



# Madison Area Municipal Storm Water Partnership Information & Education Plan 2020-2024

# Acknowledgements

The Madison Area Municipal Storm Water Partnership's (MAMSWaP) 2020-2024 Information and Education (I&E) Plan was developed by the MAMSWaP I&E Committee. Their expertise, input and municipal cooperation was crucial for plan development and will continue to play an integral role in addressing stormwater runoff in Dane County. Thank you to everyone who helped.

## **MAMSWaP I&E Municipalities**

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

## **I&E Committee Members Contributing to the 2020-2024 I&E Plan**

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# INTRODUCTION

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In order to comply with the stormwater discharge permit regulations contained in NR 216, Wisconsin Administrative Code, 22 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 cover for a map).

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

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

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

Outreach is an important feature of a comprehensive and effective stormwater management program. For municipalities that require a municipal stormwater discharge permit, an I&E program is not only a good idea, it is required. Wisconsin's stormwater 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 stormwater. The program must direct the process for the distribution of appropriate information and public outreach to increase awareness of stormwater impacts on waters of the state. Additionally, 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 stormwater management, residential infiltration practices, green infrastructure, lawn and garden fertilizer and pesticide application, yard waste management and disposal, pet waste disposal and other business and household practices that may contaminate stormwater runoff. This plan is designed to address all these activities and will meet the regulatory requirements for an effective I&E program.

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

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

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

The MAMSWaP I&E Committee reviewed the previous five-year I&E plans, plans of other stormwater consortiums statewide and the results of the 2018 Madison Area Storm Water Partnership Survey to develop the 2020-2024 I&E plan.

The long-term oversight and funding strategy for the I&E plan implementation used during the 2003-2008, 2009-2013, and 2014-2018 permits cycle will again be employed during 2020-2024. Each municipality has committed funding for plan implementation, detailed in the Intergovernmental Agreement in the Appendix. The intergovernmental agreement has been updated to reflect programmatic funding changes and to allow for the addition of municipalities that were not previously part of the outreach effort.

Levels of financial contributions from each MAMSWaP municipality are based on population according to 2010 census data. Dane County and UW-Madison contributions were not based on population, as that would double count municipal populations. MAMSWaP approved the financial contribution schedule, which is included in the Intergovernmental Agreement. The sixty percent Stormwater Education Coordinator position, created by the Intergovernmental Agreement and housed at the Dane County Land & Water Resources Water Resource Engineering Division, 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. Specific actions to achieve plan goals will be included in annual work plans instead of the five-year plan, including those that must be completed by the municipalities.

### **Audiences**

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

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

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

**Residential and Private Sector:** Homeowners, Neighborhood Associations, Groups/Clubs (watershed associations, friends groups, garden clubs, civic group such as Rotary, etc.), Auto

Owners, Pet Owners, Tenants, Landlords, DIY (Car Washing, Oil Changing, Home Improvement and Maintenance), Property Owners, Managers and Maintenance Staff, Private Commercial and Industrial Properties (restaurants, gas stations, dry cleaners, printers, painters, corporate campuses, retail sites, boat cleaning and storage, mobile cleaning operations, lawn care and snow removal contractors, etc.), Business Owners and Staff, Facility Managers, Golf Courses, and anyone involved with other building management including maintenance of stormwater ponds or other facilities or have runoff from fertilizers, pesticides, heavy metals, petroleum products and other chemicals.

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

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

## **Geographic Focus of the Plan**

The 22 member municipalities (listed on the inside cover of this plan) signed an intergovernmental agreement to implement the I&E plan, developed to meet permit requirements. Dane County is only responsible under the permit for those county-owned properties and facilities within the urban area indicated by the outline on the map on the cover.

## **Program Effectiveness**

Program effectiveness must be evaluated to determine whether it is worth the time, energy and resources invested in the outreach program. Programs that rely solely on enforcement or monetary incentives have not been successful. Research has shown that a strong outreach program must be used to complement other means. This is especially true when enforcement is spotty, penalties light and the audience is vast.<sup>5</sup>

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

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

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

- The requested behavior should be clear to the target audience.
- The expected water quality response based on implementation of the requested behaviors should be clear to the target audience.
- The behavior should be made visible to others in an effort to change social norms.

