

2004 (Due by March 31, 2005)

For the Cities of Fitchburg, Madison, Middleton, Monona, Sun Prairie, and Verona; the Villages of 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

This document is for the purpose of annual reporting on activities undertaken pursuant to WPDES Permit No. WI-S058416-2 for the above listed municipalities. An owner or operator of a municipal separate storm sewer system covered by a municipal storm water discharge permit under Chapter NR 216, Wis. Adm. Code, is required to submit an annual report to the Department of Natural Resources by March 31 of each year to report on activities for the previous calendar year. Information in the annual report will be used by the Department of Natural Resources to assist with assessing permit compliance. Use of this specific form is optional. The Department of Natural Resources has created this form for the users convenience and believes that the information requested on this form meets the reporting requirements for an owner or operator of a municipal separate storm sewer system covered by WPDES Permit No. WI-S058416-2. However, an owner or operator of a municipal separate storm sewer system that uses and completes this form will not automatically be deemed to be in compliance with other requirements of WPDES Permit No. WI-S058416-2.

Complete and submit the annual report by March 31, 2005, to the following address: Storm Water Management Specialist, Wisconsin Dept. of Natural Resources, South Central Region, 3911 Fish Hatchery Rd., Fitchburg, WI 53711

I. MUNICIPAL INFORMATION

Name of municipality County of Dane	Contact person and title Sue Jones, Watershed Management Coordinator
Mailing Address Land Conservation Division Dane County Land & Water Resources Department One Fen Oak Court, Room 208 Madison, WI 53718-8812	Telephone no. 608-267-0118 or 608-224-3730
	Fax no. 608-266-2643 or 608-224-3745
	E-mail address jones.susan@co.dane.wi.us

Does municipality have an internet website? Yes No
 If yes, provide address:
www.countyofdane.com

If the municipality has an internet website, is there current information posted about or links provided to the municipal storm water discharge permit and the municipality's storm water management program? Yes No
 If yes, provide address:
http://www.countyofdane.com/lwrld/lakes/stormwater_permitgrp.shtml

II. CERTIFICATION

I certify that the information contained in this document and all attachments were gathered and prepared under my direction or supervision. Based on my inquiry of the person or persons under my direction or supervision involved in the preparation of this document, to the best of my knowledge, the information is true, accurate, and complete. I further certify that the municipality's governing body or delegated representatives have reviewed or been apprised of the contents of the annual report.

Authorized representative printed name Kevin Connors	Authorized representative title Dane County LWRD Director
Authorized representative signature	Date signed

III. GENERAL INFORMATION

a. A legal opinion certifying that the municipality has exercised adequate legal authority or describing any deficiencies it has in exercising adequate legal authority to implement the requirements of the municipal storm water discharge permit was due to the Department of Natural Resources by Oct. 1, 2004. Did the municipality submit the legal opinion by the due date? Yes No
 If no, legal opinion: was submitted on _____ [insert date] has not been submitted

b. Were deficiencies identified in the legal opinion? Yes No
 If yes, list the deficiencies and describe the status of rectifying the deficiencies in **Appendix A**.

c. List the people who attended quarterly meetings on behalf of the municipality and indicate any quarterly meetings in which the municipality was not represented for the reporting year

<u>Name</u>	<u>Title</u>	<u>Affiliation</u>
<u>Kevin Connors</u>	<u>Dane County LWRD Director</u>	<u>Dane County LWRD</u>
<u>Sue Jones</u>	<u>Watershed Management Coor</u>	<u>Dane County LWRD LWC/OLW</u>
<u>Pete Jopke</u>	<u>Watershed Project Mgmt Co</u>	<u>Dane County LWRD LCD</u>
<u>Marcia Hartwig</u>	<u>MAMSWaP SWEC/PIO</u>	<u>Dane County LWRD LCD/OLW</u>

d. Quarterly meetings not represented: February May August November

e. Describe in **Appendix A** how the municipality internally coordinates implementation of the requirements of the municipal storm water discharge permit between the municipality's agencies, departments, and programs. Provide any documentation on how this was accomplished, such as meeting agendas, minutes, memos, etc.

f. Describe in **Appendix A** how elected and municipal officials and appropriate staff are kept apprised of the municipal storm water discharge permit. Provide any documentation on how this was accomplished, such as meeting agendas, minutes, memos, etc.

g. Has the municipality prepared its own municipal-wide storm water management plan? Yes No

If yes, date of storm water management plan:

i. Describe in **Appendix A** how the requirements of the municipal storm water discharge permit are incorporated into master planning activities, neighborhood plans, development plans, or other comprehensive planning activities.

j. Has the municipality entered into an intergovernmental agreement with the Wisconsin Department of Transportation to control the contribution of pollutants between the municipality's and the Department of Transportation's respective municipal separate storm sewer systems?

