Commission awarded the group with a Sign of Success (and/or other recognition gifts appropriate to the group) in a special ceremony.

Contact: Sue Jones, Watershed Management Coordinator, Dane County Lakes and Watershed Commission, Room 421, City-County Building 210 Martin Luther King, Jr. Blvd., Madison, WI 53703-3345, 608-267-0118

### Yahara Lakes Week

Yahara Lakes Week is one of the many initiatives sponsored by the Dane County Lakes and Watershed Commission. During the second or third week of June, attention is focused on value, uses and the future of Dane County Lakes. Yahara Lakes Week features many events that showcase how the lakes affect our lives and how our lives affect the lakes. In addition to the recreational and educational activities highlighted during the annual eight-day celebration, there is also an emphasis on what citizens can do to protect our lakes and streams.

Contact: Marcia Hartwig, Public Information Officer, Dane County Land Conservation Department, One Fen Oak Court, Room 208, Madison, WI 53718-8812; 608-224-3746, [hartwig@co.dane.wi.us](mailto:hartwig@co.dane.wi.us)

### Take a Stake in the Lakes

Yahara Lakes Week begins with the popular “Take a Stake in the Lakes” clean-up event. Volunteers clear debris, weeds and litter from the shores around Lakes Wingra, Mendota, Kegonsa, Monona and Waubesa.

Contact: Louise Goldstein, Take a Stake in the Lakes Coordinator, Dane County Parks, 3101 Lake Farm Road, Madison, WI 53711; 608-224-3601, goldstein@co.dane.wi.us

### Dane County Erosion Control and Stormwater Management

On August 22, 2002, revisions to Dane County's existing construction site erosion control ordinance took effect. Adopted in 2001 by the Dane County Board, the amended Chapter 14 of the Dane County Code of Ordinances now includes county-wide storm water management standards which address the quantity and quality of the water that runs off of areas under construction in urban and rural areas and on farms. The ordinance also provides flexibility for landowners in how they meet those standards, in recognition of the unique characteristics of each project and every site.

The county requirements are administered by Dane County in unincorporated areas, and by municipal governments in cities and villages that have adopted standards at least as restrictive. Dane County will also administer these requirements in cities and villages that do not adopt, or are not effectively administering, county standards.

A storm water control permit is required, and storm water management provisions apply, to any of the following that occur in towns, villages, and cities in Dane County:

- development that results in the cumulative addition of 20,000 square feet of impervious surface to the site;
- construction of agricultural buildings where the new total impervious surface area exceeds 20,000 square feet;
- development that requires a subdivision plat;
- development that requires a certified survey map;
- other development or redevelopment that may have significant downstream impacts; and
- buildings and activities of municipalities and school districts, local highway projects, and municipal streets.

An erosion control permit is required, and construction site erosion control standards apply, to any of the following that occur in towns, villages, and cities in Dane County:

- land disturbance more than 4000 square feet;
- land disturbance on a slope more than 12%;
- land disturbance involving excavation and/or filling more than 400 cubic yards of material;
- land disturbance of more than 100 lineal feet of road ditch, grass waterway, or other area where surface drainage flows in defined, open channels;
- new public or private roads or access drives longer than 125 feet;
- development that requires a subdivision plat; and
- land disturbance less than 4000 square feet that has a high risk of soil erosion or water pollution, as determined by local ordinance administration.

The Dane County Erosion Control and Stormwater Management Manual was developed by county staff to aid landowners, developers and consultants in the Erosion Control and Stormwater Management Permit process and meet the requirements of Dane County's Erosion Control and Stormwater Management Ordinance.