- The barriers to behavior change should be determined and addressed.
- Research based tools such as incentives, prompts and public commitments should be used, if possible.
- The behavior should be low cost in terms of time, money or energy.

<sup>5</sup> UWEX 1989 Metropolitan Milwaukee study.

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# PERMIT REQUIREMENTS, GOALS AND PROGRAMS

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## Permit Requirements

The Madison Area Municipal Stormwater Partnership (MAMSWaP) Information and Education (I&E) Plan reflects the requirements of the NR 216 permit, focusing on reducing urban stormwater runoff, improving urban stormwater quality and eliminating illicit discharges. WPDES Permit Number WI-S058416-4 (effective July 1, 2019 – June 30, 2024) states the following in Section 3, page 10. WPDES Permit Number WI-S050075-03- (Village of Cross Plains) has similar language.

### 3. STORMWATER MANAGEMENT PROGRAM REQUIREMENTS

**3.1 Public Education and Outreach:** Each co-permittee shall maintain its public education and outreach program to increase the awareness of stormwater pollution impacts on waters of the state and to encourage changes in public behavior to reduce such impacts. The co-permittee shall implement the following measurable goals:

**3.1.1 MAMSWaP Membership.** Continue to be a member of the Madison Area Municipal Stormwater Partnership (MAMSWaP) information and education program. Alternatively, if a co-permittee discontinues to be a member of the MAMSWaP information and education program, then they must develop and implement a work plan on their own that meets the requirements of section 3.1 of this permit.

**3.1.2 MAMSWaP Education Plan.** Participate in the implementation of the most recent *Madison Area Municipal Storm Water Partnership (MAMSWaP) 5-Year Information and Education Plan 2020-2024*, which are prepared on behalf of the co-permittees. By December 1 of each year, the co-permittees shall collectively develop an annual work plan to guide implementation of the MAMSWaP information and education plan for the following calendar year. The information and education plan shall establish measurable goals for the topic areas listed in Table 1 below.

**Note:** MAMSWaP information and education plan documents are available online at: <http://www.ripple-effects.com/mamswap>

**3.1.3 Educator Coordinator Cooperation.** Cooperate with and assist the person functioning in the Stormwater Education Coordinator position created pursuant to the information and education agreement by providing pertinent information requested by the coordinator to facilitate implementation of the information and education plan. This section is not applicable if the co-permittee discontinues participation in the MAMSWaP information and education program.

**3.1.4 Topics.** Each co-permittee is individually responsible to have its own public education and outreach plan, which should follow the MAMSWaP information and education plan and be adapted to its own municipality. Each co-permittee shall address all eight topics in Table 1



at least once during the permit term with a minimum of six topics being addressed each year, except, co-permittees that are a City, Village, or Town with a population of less than 5,000 based on the latest U.S. Census, shall address a minimum of four topics each year. Topics may be repeated as necessary. Co-permittees shall select from the topic areas in Table 1.

Table 1: Public Education and Outreach Topic Areas and Descriptions

#	Topic Area	Description
1	Illicit Discharge Detection and Elimination	Promote detection and elimination of illicit discharges and water quality impacts associated with such discharges from municipal separate storm sewer systems.
2	Household Hazardous Waste Disposal/Pet Waste Management/Vehicle Washing	Inform and educate the public about the proper management of materials that may cause storm water pollution from sources including automobiles, pet waste, household hazardous waste and household practices.
3	Yard Waste Management/Pesticide and Fertilizer Application	Promote beneficial onsite reuse of leaves and grass clippings and proper use of lawn and garden fertilizers and pesticides.
4	Stream and Shoreline Management	Promote the management of streambanks and shorelines by riparian landowners to minimize erosion and restore and enhance the ecological value of waterways.
5	Residential Infiltration	Promote infiltration of residential storm water runoff from rooftop downspouts, driveways and sidewalks.
6	Construction Sites and Post-Construction Storm Water Management	Inform and educate those responsible for the design, installation, and maintenance of construction site erosion control practices and storm water management facilities on how to design, install and maintain the practices.
7	Pollution Prevention	Identify businesses and activities that may pose a storm water contamination concern and educate those specific audiences on methods of storm water pollution prevention.
8	Green Infrastructure/Low Impact Development	Promote environmentally sensitive land development designs by developers and designers, including green infrastructure and low impact development.