Yes No Not applicable because the municipality is not physically interconnected with the Department of Transportation

IV. STORM WATER MANAGEMENT PROGRAM

a. Public Education and Outreach

Dane County only:

1. Has any municipality failed to submit its financial contribution in accordance with the *Intergovernmental Agreement to Create and Fund a Position Responsible for Storm Water Management Education and Outreach*? Yes No

If yes, list municipalities:

2. Attach in **Appendix B** a copy of the 2005 Information and Education work plan

3. Describe in **Appendix B** the Information and Education plan implementation and activities for the reporting year, including any materials produced and their distribution. Provide examples. Include an assessment of the effectiveness of reaching targeted audiences and delivery of intended messages.

All municipalities:

4. Describe in **Appendix B** how any materials produced by Dane County on behalf of the municipality have been used and/or distributed. Provide examples.

5. Describe in **Appendix B** any individual information and education activities undertaken for the reporting year, including any materials produced and their distribution. Provide examples. Include an assessment of the effectiveness of reaching targeted audiences and delivery of intended messages.

b. Public Involvement and Participation

1. The group permit requires that the information in this annual report be an agenda item for discussion before the appropriate governing board(s) or council(s) contemporaneous with the submittal of the annual report to the Department of Natural Resources. Accordingly, please provide the following information:

2. Name of board(s)/council(s):

Dane County Lakes and Watershed Commission

3. Date(s) of meeting(s) to discuss the annual report:

April 14, 2005

4. Describe in **Appendix B** the opportunities and types of forums for public involvement and participation in permit related activities that occurred during the reporting year. Include an assessment of the effectiveness of efforts to involve the public and the level of participation.

c. Illicit Discharge Detection and Elimination

1. Describe in **Appendix B** the illicit discharge detection and elimination program developed to comply with the permit. Include information on the municipality's strategy to prevent, detect, and eliminate all types of illicit discharges; how priorities are established for field screening and the methodologies to be used for field screening; and procedures for responding to and rectifying illicit discharges to the MS4, including spills, improper disposal of waste or dumping. Also include an assessment of the effectiveness of detection and elimination of illicit discharges, prevention of improper disposal of waste and dumping, the handling of spills, and any enforcement efforts involving these activities.

2. Has the municipality performed any field screening for the reporting year? Yes No

If yes, please provide documentation in **Appendix B** the results of the field screening.

3. Has the municipality investigated any instances of spills, improper disposal of waste or dumping? Yes No

If yes, please provide documentation in **Appendix B** the results of the investigations.

4. Describe in **Appendix B** how the municipality facilitates public reporting of illicit discharges.

d. Construction Site Pollution Control

1. Does the municipality notify landowners who apply for local construction or land disturbing permits of the possible applicability of Subchapter III of Chapter NR 216, Wis. Adm. Code, *Construction Site Storm Water Discharge Permits*, to the landowners' construction projects? Yes No

If yes, please explain the process for providing this notification. If no, please explain why this notification is not provided.

Yes. Applicants are notified verbally if sites disturb more than 1 acre. They are given the proper contact at DNR for more information. In addition, if it is obvious NR 216 requirements are not being met, the applicant is notified and the plan must be corrected.

2. Describe in **Appendix B** the procedures the municipality employs to incorporate timely consideration of potential water quality impacts from construction sites and that ensure implementation of the standards of ss. NR 151.11 and 151.23, Wis. Adm. Code, or equivalent local standards. Be specific of when in the review and approval process this is done, and how the municipality ensures compliance with the standards.

3. Describe in **Appendix B** the procedures the municipality employs for the inspection of construction sites and enforcing erosion control standards. Provided documentation of any enforcement actions taken that resulted in the issuance of a stop work order, citation, or summons for a construction site where one or more acre of land is disturbed. Include the name and address of the landowner, the site name and location, date(s) of violation(s), type of violation(s), and the status of resolution of the enforcement action.

