



# **Madison Area Municipal Storm Water Partnership (MAMSWaP) Information & Education Plan 2009-2013**

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

**January 2009**



# Acknowledgements

The development of the Madison Area Municipal Storm Water Partnership's (MAMSWaP) 2009-2013 Information and Education (I&E) Plan involved a diverse group of individuals with a wide range of expertise. Their input and municipal cooperation was crucial for plan development and will continue to play an integral role in addressing storm water runoff in Dane County. Participation in the review process was exceptional. Thank you to everyone who helped.

## **MAMSWaP I&E Municipalities**

### **Cities**

Fitchburg  
Madison  
Middleton  
Monona  
Stoughton  
Sun Prairie  
Verona

### **Villages**

Cottage Grove  
DeForest  
Maple Bluff  
McFarland  
Shorewood Hills  
Waunakee

### **Towns**

Blooming Grove  
Burke  
Madison  
Middleton  
Westport  
Windsor

### **Other**

Dane County  
UW-Madison

## **I&E Committee Members Contributing to the 2009-2013 I&E Plan**

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All MAMSWaP municipalities provide equal opportunities in employment and programming. Publications are available in alternative formats upon request. This document is available at [www.myfairlakes.com](http://www.myfairlakes.com).

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# INTRODUCTION

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

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

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

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

As previously discussed, 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 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 21 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.

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

## **Resource Reasons for an Information and Education Plan**

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

Storm water runoff during rainfall and snow and ice melt events from construction sites, residential yards, paved streets, parking lots and building rooftops often deliver pollutants such as sediment, oil, grease, bacteria, pesticides, nutrients 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 ten 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 impaired waters list (often referred to by the section in the Clean Water Act, 303(d), that requires it and lists water resources that do not meet water quality standards due to nonpoint source pollution) submitted to the EPA includes waters in the following project area watersheds:

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

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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 are promoted through the information and education efforts include good housekeeping practices such as street sweeping, proper waste handling, effective erosion and sediment control measures, nutrient management and infiltration techniques such as rain gardens.

The 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-written and well-executed I&E plan identifies the major audiences that either need information, need to make or change policy or need to act in order to positively impact water quality and quantity. 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.

## **I&E Plan Development and Implementation**

Assisted by the expertise of environmental education experts and MAMSWaP members, the MAMSWaP I&E Committee reviewed the first MAMSWaP five-year plan, added and edited portions as necessary to develop the 2009-2013 plan.

The long-term oversight and funding strategy for the I&E plan implementation used during the 2003-2008 permit cycle will again be employed during 2009-2013. Each municipality has committed funding for plan implementation, detailed in the Intergovernmental Agreement in the Appendix. The intergovernmental agreement has been updated to reflect programmatic funding changes and to allow for the addition of municipalities that were not previously part of the outreach effort.

Levels of financial contributions from each MAMSWaP municipality are based on population according to 2000 census data. Dane County and UW-Madison contributions were not based on population, as that would double count municipal populations. MAMSWaP approved the financial contribution schedule, which is included in the Intergovernmental Agreement (see Appendix). Some actions are noted in the plan as contingent upon additional grants or funding other than that provided by the MAMSWaP municipalities.

The half-time Storm Water Education Coordinator position, created by the Intergovernmental Agreement and housed at the Dane County Land & Water Resources Department's Office of Lakes & Watersheds, will continue to staff the I&E Committee, prepare annual work plans and coordinate implementation of this plan with oversight provided by the I&E Committee and provide materials to MAMSWaP municipalities for their use. I&E Plan implementation progress reports will continue to be a regular agenda item for the MAMSWaP quarterly meetings.

The I&E plan identifies specific actions to achieve plan objectives, and identifies who will complete each action and how it will be funded. Actions specific to municipalities are summarized in the Appendix. This plan is available on the web at [www.myfairlakes.com](http://www.myfairlakes.com).

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# TARGET AUDIENCES, GOALS AND OBJECTIVES

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The Madison Area Municipal Storm Water Partnership (MAMSWaP) Information and Education (I&E) Plan seeks to **reduce the quantity and improve the quality of urban runoff, resulting in area lakes and rivers meeting their designated use.**

## 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 tailored to meet each audience's unique needs for specific topics or skills using the delivery method that best meets their learning styles or goals. The table below lists target audiences identified and prioritized by the MAMSWaP I&E Committee.

### Ranked Target Audiences

	Construction Professionals	Educational	Occasional users	Residential	Private Sector	Public Sector
Very Important	Developers	Students K-12		Homeowners	Business owners and staff	Elected officials
	Consultants	Student/youth groups			Facility managers	Municipal staff
	Home builders	K-12 teachers		Groups	Landlords	
	Contractors					
Important		College students	Recreational	Auto owners		
		Campus staff		Pet owners		
		Professors		Tenants		
Somewhat Important		School administration	Tourists		Golf course staff	
			Recreational vehicles			Municipal administrators

**Construction Professionals** refers to those individuals that plan and implement land developments and those involved in new construction and redevelopment, including developers, consultants, architects, landscapers, engineers, home builders, contractors, plumbers, concrete mixers, snow removal contractors and other relevant contractors or businesses that are involved in the development, redevelopment and construction of homes, subdivisions, and commercial/industrial properties.

**Educational Audiences** refers to the K–12 and higher education audiences including teachers and students kindergarten through college, administration, school groundskeepers as well as youth groups such as 4-H and scouts.

**Occasional Users** includes those who own recreational vehicles such as ATVs, snowmobiles, and personal water craft, boaters, swimmers and anglers.

**Residential** includes homeowners, tenants, landlords, pet owners, car washers, and do-it-yourselfers (oil changes, home improvement and maintenance). This group also includes the broad subhead of “groups,” which encompasses watershed associations, friends groups, garden clubs, civic groups such as rotary, homeowner and neighborhood associations, etc.