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

## **Goals and Desired Outcomes**

The long-term goals and desired outcomes detail the knowledge and skills needed in order to meet the required permit elements. The following long-term goals are directly related and grouped under each of the eight elements identified in Section 3.1.4 of the Permit (listed on p.6).

### *3.1.4.1 Promote detection and elimination of illicit discharges and water quality impacts associated with such discharges from municipal separate storm sewer systems.*

People who live or work in Dane County will:

- understand the difference between sanitary sewers and stormwater drainage systems;
- understand that stormwater runoff that enters storm drains eventually ends up in our lakes, rivers and streams;
- be able to identify illicit discharges (e.g., yard waste, oil, grease, sediment, soap, pet waste or other substance deposited into a storm drain structure or overland drainage);
- understand the environmental consequences and negative impacts of illicit discharges and stormwater on water quality;
- not dump material into inlet structures, streets or any other conveyance; and
- know whom to contact when a potential water quality problem is found.

Municipal staff will understand how to identify illicit discharges and respond appropriately when an illicit discharge or other water quality problem is detected or reported.

### *3.1.4.2 Inform and educate the public about the proper management of materials that may cause stormwater pollution from sources including automobiles, pet waste, household hazardous waste and household practices.*

People who live or work in Dane County will:

- understand the impacts of their actions on water quality;
- understand actions that prevent water pollution;
- pick up after pets, know how to properly dispose of pet waste, and properly dispose of pet waste;
- know where to properly dispose of household hazardous waste and properly dispose of household hazardous waste; and
- understand and implement practices to minimize water pollution from automobiles, pet waste and household hazardous waste.

### *3.1.4.3 Promote beneficial onsite reuse of leaves and grass clippings and proper use of lawn and garden fertilizers and pesticides.*

People who live or work in Dane County will:

- understand how yard waste can contribute to water pollution;
- understand practices that minimize water pollution from yard waste;

- leave grass on lawn after mowing or compost grass clippings onsite;
- mulch leaves into lawn or compost leaves onsite;
- remove leaves and grass clippings from impervious surfaces before the rain;
- know how to determine lawn and garden needs and minimize fertilizer and pesticide use by applying only what is needed at key times during the year.

*3.1.4.4 Promote the management of streambanks and shorelines by riparian landowners to minimize erosion and restore and enhance the ecological value of waterways.*

Riparian landowners in Dane County will:

- understand how proper management of shorelines with native plantings minimizes erosion and water pollution;
- know where to get information on effective planting design and maintenance; and
- implement practices on their property that minimize erosion and water pollution

*3.1.4.5 Promote infiltration of residential stormwater runoff from rooftop downspouts, driveways and sidewalks.*

People that live or work in Dane County will:

- understand the importance of minimizing stormwater runoff;
- understand how stormwater quantity impacts surface water, habitat and groundwater;
- understand how practices to keep rain where it lands can minimize water pollution;
- know where to get information on practices to increase infiltration of stormwater; and
- understand and implement practices to increase infiltration including: installation of rain gardens, rain barrels, permeable pavement, and redirecting downspouts.

*3.1.4.6 Inform and educate those responsible for the design, installation and maintenance of construction site erosion control practices and stormwater management facilities on how to design, install and maintain the practices.*

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

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

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

- evaluate opportunities to reduce imperviousness and increase infiltration and recharge;
- understand that there are runoff standards, the resources needed to install

and maintain BMPs including cost, time and difficulty and see BMPs as necessary, functional, and marketable;

- understand and support local and state stormwater standards and other requirements;
- prepare plat and site designs that minimize erosion and stormwater runoff, and meet or exceed local and state stormwater and design standards;
- provide accurate information to developers and municipalities on practices to meet standards including innovative practices based on emerging science and engineering knowledge.;
- will install and maintain effective erosion control and stormwater management practices;
- follow plans and not interfere with site stormwater and erosion controls and will follow construction sequencing plans to protect stormwater quality and prevent regulatory concerns;
- understand the financial and other benefits of complying with erosion control and stormwater requirements;
- understand elements of and implement low-impact/conservation design developments and other innovative erosion control and stormwater management techniques; and
- market developments based in part on stormwater compliance and benefits of stormwater practices.