4. List the name, title, address, telephone number, e-mail address, and duties of all persons designated with the responsibility to ensure implementation of the standards of ss. NR 151.11 and 151.23, Wis. Adm. Code, or equivalent local standards, and the requirements of Subchapter III of Chapter NR 216, Wis. Adm. Code, *Construction Site Storm Water Discharge Permits*, where applicable.

See Appendix B (list won't fit here)

5. Include in **Appendix B** an assessment of the municipality's construction site pollution control program effectiveness in meeting the standards of ss. NR 151.11 and 151.23, Wis. Adm. Code, including enforcement efforts.

e. Post-Construction Site Storm Water Management

1. Describe in **Appendix B** the procedures the municipality employs to incorporate timely consideration of potential water quality impacts from construction sites and that ensure implementation of the standards of ss. NR 151.12 and 151.24, Wis. Adm. Code, or equivalent local standards. Be specific of when in the review and approval process this is done, and how the municipality ensures compliance with the standards.

2. Describe in **Appendix B** the procedures the municipality employs for inspecting the construction and installation of storm water best management practices and enforcement actions to ensure compliance with post-construction storm water management standards. Provided documentation of any enforcement actions taken that resulted in the issuance of a stop work order, citation, or summons for non-compliance with post-construction storm water management standards. Include the name and address of the landowner, the site name and location, date(s) of violation(s), type of violation(s), and the status of resolution of the enforcement action.

3. List the name, title, address, telephone number, e-mail address, and duties of all persons designated with the responsibility to ensure implementation of the standards of ss. NR 151.12 and 151.24, Wis. Adm. Code, or equivalent local standards, and the requirements of Subchapter III of Chapter NR 216, Wis. Adm. Code, *Construction Site Storm Water Discharge Permits*, where applicable.

Same staff and duties as in d.(4) above.

4. Include in **Appendix B** an assessment of the municipality's post-construction site storm water management program effectiveness in meeting the standards of ss. NR 151.12 and 151.24, Wis. Adm. Code, including enforcement efforts.

f. Municipal Pollution Prevention

1. List in **Appendix B** an inventory of long-term storm water best management practices owned, operated, managed, or maintained by the municipality. Include storm water basins, infiltration practices, treatment structures, and other practices for long-term water quality treatment. For each best management practice, provided the name, location, type of practice, and any maintenance activities undertaken for the practice during the reporting year. Also in **Appendix B**, provide a description of the maintenance procedures used and schedules for each long-term storm water best management practice and the approximate amount of solids collected (tons or cubic yards) from any structural control receiving maintenance.

2. Does the municipality perform catch basin cleaning? Yes No

If yes, approximate amount of solids collected (tons or cubic yards): _____. Describe in **Appendix B** the procedures used and schedules for catch basin cleaning. If no, explain:

3. Does the municipality perform street sweeping? Yes No

If yes, approximate number of street miles swept: _____; approximate amount of solids collected (tons or cubic yards): _____. Describe in **Appendix B** the procedures used and schedules for street sweeping. If no street sweeping is performed, explain:

4. Describe in **Appendix B** the municipality's procedures for roadway snow removal and de-icing. Provide information on what practice and procedures the municipality has implemented in consideration of water quality impacts from snow removal and de-icing. Include an estimate of the annual amount of salt and/or sand used for roadway de-icing.

5. Does the municipality haul snow to off-site disposal locations? Yes No

If yes, provide in **Appendix B** the location of all off-site snow disposal locations and describe what practices and procedures are used to protect water quality from snow and ice melt from the disposal site.

6. Does the municipality own or operate salt storage facilities? Yes No

If yes, provide in **Appendix B** the locations of all salt storage facilities. Are all salt storage facilities managed in accordance with Chapter TRANS 277, Wis. Adm. Code? Yes No

7. Does the municipality provide curbside pickup service for leaves, yard waste, and grass clippings? Yes No
If yes, approximate amount of material collected (tons or cubic yards): _____

8. Describe in **Appendix B** the municipality's procedures for the collection of leaves, yard waste, and grass clippings, and/or instruction to citizens for on-site management of these items. Provide the location of sites used by the municipality or citizens for the disposal of leaves, yard waste, and grass clippings.

9. Describe in **Appendix B** the municipality's policies and procedures for the use and application of lawn and garden fertilizers on municipally controlled properties. Include information on how these policies and procedures address pollution prevention efforts.

10. Describe in **Appendix B** the municipality's policies and procedures for the use and application pesticides and herbicides on municipally controlled properties. Include information on how these policies and procedures address pollution prevention efforts.