**Contacts:**

Dane County Land Conservation Department, One Fen Oak Court, Room 208, Madison, WI 53718-8812, 608-224-3730

Dane County Lakes and Watershed Commission, Room 421, 210 Martin Luther King Jr. Blvd., Madison, WI 53703-3345, 608-267-0118

**Dane County Erosion Control and Stormwater Management Manual**

The manual is designed to aid landowners, developers and consultants in the Erosion Control and Stormwater Management Permit process and meet the requirements of Dane County's Erosion Control and Stormwater Management Ordinance. Chapters 1 through 3 include information on why erosion and storm water management is needed, the standards that must be met, who needs a permit, and steps to obtain a permit. The appendix is a list of approved best management practices that will allow the landowner or builder to meet the performance standards set by the ordinance. This is not an all-inclusive manual. Users will still need to refer to technical manuals. New practices may be used as long as they meet performance standards.

The Dane County Erosion Control and Stormwater Management Ordinance, Dane County Erosion Control and Stormwater Management Manual, and a variety of other materials regarding implementation can be downloaded from the web at [www.co.dane.wi.us/commissions/lakes](http://www.co.dane.wi.us/commissions/lakes). The Manual is also available in hard copy (for \$20, plus shipping if applicable) from the Dane County Land Conservation Department and the Dane County Planning and Development Department.

Contact: Dane County Land Conservation Department, One Fen Oak Court, Room 208, Madison, WI 53718-8812, 608-224-3730

**Dane County Land and Water Resource Management (LWRM) Plan**

Dane County's LWRM Plan complements and coordinates various existing plans. By focusing on the Dane County Land Conservation Committee (LCC) and Department's (LCD) strengths of conservation planning, information and education, technical assistance, and program administration, diverse interests and agencies can act together in effective protection and enhancement of Dane County's resources. Information and education strategies are found throughout the entire plan. The LCD is in the beginning stages of updating the plan for submittal in December 2003.

Wisconsin Act 27 (1997-1999 Biennial Budget Bill), Chapter 92.10 of the Wisconsin Statutes created a county land and water resource management-planning program, a locally led process to protect Wisconsin's land and water resources by streamlining administrative and delivery mechanisms and

making better use of local, state and federal programs and funds. This action and implementation plan emphasizes cooperation with conservation partners.

Contact: Pete Jopke, Watershed Project Management Coordinator, Dane County Land Conservation Department, One Fen Oak Court, Room 208, Madison, WI 53718-8812, 608-224-3733, jopke@co.dane.wi.us

### Dane County Water Quality Plan

In 1975, the Governor designated Dane County as an area with complex water quality problems, and formed the Dane County Regional Planning Commission (DCRPC) as the local representative planning agency charged with developing an areawide comprehensive water quality management plan for the region. This process is described and guided by state Administrative Rule NR 121. The DCRPC worked with federal, state and local management agencies to develop the initial *Dane County Water Quality Plan* (including 11 technical appendices). The plan was adopted and certified by the state as the official areawide water quality management plan for Dane County, and has been continually revised, updated and expanded since then. As the official areawide water quality management plan for Dane County, the *Dane County Water Quality Plan* provides a policy framework and guidance for federal, state and local water quality protection programs in Dane County. The technical appendices provide specific information, analyses and recommendations associated with water quality conditions, point and nonpoint pollution sources, and ground and surface water resource protection and management. Dane County is also included in the water quality management plans for four major river basins, which are prepared by the DNR as part of the statewide water quality management planning process. The intent and objective is full consistency and mutual support between the *Dane County Water Quality Plan* and the applicable basin plans.

Contact: Dane County Regional Planning Commission, 30 West Mifflin Street, Room 402, Madison, WI 53703, 608-266-4137

### Dane County Water Education Resource Center (WERC)

The Dane County WERC provides resources, equipment, expertise and training for area residents concerning water quality issues and resources. The Center is a network of local organizations coordinated by the Dane County UW-Extension office. Training on water and watershed topics is provided by all sponsoring organizations. The Dane County WERC provides equipment to stencil storm drains with “DUMP NO WASTE DRAINS TO LAKE.” Hundreds of storm drains are stenciled annually. Equipment and resources are housed at Dane County UW-Extension, 1 Fen Oak Court in Madison. Available equipment includes chemical and physical testing equipment, biotic monitoring equipment, soil testing equipment, storm drain stencil kits, hip boots, the Carry Creek river (physical) model, a groundwater flow physical model, resource books and videos, and computer programs. Approximately 50 groups use the Center annually.