*3.1.4.7. Identify businesses and activities that may pose a stormwater contamination concern and educate those specific audiences on methods of stormwater pollution prevention.*

Private business owners and staff will:

- evaluate opportunities to reduce imperviousness and increase infiltration and recharge;
- understand that there are runoff standards, and support local and state stormwater standards and other requirements to protect surface water quality;
- understand that BMPs are necessary, functional, and marketable, and the financial and environmental benefits of complying with erosion control and stormwater requirements;
- install and maintain effective stormwater management practices; and
- not interfere with site stormwater and erosion to protect stormwater quality and prevent regulatory concerns.

Property owners and managers will:

- understand stormwater rules and regulations, will understand why proper stormwater practices are important, and will utilize appropriate BMPs and
- 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.)

*3.1.4.8. Promote environmentally sensitive land development designs by developers and designers, including green infrastructure and low impact development.*

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

- hire contractor and consultants that have experience in green infrastructure;
- encourage “green developments”; and

- include green infrastructure in project plans.

Construction Professionals will:

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

Property owners will:

- understand the benefits of installing green infrastructure and
- know what green infrastructure options are available and how to incorporate green infrastructure into new construction or site improvement projects.

### **Programs and Activities**

The programs and/or activities listed in Table 2 will be used to achieve the goals and outcomes listed above for each topic area required in the permit. All programs and/or activities may not be implemented every year and additional activities may be added. A complete list of activities that will be implemented each year will be specified in the MAMSWaP Annual Information and Education Work Plan along with available resources to assist municipalities in the development of their individual information and education plans and outreach efforts. The MAMSWaP Annual Information and Education Work Plan will be shared with partners by December 1<sup>st</sup> each year.

Table 2: MAMSWaP Program and Activities

#	Topic Area	Programs/Activities	Audiences
1	Illicit Discharge Detection and Elimination	Storm Drain Mural Program Adopt A Storm Drain Program Illicit Discharge Reporting	Residential Educational Public Sector Occasional Users
2	Household Hazardous Waste Disposal/Pet Waste Management/Vehicle Washing	Dane County Clean Sweep Spring/Summer Best Management Practices Toolkit Enviroscape Model/Rainfall Simulator	Residential Educational Occasional Users
3	Yard Waste Management/Pesticide and Fertilizer Application	Leaf-free Streets for Clean Waters Adopt A Storm Drain Program Lawncare Calendar Spring/Summer Best Management Practices Toolkit Enviroscape Model/Rainfall Simulator	Residential Educational Private Sector Occasional Users
4	Stream and Shoreline Management	Plant Dane Native Plant Program Free Native Plants for School and Community Projects	Residential
5	Residential Infiltration	Plant Dane Native Plant Program Free Native Plants for School and Community Projects Rain Garden Workshop Rainfall Simulator	Residential Educational Occasional Users
6	Construction Sites and Post-Construction Storm Water Management	NASECA Trainings Erosion Control Inspections	Constructional Prof. Public Sector
7	Pollution Prevention	WI Salt Wise Salt Certification Trainings	Residential Private Sector Public Sector
8	Green Infrastructure/Low Impact Development	Green Infrastructure Workshop Rain Garden Workshop Green Infrastructure Demonstration Projects	Construction Prof. Public Sector Residential

### Annual Work Plans

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

As the Stormwater Education Coordinator's work plan is developed each year, potential partners will be identified to help with development and implementation of activities. If needed, funding will be sought from sources beyond contributing municipalities, including Urban Nonpoint Source and Stormwater Grants from DNR and Dane County Urban Water Quality Grants.

## Annual Tasks

There are some administrative tasks and ongoing programs that must be performed every year that are essential to the program and need to be accounted for in the annual work plan.

Following is a partial list of those tasks.