**Private Sector** includes property owners and managers, business owners and private commercial and industrial properties, such as restaurants, gas stations, dry cleaners, printers and other specialty shops, painters, corporate campuses, retail sites, boat cleaning and storage firms, mobile cleaning operations, lawn care professionals, snow removal contractors, golf courses and other building management that may include maintenance of storm water ponds or other facilities or have runoff from fertilizers, pesticides, heavy metals, petroleum products and other chemicals.

**Public Sector** includes elected officials, municipal staff and administrators and facility managers employed by county, city, town and village governments including planning, zoning, building inspection, land conservation, parks, public, public works, building inspection or other committees and departments with land use or land management responsibilities.

## Goals

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

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

Goal 1: Reduce quantity of urban storm water runoff to meet or exceed state and local standards.

Goal 2: Improve quality of urban storm water runoff to meet or exceed state and local standards.

Goal 3: Identify and eliminate all illicit discharges to the storm water system.

Goal 4: Have a coordinated, regional education effort that encourages consistent messages among and between communities.

## Objectives

The objectives, usually accomplished in five to ten years, are the detailed knowledge and skills that target audiences need in order to meet the goals of MAMSWaP’s I&E plan. Objectives specify an educational need, such as knowledge or skill to be gained, for a target audience. Well-written and designed objectives result in an orchestrated set of educational activities that are focused and effective with measurable outcomes upon which the program’s evaluation will be based. These objectives are written to include all potential participants, as it is not possible under the timeframe of

this document to specify a measurable target, such as 23% of all residents will..., however, short-term measurable indicators are identified in the Actions chapter beginning on page 11.

**All Audiences**

The following objectives are for all people living, working and/or recreating in the permit area. They pertain to all target audiences and are not repeated under each target audience’s section.

- 1 Everyone 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).
- 2 Everyone will know where to get information on effective storm water and erosion control practices and will be able to use the appropriate practices 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.
- 3 Everyone will empower themselves to take action to improve water quality and to develop creative solutions to work in concert with agency staff.
- 4 Everyone will understand the difference between sanitary sewers and storm water drainage systems and will not dump material into inlet structures, streets or any other conveyance.
- 5 Everyone will see BMPs as necessary, functional, and marketable (aesthetics may add value).
- 6 Everyone will understand the resources needed to install and maintain BMPs including cost, time and difficulty.
- 7 Everyone will know whom to contact when they see a potential water quality problem.
- 8 Everyone will understand that there are runoff standards and will understand how volume of water impacts habitat, groundwater and surface water.
- 9 All audiences will evaluate opportunities to reduce imperviousness and increase infiltration and recharge.
- 10 Everyone will understand why municipalities need to implement a storm water management program, which will require resources (money, staff) to install and maintain BMPs and manage a storm water program.
- 11 Everyone will be able to identify illicit discharges (e.g., paint, motor oil or other substance deposited into a storm drain structure, overland drainage from a carwash, a pile of topsoil left in the street) and know whom to contact for enforcement and remedy.
- 12 Everyone will understand the environmental consequences of illicit discharges.

**Construction Professionals**

- 13 Homeowners and their contractors will be able to explain the importance of using effective storm water management and erosion control practices and will properly install and maintain effective practices.
- 14 Consultants, developers and contractors will understand and support local and state storm water standards and other requirements.
- 15 Consultants and developers will prepare plat and site designs that minimize erosion and storm water runoff, and meet or exceed local and state storm water and design standards.
- 16 Developers, contractors and builders will install and maintain effective erosion control and storm water management practices

- 17 Consultants will provide accurate information to developers and municipalities on practices to meet standards including innovative practices based on emerging science and engineering knowledge.
- 18 Developers will understand the financial and other benefits of complying with erosion control and storm water requirements.
- 19 Developers will understand elements of and implement low-impact/conservation design developments and other innovative erosion control and storm water management techniques.
- 20 Developers will market developments based in part on storm water compliance and benefits of storm water practices.
- 21 Builders 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.

### **Educational**

- 22 Middle and high school teachers, primarily of science and math, as well as professors in the education departments at UW–Madison and Edgewood College will know about and utilize the MAMSWaP Storm Water Curriculum, the UW-Arboretum Rain Garden Curriculum and other appropriate materials in their teaching.
- 23 All teachers, preschool through graduate-level, will be able to include materials related to storm water into their curricula as appropriate. (i.e., hydrologic cycle in third grade or functional landscape design in landscape architecture).
- 24 Students/youth of all ages will participate in water quality action projects such as stream clean-ups, Take a Stake in the Lakes Days, storm drain stenciling and marking and science fair projects.
- 25 Maintenance and lawn care staff will follow correct and applicable management practices in their work and support the efforts of teachers working on storm water practices.
- 26 All students, preschool through college, will know the impact of their actions on water quality and will take appropriate actions to prevent water pollution problems.

### **Residential**

- 26 Property owners and managers will understand storm water rules and regulations, will understand why proper storm water practices are important, and will utilize appropriate BMPs.
- 27 During retrofitting and redevelopment, homeowners, landlords and business owners will install practices to decrease volume and peak flow and improve water quality.
- 28 Homeowners, landlords and business owners will recognize and choose developments and/or hire contractors who will meet or exceed performance standards. This will lead to an increased demand for quality developments that meet performance standards including reducing imperviousness and increasing infiltration.
- 29 Property owners and managers will be aware of and utilize appropriate good housekeeping practices that apply to their property (e.g. garbage collection, de-icing, lawn care/landscaping practices, yard waste disposal, vehicle fluid management, salt pile protection, etc.)