11. Describe in **Appendix B** any local program the municipality employs to regulate the private use of lawn and garden fertilizers, and pesticides and herbicides.

12. Include in **Appendix B** an assessment of the effectiveness of the municipality's pollution prevention efforts through the municipal pollution prevention program.

V. STORM SEWER SYSTEM MAP

City of Madison only:

a. Has any municipality failed to submit its hard copy changes for the storm sewer system map by January 31, 2005?
 Yes No If yes, list municipalities:

b. Attach in **Appendix C** a copy of the updated storm sewer system map.

All municipalities:

c. Has the municipality updated and maintained documentation of all storm sewer outfalls from its MS4 to waters of the state?
 Yes No

VI. MONITORING PROGRAM

City of Madison only:

a. Has any municipality failed to submit its financial contribution in accordance with the *Intergovernmental Agreement to Fund a Joint Storm Water Monitoring Program through the Scientific Evaluation of rain Gardens*? Yes No
If yes, list municipalities:

b. Provide in **Appendix D** information on implementation and any results of the group-sponsored rain garden study.

All municipalities:

c. Provide in **Appendix D** information on any monitoring of storm water or storm water treatment methods that the municipality is involved in outside of the group rain garden study.

VII. ADDITIONAL INFORMATION

a. Provide in **Appendix E** a description of any revisions or proposed revisions to any element of the municipality's storm water management program.

b. Provide in **Appendix E** an updated listing and contact information for any new industrial facilities that may be regulated under Subchapter II of NR 216, Wis. Adm. Code, and that have commenced operation during the reporting year.

c. Provide in **Appendix E** a summary of any other activities undertaken to comply with the conditions of this permit or other information you feel the Department of Natural Resources should be aware of.

d. Complete the fiscal analysis table provided below.

Program Element	2004 Annual Expenditure	2005 Budget	Source of Funds
Public Education and Outreach	\$20,185 (does not include SEC time)	\$20,185	
Public Involvement and Participation	\$1,646	\$1,646	
Illicit Discharge Detection and Elimination	\$638	\$11,374	
Construction Site Pollution Control	\$97,293	\$97,293	
Post-Construction Site Storm Water Management	\$88,297	\$88,297	
Municipal Pollution Prevention	\$638	\$11,374	

e. What is the overall estimated annual cost to the municipality for compliance with the permit in 2004? \$208,697 incl. other costs

f. Has the municipality implemented a storm water utility? Yes No, but considering No, and not considering

If yes, provide a description of the storm water utility in **Appendix E** and any additional information that will assist the Department of Natural Resources in understanding how the utility works in your municipality.

Appendix A
General Information

III.b.

III.e.

III.f.

III.i.

Appendix B

Storm Water Management Program

IV.a.2 (Dane Co. only)

IV.a.3 (Dane Co. only)

IV.a.4.

IV.a.5.

IV.b.4.

IV.c.1.

IV.c.2.

IV.c.3.

IV.c.4.

IV.d.2.

IV.d.3.

IV.d.5.

IV.e.1.

IV.e.2.

IV.c.4.

IV.f.1.

IV.f.2.

IV.f.3.

IV.f.4.

IV.f.5.

IV.f.6.

IV.f.8.

IV.f.9.

IV.f.10.

IV.f.11.

IV.f.12.

Appendix C
Storm Sewer System Map
V.b. (City of Madison only)

Appendix D
Monitoring Program
VI.b. (City of Madison only)
VI.c.

Appendix E
Additional Information

VII.a.

VII.b.

VII.c.

VII.f.

Appendix A General Information

III.b.

Assistant Corporation Counsel David Gault's legal opinion (attached), dated 9/30/04, identified that Dane County's ordinances are insufficient as to the two requirements:

1) There currently is no county ordinance that prohibits illicit discharges or controls spills, dumping and disposal of materials other than storm water into MS4 on county owned property, other than ordinances applicable at the Alliant Energy Center.

Status: no activity on this in 2004.

2) Dane County's Chapter 14, subchapter II substantially complies with the standards of NR 151. However, as set forth in correspondence from Kevin Connors and Susan Jones, dated September 29, 2004, amendments to Chapter 14 have been identified to address concerns raised by DNR staff.