Contact: Mindy Habecker, UWEX Natural Resources Educator, Fen Oak Resource Center, One Fen Oak Court, Madison, WI 53718; 608-224-3718; Habecker@co.dane.wi.us

### Environmental Assets Pollution Prevention Self-Assessment

This 44-page handbook provided a set of pollution prevention assessment worksheets and background information developed in the mid-1990s by the Dane County Lakes and Watershed Commission. Assessment areas included: paper use, grounds keeping, shipping and receiving, purchasing, storage, furnace room, leaking underground storage tanks, waste stream, cleaning agents, and garage and parking lot. This handbook could be updated, reprinted and used for local government operations as well as businesses.

Contact: Sue Jones, Watershed Management Coordinator, Dane County Lakes and Watershed Commission, Room 421, City-County Building 210 Martin Luther King, Jr. Blvd., Madison, WI 53703-3345, 608-267-0118

### Statewide

#### UWEX Basin Educators for Natural Resources Urban Issue Team

Organized by the UWEX Basin Educators, a statewide team that includes the University of Wisconsin, Wisconsin Department of Natural Resources and Department of Commerce staff is examining statewide urban issues educational needs. The team has developed two workshops on technical aspects of construction site erosion control (one- and two-family dwellings construction site erosion control workshop and large construction site erosion control workshop). At least one of these workshops is offered annually at a number of locations in the state. The team is expected to develop a storm water workshop that will be applicable statewide.

Contact: Suzanne Wade, Rock River Basin Educator, UWEX Jefferson County, 864 Collins Road, Jefferson, WI 53549; 920-674-8972; [suzanne.wade@ces.uwex.edu](mailto:suzanne.wade@ces.uwex.edu)

#### Internal Wisconsin Department of Natural Resources (DNR) Chapter NR 216 Revision Group and External Technical Advisory Committee

To address the new requirements of the U.S. Environmental Protection Agency's Phase 2 Storm Water Discharge Permit Program, the DNR is currently in the process of amending Chapter NR 216 of the Wisconsin Administrative Code, *Storm Water Discharge Permits*. Under current NR 216 regulations, larger municipalities and others designated by the DNR are required to obtain a municipal storm water discharge permit. The changes to NR 216 will place new requirements on smaller municipalities to control urban sources of pollution. Additionally, construction sites disturbing one or more acre of land will require a storm water discharge permit, down from the current threshold of five or more acres.

The new municipal storm water discharge permit requirements will include a strong information and education component for permitted municipalities to inform public officials, businesses, homeowners, the general public and others on the importance of controlling pollution in storm water runoff and their role in that effort. The internal DNR Chapter 216 revision group is in the process of drafting the new code language to address the Information and Education component as well as other permit requirements. The External Technical Advisory Committee is providing advice and

guidance to the DNR on the revision of Chapter NR 216. The target date for completing work on the code revision is March 2003.

Contact: Jim Bertolacini, Storm Water Management Specialist, Wisconsin Department of Natural Resources, Fish Hatchery Road, Fitchburg, WI 53711; 608-275-3201; [jim.bertolacini@dnr.state.wi.us](mailto:jim.bertolacini@dnr.state.wi.us)

#### Wisconsin Department of Natural Resources (DNR) Runoff Management Communication Team

This DNR team consists of staff from the Runoff Management Section and the Communication and Education Bureau. It focuses on communication and education regarding certain DNR programs: Priority Watershed Program, Agricultural Runoff Management (Confined Animal Feeding Operations, Notice of Discharge program), Storm Water Management Program, Grants (Targeted Resource Management and Urban) and the Nonpoint Source Rules of 2002. The team works with the UWEX Basin Educators to coordinate activities. Some of the tools they've developed or are working on include a web page, training workshops, Wisconsin Natural Resources magazine supplement (on the rules), traveling display, PowerPoint presentation and fact sheets.