### **Private Sector**

- 30 Property owners and managers will understand storm water rules and regulations, will understand why proper storm water practices are important, and will utilize appropriate BMPs.
- 31 During retrofitting and redevelopment, homeowners, landlords and business owners will install practices to decrease volume and peak flow and improve water quality.
- 32 Homeowners, landlords and business owners will recognize and choose developments and/or hire contractors who will meet or exceed performance standards. This will lead to an increased demand for quality developments that meet performance standards including reducing imperviousness and increasing infiltration.
- 33 Property owners and managers will be aware of and utilize appropriate good housekeeping practices that apply to their property (e.g. garbage collection, de-icing, lawn care/landscaping practices, yard waste disposal, vehicle fluid management, salt pile protection, etc.)

### **Public Sector**

- 34 Municipal staff will understand how to respond appropriately when residents report an observed illicit discharge or other water quality problem
- 35 Municipal staff will understand storm water rules and regulations, and why proper municipal storm water practices are important, and they will utilize appropriate BMPs.
- 36 Elected officials will have a broad understanding of storm water basics so that they know where to go for information.
- 37 Elected officials will support their staff and the implementation of storm water programs through budgets, policies and regulations.
- 38 Municipalities will hire engineering firms that understand and use proper storm water retrofitting.
- 39 Municipalities will be aware of the need to provide adequate staffing for administration of programs.
- 40 Municipalities will take action to encourage “green developments.”
- 41 Municipal staff and consultants will be able to evaluate BMPs for effectiveness.
- 42 Municipal staff will communicate standards to landowners, developers, contractors and consultants.
- 43 Municipal staff will understand what is required to achieve behavior change, which includes a combination of education, proper planning and enforcement.
- 44 Municipal staff will review plans and enforce standards in plans.
- 45 Municipal staff will provide demonstrations of new and innovative practices that meet or exceed standards.
- 46 Municipal staff and consultants will be aware of and suggest designs that minimize erosion from construction sites.

### **Multi-Cultural Language Considerations**

In the Madison area, there are several different language needs to consider when developing education materials for general public audiences. Translating materials in other languages (such as Hmong, Spanish, etc.) should be considered as appropriate.



# ACTIONS

Reaching each of the target audiences will require coordinated, long-term efforts involving many public and private agencies. Listed in the table are specific educational activities, the priority assigned to each activity, the responsible party(ies) charged with developing and implementing the activity 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. Those actions ranked as a high priority will be the tasks that will be accomplished. While they are good ideas and tasks that would benefit the overall effort, actions identified as medium or low priority will only be completed as time and funding allow.

Funding will be sought from a variety of sources. The MAMSWaP I&E Committee received several Urban Nonpoint Source and Storm Water Grants from DNR to implement the outreach strategy during the 2003-2008 permit cycle. The grants funded surveys, media campaigns, storm water curriculum, a video 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 fund the half-time Storm Water Education Coordinator position and provide approximately \$15,000 for annual program budget.

#	Rank	What	Who	When	Funding source	Expected outcome	Short-term measurable indicators
<b>All Audiences</b>							
1	H	Assess knowledge, attitudes and behaviors	I&E Committee, UWEX Spec, SWEC, UWEX Basin Educators, consultant	2009, 2013	urban grant	Knowledge of residents’ activities and their knowledge to make programming decisions	Survey conducted, analyzed and compared to previous surveys
2	H	Continue to implement a media campaign, including PSAs	SWEC, I&E Committee, Madison Water Utility, UWEX, others	as often as resources permit	urban grant	People will know what problems are and adopt specific action items suggested	Number of times ads air, number of listeners
3	H	Provide organizations, community groups, youth groups with ideas, guidance and assistance with projects	UWEX, RRC, WERC, SWEC	as requested	program budget	Good quality, effective projects adopted by groups: increased infiltration, decreased discharge into storm drains	Number of groups who are provided assistance, number of projects completed with specific statistics for each, number of water bodies potentially impacted

#	R a n k	What	Who	When	Funding source	Expected outcome	Short-term measureable indicators
4	H	Continue Plant Dane! program	SWEC, municipalities	ongoing	program budget	Installation of quality rain gardens	Number of inquiries, participants and plants purchased
5	H	Continue promoting rain barrel programs	SWEC, Rain for Dane, other rain barrel suppliers	ongoing	program budget	Less run off during events, less groundwater use due to rain barrel usage	Number of rain barrels cards and flyers distributed, number of rain barrels sold
6	H	Continue supporting and developing educational programs and materials for proper salt and deicing material use	I&E Committee	as funding permits	program budget and or grant \$	Salt use decreases, more appropriate methods adopted by cities, individuals and businesses	Number of attendees, brochures distributed
7	H	Raise awareness and compliance of applicable ordinances (phosphorus, coal tar, etc.)	Dane County, friends groups and watershed associations, municipalities	ongoing	program budget	Compliance with ordinances	Methods used, numbers distributed, number of citations
8	H	Continue to work with the Earth Gauge Partnership (tips and info during local weather forecasts)	SWEC	ongoing	program budget	More diverse ways of getting stormwater messages out, more people doing practices	Number of times messages are aired, number of people who see the message
9	M	Develop and promote non-construction BMP demonstration sites (grass swales, rain gardens, rain barrels, permeable pavement, etc.)	Dane County, DNR, UW, UWEX, friends groups, municipalities	ongoing, as funding resources permit	grant \$ or sponsorships	Better adoption and quality of practices	Successful implementation of BMP sites where general public can easily see them
10	M	Develop materials for college students, possibly in Madison Guide, Annual Manual, events, etc.	SWEC	As opportunity arises	urban grant, UW, Edgewood, MATC, program budget	More awareness of stormwater and better management on campus	Number of students receiving material
11	M	Maintain resource list on rain gardens, rain barrels, housekeeping, porous pavement, etc., on web site	SWEC, Friends groups, UWEX, DNR, LWC	annually	program budget	Readily available, up-to-date resources	Quality material on website, checked and maintained regularly
12	M	Provide a summary of environmental actions on the web with links that youth, community groups, college students, etc., can implement	SWEC, UWEX, Dane County, Rock River Basin Educator, State Environmental Education Specialist	annually	program budget	More environmental action projects will be done, following rules and good practices	Number of hits and follow-ups asking for information, changes in requests for equipment from WERC, number of high quality links included