1. Quarterly reporting to member municipalities
2. Annual reporting to DNR.
3. Billing municipalities and track payments.
4. Developing annual work plans.
5. Updating and maintaining the [www.ripple-effects.com](http://www.ripple-effects.com) website.
6. Continuing to be an active partner of WI Salt Wise
7. Continuing to promote North American Stormwater and Erosion Control Association Wisconsin Chapter events.
8. Developing and distributing outreach tools and articles to municipalities, friends groups, community groups and neighborhood association newsletters.
9. Developing and providing presentations (PowerPoint, demonstrations, etc.) focused on audience interests/concerns.
10. Continuing to maintain and use existing list serves and distribution lists to disseminate info.
11. Continuing to provide organizations and community groups assistance and partnering with projects (presentations, displays etc. for communities).
12. Continuing to promote and support storm drain marking programs with supplies and other materials.
13. Promoting the stormwater curriculum developed for MAMSWaP.
14. Publicizing training for building inspectors, contractors and staff.
15. Publicizing the availability of the Dane County Erosion Control and Stormwater Management Manual.
16. Promoting use of the Enviroscape model and Rainfall Simulator.
17. Continuing to coordinate outreach with partners such as the Rock River Stormwater Group, Madison Metropolitan Sewerage District and others.
18. Continuing to actively participate in the Statewide Stormwater Collaborative group to learn from other stormwater groups across the state and discover possible projects to partner on.

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# EVALUATION

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

MAMSWaP uses various forms of both informal and formal evaluation to help measure the effectiveness of programs including: written workshop evaluations, participation in specific campaigns, feedback from partners and target audiences, behavioral observations, and web site and social media analytics. In addition to the evaluation methods listed above, MAMSWaP partnered with the University of Wisconsin Extension in 2018 to design, distribute and analyze a formal random sample survey of residents in MAMSWaP communities. The results of this survey are summarized in the [\*2018 MAMSWaP Survey: Perceptions, Actions and Concerns around Water Quality in Area Lakes, Rivers and Streams Final Report\*](#), which can be found on [www.ripple-effects.com](http://www.ripple-effects.com). Information from all these evaluation methods were used to develop the 2020-2024 five-year outreach plan and will be used to develop future annual work plans.

The [\*2018 MAMSWaP Survey: Perceptions, Actions and Concerns around Water Quality in Area Lakes, Rivers and Streams Final Report\*](#) reminds us that there are many factors contributing to changes in the public's attitudes and behaviors associated with mitigating the negative effects of stormwater runoff and that findings cannot be linked to the actions of any one person, group or program.

Outreach strategies need to be opportunistic and flexible, providing easily accessed educational materials regarding practices and behaviors, allowing for rapid responses as well as adequate resources to support rapid responses. Annual work plans will take into account not only the results of the 2018 survey, but also experiences from implementation of previous work plans and activities.

The I&E plan is a product of a continuous planning and evaluation process. The primary evaluation vehicle will be a statistically significant survey conducted at the conclusion of the implementation of this five-year plan. The 2018 survey was implemented to determine: the knowledge of urban stormwater pollution issues, actions residents are taking to reduce and improve the quality of stormwater, and willingness, barriers and motivators to implement specific stormwater practices among residents in the project area. Additional follow up surveys will be conducted at the end of the next five-year permit period to evaluate the effectiveness of the I&E plan in increasing knowledge and behavior change. Data gained from the surveys will be used to help redirect educational efforts, as necessary.

The I&E Committee will continue to provide oversight during implementation of the 2020-2024 I&E plan. As activities are planned and materials developed, the I&E Committee will review them and provide feedback as needed, continuing to focus the I&E efforts on those activities required by the permit language. Additional feedback will be obtained from the audiences of some of the individual education activities, providing useful information on how the actions can be improved during the course of the implementing the plan.



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# APPENDIX

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## **Intergovernmental Agreement to Fund a Position Responsible for Stormwater Information, Education and Outreach Coordination for the Madison Area Municipal Stormwater 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, Cross Plains, DeForest, Maple Bluff, McFarland, Shorewood Hills, Waunakee and Windsor; the Towns of Blooming Grove, Burke, Madison, Middleton and Westport; Dane County; and the University of Wisconsin–Madison, hereinafter referred to individually as “Party” and collectively as the “Parties,” which will include other municipalities that may join after this Agreement has been signed by the Parties listed.

### WITNESSETH:

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

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

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

WHEREAS, many of the Parties previously signed an agreement to jointly develop, coordinate and implement an information, education and outreach program from May 2004 through April 2009 and May 2009 through December 2013 and January 2014 through December 2018 (extended to December 2019); and

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

WHEREAS, the Parties agree, pursuant to sec. 66.0301, and Ch. 36, Wis. Stats. to obtain the services of a sixty percent employee of Dane County to provide information, education and outreach services to partially meet the requirements and components of each Party’s NR 216 Stormwater Discharge Permit as detailed in the Madison Area Municipal Storm Water Partnership 2020-2024 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 60% position (1,248 hours annually or as many hours as funding allows), hereinafter referred to as the "Position," in its Land & Water Resources Department's (LWRD) and limited term employees to provide information, education and outreach services in furtherance of the storm water management programs conducted under each Party's permit. If any party fails to make their respective contribution by the due date as required by Exhibit A, the Party may be suspended from receiving services under this agreement and may be subjected to a breach of contract claim by Dane County or any other Party.