Contact: Carol Holden, NPS Education Coordinator, Wisconsin Department of Natural Resources WT/2, PO Box 7921, Madison WI 53707; 608-266-0140; [carol.holden@dnr.state.wi.us](mailto:carol.holden@dnr.state.wi.us). The web site is [www.dnr.state.wi.us](http://www.dnr.state.wi.us); click on Environmental Protection, then Water and scroll down to the Runoff Management page.

#### Wisconsin Department of Natural Resources (DNR) Construction Site Handbook

The handbook was originally developed in 1989 to guide implementation of federal requirements to control storm water runoff from construction sites. Last revised in 1993, it contains best management practices that developers, local governments, consultants and contractors can use to meet construction requirements of the Wisconsin Pollutant Discharge Elimination System (WPDES) permit program. The handbook is being revised in 2002 to include technical standards necessary to meet construction site performance standards established by DNR for new development and redevelopment areas.

Contact: Kevin Kirsch, DNR Runoff Management Section, Wisconsin Department of Natural Resources, WT/2, P.O. Box 7921, Madison WI 53707; 608-266-7019; [kevin.kirsch@dnr.state.wi.us](mailto:kevin.kirsch@dnr.state.wi.us).

#### Wisconsin Department of Natural Resources (DNR) Urban Grant Program

DNR's Urban Nonpoint Source and Storm Water Grants promote urban runoff management for existing urban areas, developing urban areas and urban re-development. This competitive grant program is available to urban local units of government and can be used to pay 70% of the cost of planning, information and education, ordinance development and enforcement and training and 50% of eligible best management practice costs. The primary goals include implementing urban runoff performance standards (Wis. Admin. Code NR151), achieving water quality standards, protecting

groundwater, and helping municipalities meet municipal storm water permit conditions (Wis. Admin. Code NR 216). Eligible projects could include storm water detention pond construction, urban streambank stabilization and land acquisition to increase permeable areas for infiltration. Urban Nonpoint Grants can fund 70% of technical assistance while standard cost-share funds are available at 50% of the project cost. The maximum amount that can be granted for a construction project is \$150,000. The maximum amount that can be granted for a technical assistance project is \$100,000. Grants are competitive and awarded annually. For more information, visit the DNR's Runoff Management Financial Assistance page at <http://www.dnr.state.wi.us/org/water/wm/nps/npsprogram.html#urban> or contact Mary E. Wagner, WDNR - WT/2, 101 S. Webster St., P.O. Box 7921, Madison, WI 53715, Ph: (608) 266-9260, Fax: (608) 267-7664, [mary.wagner@dnr.state.wi.us](mailto:mary.wagner@dnr.state.wi.us).

## **A2. ACTIONS LISTED BY RESPONSIBLE PARTIES**

Action numbers listed refer to tables in Section 5.3.

### **Dane County**

Actions 8, 25, 26, 32, 37, 39, 42, 44, 46, 50, 52, 55, 59, 60, 63

### **Dane County Lakes and Watershed Commission**

Actions 6, 17, 51, 53, 61

### **Dane County Water Education Resource Center**

Action 24

### **Edgewood, UW–Madison, UW–Environmental Resources Center, UW–Institute of Environmental Studies, MATC**

Actions 5, 9, 14, 25, 26, 28, 29, 31

### **Friends Groups**

Actions 6, 7, 11, 23, 24, 25, 26, 27

### **Friends of Lake Wingra**

Action 7

### **Government Agencies**

Action 11

### **Heron Network**

Actions 9, 28, 29, 31

### **Municipalities and Municipal Staff**

Actions 2, 3, 11, 12, 13, 15, 23, 24, 25, 26, 27, 32, 37, 41, 42, 45, 46, 50, 51, 52, 53, 55, 59, 60, 65

Municipalities, in addition to funding base support for I&E, will also need to print inserts and other localized information and provide municipal staff with assistance in developing selected programs.