**A STORM WATER INFORMATION AND EDUCATION STRATEGY FOR 21 DANE COUNTY MUNICIPALITIES**

<b>#</b>	<b>R a n k</b>	<b>What</b>	<b>Who</b>	<b>When</b>	<b>Funding source</b>	<b>Expected outcome</b>	<b>Short-term measurable indicators</b>
<b>13</b>	M	Remind city cable stations annually of available water quality videos; send new ones as they become available	SWEC	annually	program budget	In depth information available at people's homes	Number of stations that receive information and number of times they report showing videos
<b>14</b>	M	Develop/give presentations focused on audience interests/concerns	SWEC, Municipal staff, gov't agencies, local groups, UWEX, DNR, consultant	As requested and as time allows	program budget	Detailed, quality information for captive audience, opportunity for Q&A and one-on-one interaction	Number of different presentations given, types of follow-up questions, number of attendees
<b>15</b>	M	Develop or update storm water and runoff video clips for web, explore partnership with Rock River Basin to develop environmental video contest; short web-based type program	SWEC, I&E Committee, municipalities	As funding allows	grant \$ or program budget for smaller projects	Localized information will help audiences to connect better with the message and take steps at home and elsewhere to reduce stormwater impacts	Number developed and distributed, number of people involved, number of hits on the website
<b>16</b>	M	Develop speakers bureau	SWEC, municipalities	2011	program budget	Individuals make water quality improvements around their homes, contact elected officials	Number of speakers, number of actual presentations given
<b>17</b>	M	Maintain myfairlakes web site: information and resource lists for environmental actions, link to municipal sites	SWEC, UWEX, UWEX Basin Educators, municipalities, consultant	ongoing	program budget	Individuals will have the resources to make water quality decisions and will have easy access	Number of hits, questions about the website or requests for additional information
<b>18</b>	M	Use existing electronic mailing lists to disseminate info	SWEC	ongoing	program budget	Information quickly and efficiently disseminated; more practices on ground	Number of lists, number of items sent to lists
<b>19</b>	M	Create and use displays at fairs, expos, municipal meetings, business and industry fairs, etc.	SWEC, LWC, UWEX, I&E Committee, municipalities	ongoing	program budget	Talk with people about water quality issues and actions; more practices on ground	Number of times display is used, number of flyers and brochures distributed, number of municipalities using display(s)
<b>20</b>	L	Develop targeted messages on posters, decals, signs, placards, billboards, etc.	I&E Committee, SWEC, consultant	2012 or later	grant \$ or sponsorship	More diverse ways of delivering stormwater messages, more people doing practices	Number of items message is on

#	R a n k	What	Who	When	Funding source	Expected outcome	Short-term measureable indicators
21	L	Promote others' presentations or events related to stormwater	I&E Committee, UW-ERC, Nelson IES	As opportunity arises	cost should be incidental unless outside speaker brought in	More in depth knowledge on the subject by individuals, especially professionals and friends groups	Number of events promoted
22	L	Develop a point-of-purchase display for lawn and other yard products	UWEX, I&E Committee, SWEC	2012	program budget	People would choose the least harmful/best way to take care of their lawn or their yard problem	Number of displays developed and used, number of products purchased
23	L	Promote interactive map identifying watershed location	SWEC	2010	program budget	Awareness of where runoff goes	Number of hits
<b>Construction Professionals</b>							
24	H	Maintain checklist, flow chart, and/or fact sheet for developers, contractors, landowners, and consultants	Dane County, consultant, DNR	ongoing	program budget, urban grant	Making sure that storm water is considered early in the planning process, improve communication	Number of requests or web hits, number of contacts between plan review staff and construction professionals
25	H	Provide one-on-one contact during plan review process	Dane County, municipalities	ongoing	agency/municipality budgets for staff time	Well-chosen and effective practices implemented at appropriate times	Dane County and municipal staff reports on effectiveness of review process
26	H	Promote NASECA's conferences and field days	County, SWEC, I&E Committee, UWEX, UWEX Basin Educators, municipalities	annually or as opportunity arises	program budget	Well-chosen and effective practices implemented, compliance with performance and technical standards	Number of events publicized
27	M	Publicize availability of Dane County's Erosion Control and Stormwater Management Manual	Dane County, municipalities	ongoing	program budget, municipalities	Well-chosen and effective practices implemented	Number of hits, downloads or purchases of manual, anecdotal comments from review staff regarding compliance, number of stop work orders or other interventions to get non-compliant operations corrected
28	M	Publicize changes to performance and technical standards	DNR, Dane County, municipalities	as needed	program budget	Compliance with performance and technical standards	Number of times and ways message is sent