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

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

Should the Position become vacant, Dane County shall take all reasonable measures to assure that it is filled or its duties reassigned. During the time the Position is vacant, the LWRD Water Resource Engineering Division Manager shall assign other equivalent staff to complete the duties of the Position and shall notify all Parties in writing.

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

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

The I&E Committee shall meet a minimum of four (4) times per year. The I&E Committee shall consist of representatives of the Parties to this Agreement. The Position shall staff the I&E Committee. There is no maximum number of members for the I&E Committee. Any representative of a Party to this Agreement may be a member of the I&E Committee. At a minimum, the I&E Committee shall be comprised of one representative from Dane County, one representative from UW-Madison, one representative from City of Madison, one representative from remaining Party cities, one representative from villages, and one representative from towns (for a total of six (6)). The I&E Committee shall continue to solicit the advice and

consultation of the Wisconsin Department of Natural Resources and the University of Wisconsin Cooperative Extension.

3. The entire agreement of the Parties is contained herein and this Agreement supersedes any and all oral agreements and negotiations between the Parties relating to the subject matter hereof. The Parties expressly agree that this Agreement shall not be amended in any fashion except in writing, executed by all Parties.
4. Upon execution by all Parties, this Agreement shall become effective, superseding the previous agreement that was in place through December 2018, and shall end December 31, 2024 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, 2020 and every January 1 for years 2021, 2022, 2023 and 2024. Invoices are payable in 30 days.

6. **TERMINATION OF AGREEMENT**

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

- A) The Party shall send written correspondence to the Dane County LWRD Water Resource Engineering Division Manager and the Wisconsin Department of Natural Resources indicating its desire to terminate participation in this Agreement.

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

- B) Upon receipt of this correspondence, the Dane County LWRD Water Resource Engineering Division Manager shall deem the requesting party removed from the information and education joint agreement at the end of the year in which the request is made.

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

When a withdrawing Party is no longer financially responsible under this paragraph, the cost shall be re-apportioned among the remaining Parties based upon each Party's respective proportional contribution as set forth in Exhibit A if the termination results in the funding

contribution total to be less than \$25,000 for programmatic expenses plus the amount needed to fund the Position's salary and benefits for the year following the time of termination.

8. **NON DISCRIMINATION**

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

9. **PERFORMANCE**

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

10. **THIRD PARTY RIGHTS**

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

11. **EXECUTION IN COUNTERPART**

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

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

**EXHIBIT A**

**FINANCIAL CONTRIBUTIONS TOWARD POSITIONS RESPONSIBLE FOR STORM WATER INFORMATION, EDUCATION AND OUTREACH**

The contributions per Party listed below for 2020 assume a 60% (1,248 hours annually) annual salary and benefits package of approximately \$50,000 based on the 2019 rate of pay for the Position, a 50% LTE (1,040 hours annually) annual salary of approximately \$25,000 and a base annual programmatic budget of \$25,000 for information, education and outreach materials and supplies. Any funds received that are not used for salary and benefits package will be carried forward and available for programmatic expenses in the following year.

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

The programmatic budget for implementing the information and education plan is \$25,000 annually. The programmatic budget shall be increased at 5% per year using the same process described above for the Salary and Benefits portion of this EXHIBIT A.

Billing invoice amounts reflecting salary and benefits and programmatic funds shall be reviewed by the I&E Committee. If the accumulated programmatic balance exceeds \$25,000 in any given year, the I&E Committee has discretion to credit member municipalities with written notice sent to all Parties in the Agreement.