**NR 216 Joint Permit Group Information and Education Steering Committee**

Actions 1, 17, 18, 19, 20,21, 21, 26, 30, 34, 43, 47, 51, 54, 55, 57, 61, 62

**NR 216 Joint Permit Group Monitoring Subcommittee**

Actions 1, 17, 18, 19, 20,21, 21, 26, 30, 34, 43, 47, 51, 54, 55, 57, 61, 62

**Rock River Basin Educator**

Action 8

**Rock River Coalition**

Actions 2, 3, 4, 8, 23

**State Environmental Education Specialist**

Action 8

**Storm Water Education Coordinator**

Actions 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 15, 16, 17, 19, 20,21, 21, 22, 24, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 42, 44, 45, 47, 49, 51, 52, 53, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69

**UWEX County Staff**

Actions 6, 8, 9, 11, 15, 17, 20, 24, 25, 26, 27, 28, 29, 30, 31, 38, 39, 40, 47, 51, 55, 56, 59, 61, 63

**UWEX Basin Educators**

Actions 1, 4, 9, 15, 26, 28, 29, 30, 31, 39, 47, 51, 55, 56

**UWEX Specialist**

Action 1

**Wisconsin Department of Natural Resources**

Actions 6, 11, 25, 27, 34, 37, 38, 39, 40, 42, 44, 46, 47, 52, 53, 57, 59, 60, 61, 63, 64, 65, 68, 69

**Specific company or firm hired**

Actions 1, 2, 3, 4, 11, 15, 18, 21, 28, 29, 44, 47

**A3. INTERGOVERNMENTAL AGREEMENT TO CREATE AND FUND A POSITION RESPONSIBLE FOR STORM WATER MANAGEMENT , EDUCATION AND OUTREACH**

This agreement and the signatures have been reproduced for the purpose of this publication.

THIS INTERGOVERNMENTAL AGREEMENT, hereinafter referred to as “this Agreement”, made and entered into by, between and among Dane County, the Cities of Madison, Monona, Middleton, Verona, Sun Prairie and Fitchburg; the Villages of Shorewood Hills, Waunakee, DeForest, Maple Bluff and McFarland; the Towns of Madison, Burke, Blooming Grove, Westport, Windsor, Middleton; and the University of Wisconsin-Madison; hereinafter collectively referred to as the “Municipalities”.

WITNESSETH:

WHEREAS the Municipalities entered into a Cooperative Agreement to jointly apply for a storm water discharge permit (the "Permit"), under Chapter NR 216 of the Wisconsin Administrative Code in April, 2000, a copy of that agreement is attached and incorporated herein as Schedule A; and

WHEREAS the Municipalities agreed that the joint permit application would include all work elements and components required by WIS. ADMIN. CODE sec. NR 216.06; and

WHEREAS one of the required work elements is a description of existing and proposed storm water management programs, including public education and outreach; and

WHEREAS the Municipalities 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 public education and outreach services consistent with the work elements and components of the Permit:

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 Municipalities agree as follows:

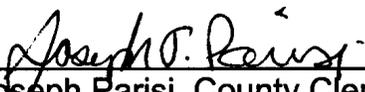
1. During the term of the Permit Dane County shall create and maintain a half-time position (the "Position"), in its Land Conservation Department to provide public education and outreach services in furtherance of the storm water management programs conducted under the Permit.
2. The Information and Education Subcommittee of the Joint Storm Water Permit Group, created pursuant to Schedule A, shall provide oversight to the position that shall be directly supervised by the Dane County Conservationist.
3. The Position will be filled as soon as feasible after issuance of the Permit by DNR, which is estimated to occur in July, 2003, and will continue during the life of the Permit (5 years) or longer if agreed by the Municipalities.
4. The position shall be funded by the Municipalities as set forth in Schedule B.
5. This Agreement shall be binding on all the parties hereto, their respective assigns and successors and cannot be varied or waived by any oral representations or promises unless the same be in written form and signed by the duly authorized agent or agents who executed this Agreement or their legal successors.
6. This Agreement may be amended or extended at any time upon agreement of the parties, as set forth in Paragraph 8 of Schedule A.

7. Upon execution by all parties, this Agreement shall become effective, and shall run concurrently with the Permit. Should a party withdraw, or terminate participation in this Agreement pursuant to the terms of Paragraph 14 of Schedule A, this Agreement shall continue in effect as to the other parties, unless terminated by the written consent of the remaining parties.
8. In the event that a party withdraws and terminates its participation in the permit pursuant to Paragraph 14 of Schedule A, the withdrawing party shall be responsible for its financial contribution towards funding of the Position under Schedule B until December 31 of the year following withdrawal. When a withdrawing party is no longer financially responsible under this Paragraph, the cost shall be re-apportioned among the remaining parties consistent with their respective proportional share as set forth in Schedule B.
9. In the event that a party withdraws and terminates its participation in the permit pursuant to Paragraph 14 of Schedule A, the withdrawing party is responsible for complying on its own with Permit requirements for stormwater education and outreach.
9. During the term of this Agreement, each municipality agrees to abide by its own Affirmative Action Plan and in doing so shall not discriminate in the employment or training of any person by reason 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.
10. This Agreement constitutes the entire agreement of the parties regarding creation and funding a position responsible for storm water management, education, and outreach, and supercedes any and all negotiations leading hereto.
11. This Agreement is intended to be an agreement solely between the parties hereto and for their benefit only. No part of this Agreement shall be construed to add to, supplement, amend, abridge or repeal existing rights, benefits or privileges of any third party or parties, including but not limited to employees of any of the parties.

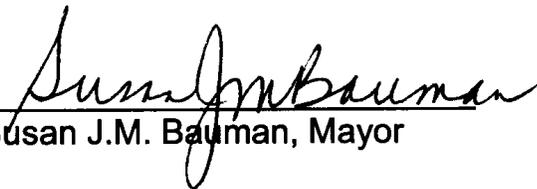
IN WITNESS WHEREOF, each Municipality, by its respective duly authorized agents, have set their seals.