**A STORM WATER INFORMATION AND EDUCATION STRATEGY FOR 21 DANE COUNTY MUNICIPALITIES**

<b>#</b>	<b>R a n k</b>	<b>What</b>	<b>Who</b>	<b>When</b>	<b>Funding source</b>	<b>Expected outcome</b>	<b>Short-term measurable indicators</b>
29	M	Create articles for MABA and other professional organizations' newsletters	Dane County, UWEX, UWEX Basin Educators, DNR, I&E Committee, SWEC	ongoing	program budget	Well-chosen and effective practices implemented	Agreement from professional organizations to include the information, number of articles distributed
30	M	Maintain website listing resources	Dane County	ongoing	program budget	Well-chosen and effective practices implemented	Number of hits
31	M	Create and provide focused presentations and demonstrations	Dane County, municipalities, DNR	as opportunities become available	agency/municipality budgets for staff time	Well-chosen and effective practices implemented, compliance with performance and technical standards	Presentations developed and demonstrations implemented, number of times given/shown and number of participants, record-keeping of any actions that resulted from the activity
32	M	Develop technical videos (topics to be determined) or promote those developed by others	tbd by I&E Committee	as material needed and funds are available	grant \$	Well-chosen and effective practices implemented, compliance with performance and technical standards – problems reduced	Funding received, topics covered, number of videos created and distributed, number of groups/workshops that request the video
33	L	Provide workshops on citizens' impacts, monitoring, research results	Dane County, I&E Committee, UWEX, Basin Educators, SWEC, municipalities	2012	program budget, fees	Well-chosen and effective practices implemented, compliance with performance and technical standards	Number of workshops developed and presented, numbers attending, positive results on workshop evaluations
34	L	Encourage participation in the Green Tier Clear Waters Initiative	SWEC, UWEX, UWEX Basin Educators	2010	program budget	More advanced practices implemented—better water quality, reduced soil erosion/stormwater	Number of builders who participate in Green Tier process and sign a charter

**Educational**

35	H	Promote storm water and rain garden curriculum	SWEC, UWEX Rock River Basin, Friends groups, Arboretum	ongoing	program budget	Teachers within the region will have access to and will use the curriculum with their students	Number of requests for curriculum, evaluation through UW-Arboretum
36	M	Evaluate the need for curriculum development and pursue any new needs	UWEX, UW, UWEX Basin Educators, SWEC, consultant	2012	urban grant	Determine what curriculum, resources or materials are needed and a plan to develop, promote, train	Plan developed for gathering information; grants received, needs analyzed and method for addressing them developed

#	R a n k	What	Who	When	Funding source	Expected outcome	Short-term measurable indicators
37	M	Promote teacher training	UWEX and Basin Educators, UW, Aldo Leopold Nature Center, Nature Net, SWEC, consultant	ongoing	program budget	Full attendance at locally offered training sessions: Arboretum, Aldo Leopold, etc.	Number of trainings promoted, materials sent
38	L	Promote programs such as Green School	SWEC, I&E Committee, UWEX, UWEX Basin Educators	ongoing	program budget	Schools adopt good practices and become Green Schools	Number of contacts made and amount of information sent out, number of schools that become green schools
39	L	Create a list of storm water related science fair and other project suggestions for youth and distribute to area school districts	SWEC, UWEX, UWEX Basin Educators, Edgewood College	2011	program budget	Students who do these projects and their families will understand the issue better and will take personal action	Number of hits and requests for information
<b>Residential</b>							
40	H	Develop and distribute newspaper articles, municipal newsletters articles, media releases and seasonal messages	SWEC, I&E Committee municipalities, RRC, consultant	ongoing	program budget, municipalities	Residents will apply seasonally appropriate actions; municipalities will receive at least two articles for municipal newsletters per year; four media releases sent out per year	Number of articles sent to municipalities
41	H	Include articles and seasonal messages in municipal newsletters and other strategies identified by municipalities (postcards, emails, listservs, billing inserts, etc.)	Municipalities	several times a year	program budget	Residents will apply seasonally appropriate actions, all municipalities will have at least two articles in municipal newsletters per year	Number of articles included in newsletters or distributed through other means
42	H	Promote storm drain stenciling and marking programs	UWEX, friends groups, SWEC, municipalities, WERC	ongoing	program budget, LWC budget, Dane County Environmental Council, municipalities	Fewer illicit discharges into waterways from storm drains	Number of drains marked, groups/ individuals involved, door hangers hung; locations of drains
43	H	Encourage residents to conduct soil testing on their properties	SWEC, Dane County, municipalities, UW Soils Lab	ongoing	program budget	Reduced/appropriate amount of fertilizer used on lawns	Number of methods used to promote tests

**A STORM WATER INFORMATION AND EDUCATION STRATEGY FOR 21 DANE COUNTY MUNICIPALITIES**

<b>#</b>	<b>R a n k</b>	<b>What</b>	<b>Who</b>	<b>When</b>	<b>Funding source</b>	<b>Expected outcome</b>	<b>Short-term measurable indicators</b>
44	H	Encourage leaf and yard waste composting to keep leaves and yard waste out of streets	SWEC, Dane County, municipalities	ongoing	program budget	Homeowners will compost leaves and yard waste, instead of raking to curb and will use the compost on lawns and gardens for soil improvement	Number of people attending compost trainings, hits on website, number of brochures distributed
45	M	Assess compliance with keeping leaves out of street; adjust outreach to improve compliance	Municipalities, SWEC	ongoing	program budget	Fewer leaves in street and ultimately lakes and streams	Number of municipalities that assess leaf and yard debris in the street
46	M	Create and distribute articles to friends groups, community groups and neighborhood association newsletters	SWEC, UWEX Basin Educator, RRC, UWEX, consultant	ongoing	urban grant, program budget	More diverse ways of getting stormwater messages out, more people doing practices	Number of groups materials are sent to; number of articles sent
47	M	Provide materials to landlords, condo and property managers (larger complexes) in multiple languages	SWEC, FOLW (FOLW storm water audit checklist)	2010	program budget, seek sponsorship and grants	Tenants, esp. non-English speakers, have access to material that's appropriate for rental or condo situations	Materials developed and distributed
48	M	Support expansion of citizen monitoring programs by friends groups	local coordinators, RRC, monitoring committee, municipalities	as opportunities become available	monitoring committee	Every waterway where water monitoring is needed has a competent, committed group to monitor, information is needed and used	Number of monitors trained, locations being monitored regularly
49	M	Work with friends groups to develop and coordinate tours, potential topics: rain garden, conservation design, BMPs and Parade of Homes tours	I&E Committee, friends groups, UW, UWEX, UWEX Basin Educators, Dane County, municipalities, SWEC	as opportunities arise	program budget, DNR, UWEX	Individuals install practices at their own home/location	Number of tours, number of partners, number of people on tours
50	L	Support, promote and advocate the development of pledge programs such as Mpower, Fitchburg Creek Supporter Pledge	DNR, UWEX, municipalities, neighborhood associations, community environmental groups, SWEC	If another group would provide leadership, we would support	program budget for staff time only	Increased adoption of practices by homeowners, more knowledgeable area residents, list of contact people for support or assistance	Development of programs, number of people who sign up