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

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

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

<b>MUNICIPALITY</b>	<b>2010 Population</b>	<b>January-December 2020 Fee</b>	<b>Category</b>
Dane County*, **	N/A	NA	
UW-Madison*	N/A	\$4,184	5
City of Madison	233,209	\$16,742	1
City of Sun Prairie	29,364	\$9,366	2
City of Fitchburg	25,260	\$9,366	2
City of Middleton	17,442	\$6,278	3
City of Stoughton	12,611	\$5,212	4
Village of Waunakee	12,097	\$5,212	4
City of Verona	10,619	\$5,212	4
Village of DeForest	8,936	\$4,184	5

City of Monona	7,533	\$4,184	5
Village of McFarland	7,808	\$4,184	5
Town of Windsor	6,345	\$4,184	5
Town of Madison	6,279	\$4,184	5
Village of Cottage Grove	6,192	\$4,185	5
Town of Middleton	5,877	\$4,185	5
Village of Westport	3,950	\$2,093	6
Village of Cross Plains	3,538	\$2,093	6
Town of Burke	3,284	\$2,093	6
Town of Blooming Grove	1,815	\$2,093	6
Village of Shorewood Hills	1,565	\$2,093	6
Village of Maple Bluff	1,313	\$2,093	6
<b>TOTAL</b>		<b>\$103,421</b>	

\* Contribution not based on population.

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

MUNICIPALITY	2020 Contribution	2021 Contribution	2022 Contribution	2023 Contribution	2024 Contribution	Category	2010 population
Dane County	NA	NA	NA	NA	NA	5	N/A
UW-Madison	\$4,184	\$4,393	\$4,613	\$4,844	\$5,086	5	N/A
City of Madison	\$16,742	\$17,579	\$18,458	\$19,381	\$20,350	1	233,209
City of Sun Prairie	\$9,366	\$9,834	\$10,326	\$10,842	\$11,384	2	29,364
City of Fitchburg	\$9,366	\$9,834	\$10,326	\$10,842	\$11,384	2	25,260
City of Middleton	\$6,278	\$6,592	\$6,921	\$7,268	\$7,631	3	17,442
City of Stoughton	\$5,212	\$5,473	\$5,746	\$6,034	\$6,335	4	12,611
Village of Waunakee	\$5,212	\$5,473	\$5,746	\$6,034	\$6,335	4	12,097
City of Verona	\$5,212	\$5,473	\$5,746	\$6,034	\$6,335	4	10,619
Village of DeForest	\$4,184	\$4,393	\$4,613	\$4,844	\$5,086	5	8,936
City of Monona	\$4,184	\$4,393	\$4,613	\$4,844	\$5,086	5	7,533
Village of McFarland	\$4,184	\$4,393	\$4,613	\$4,844	\$5,086	5	7,808
Town of Windsor	\$4,184	\$4,393	\$4,613	\$4,844	\$5,086	5	6,345
Town of Madison	\$4,184	\$4,393	\$4,613	\$4,844	\$5,086	5	6,279
Village of Cottage Grove	\$4,185	\$4,395	\$4,614	\$4,845	\$5,087	5	6,192
Town of Middleton	\$4,185	\$4,395	\$4,614	\$4,845	\$5,087	5	5,877
Town of Westport	\$2,093	\$2,197	\$2,307	\$2,423	\$2,544	6	3,950
Village of Cross Plains	\$2,093	\$2,197	\$2,307	\$2,423	\$2,544	6	3,538
Town of Burke	\$2,093	\$2,197	\$2,307	\$2,423	\$2,544	6	3,284
Town of Blooming Grove	\$2,093	\$2,197	\$2,307	\$2,423	\$2,544	6	1,815
Village of Shorewood Hills	\$2,093	\$2,197	\$2,307	\$2,423	\$2,544	6	1,565
Village of Maple Bluff	\$2,093	\$2,197	\$2,307	\$2,423	\$2,544	6	1,313
<b>Total:</b>	<b>\$103,421</b>	<b>\$108,592</b>	<b>\$114,021</b>	<b>\$119,723</b>	<b>\$125,709</b>		