**FOR DANE COUNTY**

  
\_\_\_\_\_  
Kathleen Falk, County Executive

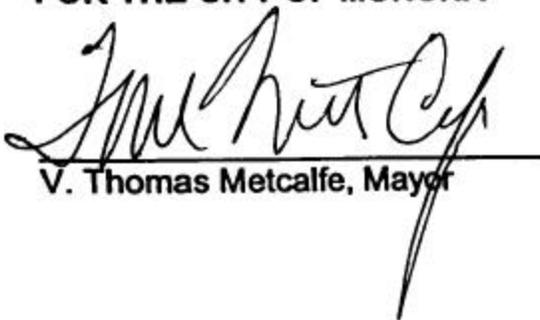
  
\_\_\_\_\_  
Joseph Parisi, County Clerk

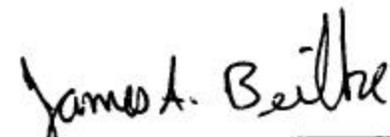
**FOR THE CITY OF MADISON**

  
Susan J.M. Bauman, Mayor

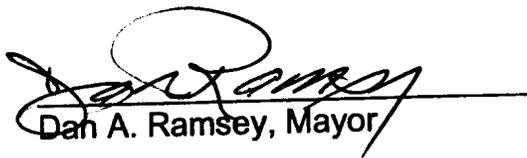
  
Ray Fisher, City Clerk

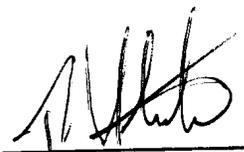
**FOR THE CITY OF MONONA**

  
V. Thomas Metcalfe, Mayor

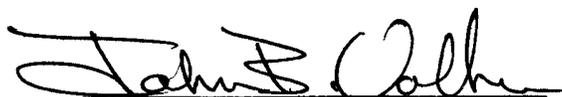
  
James A. Beilke, City Clerk

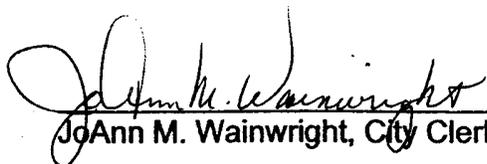
**FOR THE CITY OF MIDDLETON**

  
Dan A. Ramsey, Mayor

  
Timothy R. Studer, City Clerk

**FOR THE CITY OF VERONA**

  
John B. Volker, Mayor

  
JoAnn M. Wainwright, City Clerk

**FOR THE CITY OF SUN PRAIRIE**

  
Jo Ann Orfan, Mayor

  
Diane Hermann-Brown, City Clerk

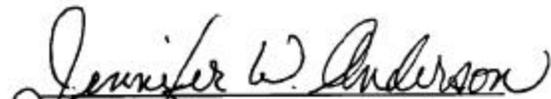
**FOR THE CITY OF FITCHBURG**

  
Mark Vivian, Mayor

  
Karen A. Peters, City Clerk

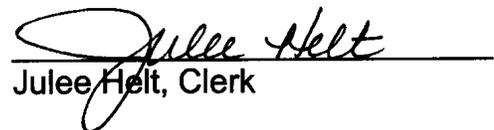
**FOR THE VILLAGE OF SHOREWOOD HILLS**

  
Peter Hans, President

  
Jennifer W. Anderson, Clerk

**FOR THE VILLAGE OF WAUNAKEE**

  
Richard J. Murphy, President

  
Julee Helt, Clerk

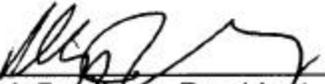
**FOR THE VILLAGE OF DeFOREST**

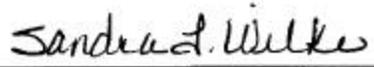
  
Theresa Marty, Village President

  
Jack Sullivan, Village Trustee

  
Duane A. Gau, Village Administrator

**FOR THE VILLAGE OF MAPLE BLUFF**

  
Philip J. Bradbury, President

  
Sandra L. Wilke, Clerk

**FOR THE VILLAGE OF McFARLAND**

  
Erik Thoresen, President

  
Don Peterson, Clerk

**FOR THE TOWN OF MADISON**

  
James Campbell, Chair

  
Donna L. Meier, Clerk

**FOR THE TOWN OF BURKE**

  
Kevin Viney, Chair

  
Jane Hoepker, Clerk

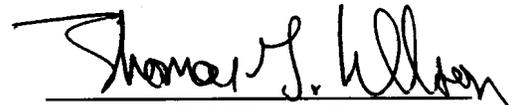
**FOR THE TOWN OF BLOOMING GROVE**

  
Thomas Anderson, Chair

  
Audrey Rue, Clerk

**FOR THE TOWN OF WESTPORT**

  
John A. Van Dinter, Chair

  
Thomas G. Wilson, Clerk

**FOR THE TOWN OF WINDSOR**

  
Alan Harvey, Chair

  
Cheryl L. Theis, Clerk

**For the Town of Middleton**

  
Milo J. Brednig, Chair

  
Jim Mueller, Clerk

**FOR THE UNIVERSITY OF WISCONSIN-MADISON**

  
John Torphy, Vice Chancellor  
University Administration