#	R a n k	What	Who	When	Funding source	Expected outcome	Short-term measurable indicators
<b>Private Sector</b>							
51	H	Develop fact sheets for facility managers when contracting for landscape and snow removal services	SWEC, I&E Committee, DNR, UWEX	as time and funding allow	program budget	Facility managers hire landscapers/contractors who are trained and knowledgeable about proper practices	Number of fact sheets developed, number of facility managers who receive fact sheets
52	M	Maintain website with resources for facility managers	SWEC	annually	program budget	Effective management decisions made and actions implemented	Number of website pages developed and maintained
53	L	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	as time and funding allow	program budget	Effective management decisions made and actions implemented, classes developed, implemented with good evaluations and long-term change in practices	Number of contacts made with facility managers and landscape and lawn care companies
54	L	Promote the Dane County Lakes and Watershed Commission's Waters Champion Award program and submit nominations	Municipalities, I&E Committee, SWEC	annually	program budget or sponsorship	Reward given and recognition encourages others to make effective management decisions made and actions implemented	Nominations given and selected
55	L	Develop and provide technical workshop for landscape contractors, golf course managers and others	Dane County, UWEX, SWEC, DNR	2012	program budget, fees	Effective management decisions made and actions implemented, classes developed, implemented with evaluations and long-term change in practices	Number of workshops provided
<b>Public Sector</b>							
56	H	Publicize Dane County's Erosion Control and Stormwater Manual and provide feedback as necessary	Dane County, municipalities, SWEC	ongoing	program budget	Well-chosen and effective practices implemented	Number of web hits and number of manuals sold

**A STORM WATER INFORMATION AND EDUCATION STRATEGY FOR 21 DANE COUNTY MUNICIPALITIES**

<b>#</b>	<b>R a n k</b>	<b>What</b>	<b>Who</b>	<b>When</b>	<b>Funding source</b>	<b>Expected outcome</b>	<b>Short-term measurable indicators</b>
57	H	Promote NASECA's conferences and field days	County, SWEC, I&E Committee, UWEX, UWEX Basin Educators, municipalities	annually or as opportunity arises	program budget	Specific to workshop topic: well-chosen and effective practices implemented, compliance with performance and technical standards	Number of events publicized, attendance at events
58	M	Develop materials for facility managers on landscape and snow removal services (for their own staff or contracted services)	SWEC, I&E Committee, DNR UWEX	as time and funding permit	program budget	Staff uses proper practices – training and educational materials developed for staff	Number of fact sheets, presentations and other materials developed
59	M	Create and update facility manager distribution listserv	SWEC, municipalities	ongoing	program budget	Facility managers informed of materials, training opportunities and other important information	Number of distribution listservs developed and used
60	M	Maintain website with appropriate materials for public sector	SWEC	ongoing	program budget	Effective practices employed, supervisors report having easy to access materials	Website content is current; number of hits
61	M	Encourage facility managers to require environmental management workshop for landscape staff and contractors	Municipalities, DNR, UWEX, Dane County, SWEC	as time and funding allow	program budget	Effective management decisions made and actions implemented, classes developed, implemented with good evaluations and long-term change in practices	Number of discussions initiated with facility managers
62	M	Develop, coordinate, and publicize erosion control and storm water practice demonstrations, ensure that elected officials are invited	Dane County, DNR, municipalities, NASECA, SWEC	ongoing	sponsorship, grant \$	Well-chosen and effective practices implemented	Number of demonstrations developed; number of attendees at demonstrations; number of elected officials who attend
63	M	Develop technical videos and video clips (topics to be determined) or promote those developed by others and show at workshops	tbd by I&E Committee	as material needed and funds are available	grant \$	Well-chosen and effective practices implemented, compliance with performance and technical standards, problems reduced	Funding received, topics identified by audience, number of videos created and distributed

**Abbreviations and Selected Definitions:**

DNR = Wisconsin Department of Natural Resources  
FOLW = Friends of Lake Wingra  
Grant \$ = funds that have may not yet been identified or applied for  
I&E Committee = MAMSWaP I&E Committee  
LWC = Dane County Lakes and Watershed Commission  
MABA = Madison Area Builders Association  
MATC = Madison Area Technical College  
Nelson IES = University of Wisconsin Institute for Environmental Studies  
Program budget = funding that accompanies SWEC position  
RRC = Rock River Coalition  
SWEC = Storm Water Education Coordinator  
tbd = to be determined  
UW = University of Wisconsin  
UW-ERC = University of Wisconsin Environmental Resource Center?  
UWEX = University of Wisconsin Cooperative Extension County Staff  
Urban Grant = funds received from a DNR grant application  
WERC = Dane County Water Education Resource Center  
NASECA = North American Stormwater and Erosion Control Association

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# PROGRAM EFFECTIVENESS AND EVALUATION

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## Program Effectiveness

When developing an educational program, program effectiveness must be addressed to determine whether it is worth the time, energy and resources invested in it. 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 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 ensure the planned information and education activities meet the criteria.