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

## Municipal Responsibilities

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

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

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

## Municipal Contacts

MUNICIPALITY	CONTACT INFO
Fitchburg (city)	Claudia Guy Environmental Engineer, City of Fitchburg, 5520 Lacy Road, Fitchburg, WI 53711-5318; 608-270-4262; <a href="mailto:claudia.guy@fitchburgwi.gov">claudia.guy@fitchburgwi.gov</a>
Madison (city)	Greg Fries, P.E., Deputy City 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)	Daniel Stephany, Director of Public Works & Utilities, City of Monona, 5211 Schluter Road, Monona, WI 53716; 608-222-2525; <a href="mailto:dstephany@ci.monona.wi.us">dstephany@ci.monona.wi.us</a>
Stoughton (city)	Rodney Scheel, Director of Planning & Development, 207 S. Forrest St., Stoughton, WI 53589; 608-873-6619; <a href="mailto:rjscheel@ci.stoughton.wi.us">rjscheel@ci.stoughton.wi.us</a>
Sun Prairie (city)	Tom Veith, Engineering Director, City of Sun Prairie, 300 E. Main St., Sun Prairie, WI 53590; 608-837-3050; <a href="mailto:tveith@cityofsunprairie.com">tveith@cityofsunprairie.com</a>
Verona (city)	Theran Jacobson, Director of Public Works, City of Verona, 410 Investment Ct., Verona, WI 53593-8749; 608-845-6695; <a href="mailto:theran.jacobson@ci.verona.wi.us">theran.jacobson@ci.verona.wi.us</a>
Cottage Grove (village)	JJ Larson, Director of Public Works, Village of Cottage Grove, 210 Progress Dr, Suite 2, Cottage Grove, WI 53527, 608-839-5813, <a href="mailto:jl Larson@village.cottage-grove.wi.us">jl Larson@village.cottage-grove.wi.us</a>
Cross Plains (village)	Jerry Gray, Village of Cross Plains, 2417 Brewery Rd, Cross Plains, WI 53528, 608-235-1054; <a href="mailto:jerry@cross-plains.wi.us">jerry@cross-plains.wi.us</a>
DeForest (village)	Kelli Bialkowski, Director of Public Services, Village of DeForest, 120 South Stevenson Street, DeForest, WI 53532; 608-846-6751; <a href="mailto:bialkowskik@vi.deforest.wi.us">bialkowskik@vi.deforest.wi.us</a>
Maple Bluff (village)	Tom Schroeder, Pub Works Superintendent, Village of Maple Bluff, 18 Oxford Place, Madison, WI 53704; 608-244-3048;

McFarland (village)	Jim Hessling, Director of Public Works, Village of McFarland, 5915 Milwaukee St., McFarland, WI 53558; 608-838-2383; <a href="mailto:Jim.Hessling@McFarland.wi.us">Jim.Hessling@McFarland.wi.us</a>
Shorewood Hills (village)	Karl Frantz, Village Administrator , Village of Shorewood Hills, 810 Shorewood Blvd., Madison, WI 53705; 608-267-2680; <a href="mailto:kfrantz@shorewood-hills.org">kfrantz@shorewood-hills.org</a>
Waunakee (village)	Bill Frederick, Superintendent of Public Works, Village of Waunakee,504 Moravian Valley Road, Waunakee, WI 53597; 608-849-5892; <a href="mailto:bfrederick@waunakee.com">bfrederick@waunakee.com</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@frontier.com">townofburke@frontier.com</a>
Madison (town)	Renee Schwass, CPA, Business Manager, Town of Madison, 2120 Fish Hatchery Rd., Madison, WI 53713; 608-210-7260; <a href="mailto:schwassr@town.madison.wi.us">schwassr@town.madison.wi.us</a>
Middleton (town)	Greg DiMiceli, Town Administrator, 7555 West Old Sauk Road, Verona, WI 53593; 608-833- 5887; <a href="mailto:GDIMiceli@town.middleton.wi.us">GDIMiceli@town.middleton.wi.us</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 (village)	Davis Clark, Director of Public Works, Village of Windsor, 4084 Mueller Road, DeForest, WI 53532; 608-888-0066; <a href="mailto:davis@windsorwi.gov">davis@windsorwi.gov</a>
Dane County	Jeremy Balousek, Water Resource Engineering Division Manager, Dane County LWRD., 5201 Fen Oak Drive, Rm 208, Madison, WI 53718; 608-224-3747; <a href="mailto:balousek@countyofdane.com">balousek@countyofdane.com</a>
UW- Madison	Chris Egger, Environmental Compliance Specialist, UW-Madison EH&S Department, 30 East Campus Mall., Madison, WI 53715, (608)263-6708; <a href="mailto:christopher.egger@wisc.edu">christopher.egger@wisc.edu</a>