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

## Evaluation

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 I&E plan is a product of a continuous planning and evaluation process. The primary evaluation vehicle will be a statistically significant survey conducted both before and after implementation of the plan. The 2009 survey, funded through a DNR grant, will be used to determine the knowledge of urban stormwater pollution issues among the public in the project area after five years of information and education plan implementation efforts. A follow up survey (funded separately) will be conducted at the end of the next five-year permit period to evaluate the effectiveness of the I&E plan in increasing knowledge levels. Data gained from the latter survey will be used to help redirect educational efforts, as necessary.

The I&E Committee will continue to provide oversight during implementation of the 2009-2013 I&E plan. As activities are planned and materials developed, the I&E Committee will review them and provide feedback as needed, continuing to focus the I&E efforts on those activities ranked as a high priority. 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. Intergovernmental Agreement to Fund a Position Responsible for Storm Water Information, Education and Outreach Coordination for the Madison Area Municipal Storm Water Partnership (MAMSWaP)**

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

WITNESSETH:

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

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

WHEREAS, one of the required work elements of each Party’s NR216 permit is the operation of an information, education and outreach program; and,

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

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

WHEREAS, the Parties agree, pursuant to sec. 66.0301, and Ch. 36, Wis. Stats. to obtain the services of a half-time employee of Dane County to provide information, education and outreach services to meet the requirements and components of each Party’s NR216 Stormwater Discharge Permit as detailed in the Madison Area Municipal Storm Water Partnership 2009-2013 Storm Water Information, Education and Outreach Plan.

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

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

The position shall be funded by the Parties as set forth in Exhibit A. Fees are based on 2000 Census population data. When a municipality wishes to join the information, education and outreach plan effort, they shall pay the amount set forth in Exhibit A based on their population from 2000 Census data. When data is available from the 2010 Census data, rates for all Parties shall be recalculated in accord with that data. If they join mid-year, their amount will not be prorated. Additional municipalities' contributions shall not lessen the amount of the Parties' contributions set forth in Exhibit A. The municipality wishing to join the effort shall sign onto this Agreement and be afforded the benefits of the information, education and outreach program that are made available to all Parties.

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

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

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

The I&E Committee shall meet a minimum of four (4) times per year. The I&E Committee shall consist of members of the Parties to this Agreement and the staff assigned by the Dane County LWRD OLW Watershed Management Coordinator. There is no maximum number of members for the I&E Committee. Any Party to this Agreement may be a member of the I&E Committee. At a minimum, the I&E Committee shall be comprised of one representative from each Dane County, UW-Madison, City of Madison and one from remaining Party cities, and one representative each from villages and towns. The I&E Committee shall continue to invite the advice and consultation of the Wisconsin Department of Natural Resources and the University of Wisconsin Cooperative Extension.

3. The entire agreement of the Parties is contained herein and this Agreement supersedes any and all oral agreements and negotiations between the Parties relating to the subject matter hereof. The Parties expressly agree that this Agreement shall not be amended in any fashion except in writing, executed by all Parties.
4. This Agreement shall commence January 1, 2009, superseding the previous agreement that was in place through April 2009, and shall end December 31, 2013 unless the Parties agree to a longer period. This Agreement may be amended and extended at any time upon the mutual agreement of all of the Parties.
5. Dane County shall invoice each of the Parties the amount set forth in Exhibit A commencing January 1, 2009 and every January 1 for years 2010, 2011, 2012 and 2013. Invoices are payable in 30 days.

6. **TERMINATION OF AGREEMENT**

In the event that any Party determines that it is in their best interest to terminate participation in this cooperative agreement for storm water information, education and Outreach with Dane County and all other Parties to this agreement, the Party may do so at any time by taking the following action:

- A) The Party shall send written correspondence to the Dane County LWRD OLW Watershed Management Coordinator, and the Wisconsin Department of Natural Resources indicating their desire to end their participation in this Agreement.

This correspondence shall include an official resolution or documented action indicating that the requested action has been authorized by a governmental body possessing the legal authority required to terminate this Agreement, and that the signatories to this correspondence are duly authorized to sign a correspondence terminating their participation in this Agreement.

- B) Upon receipt of this correspondence, the Dane County LWRD OLW Watershed Management Coordinator shall consider the requesting party removed from the information and education joint agreement at the end of the year the request is made.

7. In the event that a Party withdraws and terminates its participation in this Agreement, the withdrawing Party shall be responsible for its financial contribution with regard to this Agreement until December 31 of the year the Party withdraws. No partial refund based on the date of withdrawal by the Party shall be given.

When a withdrawing Party is no longer financially responsible under this paragraph, the cost shall be re-apportioned among the remaining Parties.

8. **AFFIRMATIVE ACTION**

During the term of this Agreement, each Party 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.

9. This Agreement constitutes the entire agreement of the Parties and supersedes any and all negotiations leading hereto.

10. **PERFORMANCE**

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

11. **THIRD PARTY RIGHTS**

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

12. **EXECUTION IN COUNTERPART**

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

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

## **A2. Municipal Responsibilities**

It is not enough for municipalities to merely be an actively paying contributor to the Partnership. There are specific actions each municipality must do. For example, while MAMSWaP has created a useful website, each municipality needs to link to [www.myfairlakes.com](http://www.myfairlakes.com). MAMSWaP also developed a DVD, but municipalities must encourage their local cable access stations and others to show it. Other examples include:

- using provided articles and other information in municipal newsletters or utility bill inserts,
- using displays,

- providing information on municipal web sites,
- issuing press releases to local newspapers, and
- implementing storm drain labeling programs.

Action numbers listed refer to the action table beginning on page 11. When the municipality is listed as the first party under “Who,” it is the primary responsible party for that action. Actions that specifically identify municipalities are Actions 7, 9, 13, 14, 15, 16, 17, 19, 25, 26, 27, 28, 31, 33, 40, 41, 42, 43, 44, 45, 48, 49, 50, 53, 54, 56, 57, 59, 61 and 62.

### A3. Municipal Contacts

Fitchburg (city)	Rick Eilertson, P.E., Environmental Engineer, City of Fitchburg, 5520 Lacy Road, Fitchburg, WI 53711-5318; 608-270-4264; <a href="mailto:rick.eilertson@city.fitchburg.wi.us">rick.eilertson@city.fitchburg.wi.us</a>
Madison (city)	Greg Fries, P.E., Principal Engineer, City of Madison Engineering Division, City-County Building, Room 115, 210 Martin Luther King Jr. Blvd., Madison, WI 53703; 608-267-1199; <a href="mailto:gfries@cityofmadison.com">gfries@cityofmadison.com</a>
Middleton (city)	Gary Huth, P.E., Assistant City Engineer, City of Middleton Public Works Dept., 7426 Hubbard Ave., Middleton, WI 53562; 606-827-1070; <a href="mailto:ghuth@ci.middleton.wi.us">ghuth@ci.middleton.wi.us</a>
Monona (city)	Richard Vela, P.E., City Engineer, City of Monona, 5211 Schluter Road, Monona, WI 53716; 608-222-2525; <a href="mailto:rvela@ci.monona.wi.us">rvela@ci.monona.wi.us</a>
Stoughton (city)	Rodney Scheel, Director of Planning & Development, 381 East Main St., Stoughton, WI 53589; 608-873-6619; <a href="mailto:rjscheel@ci.stoughton.wi.us">rjscheel@ci.stoughton.wi.us</a>
Sun Prairie (city)	Daryl Severson, City Engineer, City of Sun Prairie, 300 E. Main St., Sun Prairie, WI 53590; 608-837-3050; <a href="mailto:Dseverson@sun-prairie.com">Dseverson@sun-prairie.com</a>
Verona (city)	Ron Rieder, Director of Public Works, City of Verona, 410 Investment Ct., Verona, WI 53593-8749; 608-845-6695; <a href="mailto:ron.rieder@ci.verona.wi.us">ron.rieder@ci.verona.wi.us</a>
DeForest (village)	Dean Baker, Public Works/Parks Coordinator, Village of DeForest, 205 DeForest Street, PO Box 510, DeForest, WI 53532; 608-846-6761
Maple Bluff (village)	Tom Schroeder, Pub Works Superintendent, Village of Maple Bluff, 18 Oxford Place, Madison, WI 53704; 608-244-3048; <a href="mailto:tschroeder@villageofmaplebluff.com">tschroeder@villageofmaplebluff.com</a>
McFarland (village)	Allan Coville, Director of Public Works, Village of McFarland, 5915 Milwaukee St., McFarland, WI 53558; 608-838-8287; <a href="mailto:allan.coville@mcfarland.wi.us">allan.coville@mcfarland.wi.us</a>
Shorewood Hills (village)	Denny Lybeck, DPW, Village of Shorewood Hills, 810 Shorewood Blvd., Madison, WI 53705; 608-267-2680; <a href="mailto:dlybeck@shorewood-hills.org">dlybeck@shorewood-hills.org</a>
Waunakee (village)	Kevin Even, P.E., Village Engineer/DPW, Village of Waunakee, 500 W. Main St., Waunakee, WI 53597; 608-849-6276; <a href="mailto:keven@vil.waunakee.wi.us">keven@vil.waunakee.wi.us</a>
Blooming Grove (town)	Mike Wolf, Town Administrator, Town of Blooming Grove, 1880 S. Stoughton Road, Madison, WI 53716; 608-223-1104; <a href="mailto:BGAdmin@BLMGROVE.com">BGAdmin@BLMGROVE.com</a>
Burke (town)	Brenda Ayers, Town Clerk/Treasurer, Town of Burke, 5365 Reiner Rd., Madison, WI 53718; 608-825-8420; <a href="mailto:townofburke@verizon.net">townofburke@verizon.net</a>
Madison (town)	Rick Rose, P.E., Public Works Director, Town of Madison, 2120 Fish Hatchery Rd., Madison, WI 53713; 608-210-7260; <a href="mailto:roser@town.madison.wi.us">roser@town.madison.wi.us</a>

Middleton (town)	David Shaw, Town Administrator, 7555 West Old Sauk Road, Verona, WI 53593; 608-833-5887; <a href="mailto:tnmid@chorus.net">tnmid@chorus.net</a>
Westport (town)	Tom Wilson, Town Administrator, Town of Westport, 5387 Mary Lake Rd., Waunakee, WI 53597; 608-849-4372; <a href="mailto:twilson@townofwestport.org">twilson@townofwestport.org</a>
Windsor (town)	Kevin Richardson, PE, Town Engineer, Town of Windsor, 4084 Mueller Road, DeForest, WI 53532; 608-846-3854; fax 608-846-2328; <a href="mailto:kevin.richardson@tds.net">kevin.richardson@tds.net</a>
Dane County	Sue Jones, Watershed Management Coordinator, Dane County Office of Lakes and Watersheds, One Fen Oak Court, Rm 234, Madison, WI 53718-8812; 608-224.3764, <a href="mailto:jones.susan@co.dane.wi.us">jones.susan@co.dane.wi.us</a>
UW–Madison	Jeff Orwin , Environmental Health & Safety Supervisor, UW-Madison Safety Department, 30 East Campus Mall., Madison, WI 53715; 608-262-3278; <a href="mailto:jorwin@fpm.wisc.edu">jorwin@fpm.wisc.edu</a>

## Geographic Focus of the Plan

The 21 member municipalities (listed on the inside cover of this plan) signed an intergovernmental agreement to implement the I&E plan, developed to meet program needs. Located in central Dane County, the outlined areas indicate the urban areas that are the subject of the 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.