Status: substantial work toward addressing these deficiencies. Staff prepared a package of amendments to Ch. 11 and Ch. 14 in 2004. These were reviewed by the Lakes and Watershed Commission's Ordinance Review Subcommittee, shared with MAMSWaP members and DNR staff, publicized and posted on the Lakes and Watershed Commission web site, and were the subject of a March 14, 2005 public hearing. There was no public input on these proposed changes, and they will be introduced to the County Board following the April 14 meeting of the Lakes and Watershed Commission.

III.c.

- 9 Sue Jones, Watershed Management Coordinator, Dept Land & Water Resources
- 9 Marcia Hartwig, Public Information Officer/MAMSWaP Storm Water Education Coordinator, Dept Land & Water Resources
- 9 Kevin Connors, County Conservationist, Dept Land & Water Resources
- 9 Jeremy Balousek, Erosion Control Engineer, Dept Land & Water Resources
- 9 Pete Jopke, Watershed Management Project Coordinator, Dept Land & Water Resources

III.e.

- lead is in the newly-created Dept of Land and Water Resources. Prior to permit issuance, other affected Depts (Highway, Alliant Energy Center, Zoo, Airport) were notified of the permit and potential implications for their Depts. Followup visits with facility managers took place at that time.
- although not really part of our permitted facility concerns, here's how we coordinate implementation of stormwater and erosion control minimum standards:
 - monthly meetings of Planning and Development Department, Land Conservation Department, and Lakes and Watershed Division staff (latter two now in same Dept)
 - occasional stormwater staff meetings – discuss ordinance changes required by NR 151 (no minutes of these staff meetings)

- I&E requirements - by leadership and participation in I&E subcommittee (not consistent minutes)

III.f.

- March 9, 2004 – Lakes and Watershed Commission’s Regulations and Standards Subcommittee (minutes attached)
- March 10, 2004 – Lakes and Watershed Commission (minutes attached)
- March 31, 2004 - The Land Conservation Committee discussed the permit this meeting, where it also approved a resolution for the Information and Education program’s media campaign. (minutes attached)
- April 27, 2004 – Lakes and Watershed Commission’s Information and Education Subcommittee (minutes attached)
- June 17, 2004 “State of the Waters” presentation by Sue Jones to the Dane County Board included a brief description of our permit compliance activities. (agenda attached)
- November 10, 2004 – Lakes and Watershed Commission (minutes attached)

III.g.

There is no county-wide stormwater management plan. However the airport has stormwater plans prepared for its individual permit, and also for runway expansion and the relocation of Starkweather Creek.

III.i.

The Dane County Board has agreed to complete and adopt a comprehensive plan by May of 2006. Dane County’s comprehensive planning home page is www.co.dane.wi.us/plandev/comprehensiveplan/.

Dane County’s permit applies specifically to county-owned and operated MS4s. Those facilities are not specifically addressed in the county comprehensive planning process. However, several goal and objective statements in the Agricultural, Natural and Cultural Resources portions of the plan address stormwater management.

As of 3/14/05, water resources goals 1 (develop comprehensive water management policies), 2 (decrease flooding and flood-related problems), 3 (protect & improve groundwater quality and quantity), 4 (protect & rehabilitate surface water quality) and supporting objectives support the ends of the stormwater discharge permit in a general way.

III.j.

At the 2/3/05 MAMSWaP quarterly meeting (minutes attached), Jim Bertolacini agreed that the requirement that permitted entities enter into an agreement with WDOT regarding illicit discharges would be waived in favor of a more informal agreement between WDOT and WDNR.

Appendix B Storm Water Management Program

IV.a.1.

A check from the City of Madison was received on 2/22/05, in response to invoices dated 2/14/02 and 7/18/03.

IV.a.2.

The annual report will be discussed as part of Sue Jones' annual State of the Waters presentation to the County Board, in June 2005.

MAMSWAP 2005 I&E WORK PLAN

General Public

#	Action	Who	Cost/Funding Source
2	Develop and distribute articles to municipal newsletters	SWEC, Municipalities, RRC, contract	program budget
3	Develop and distribute utility inserts, direct mail pieces and counter publication (seasonal messages)	SWEC, Municipalities, RRC, contract	urban grant; program budget, Municipalities (printing and distribution)
4	Create and distribute articles for friends groups, community groups and neighborhood association newsletters	SWEC, UWEX Basin Educator, RRC, UWEX, contract	urban grant program budget
5	Develop and provide information in fall registration packets (college students)	SWEC, UW, Edgewood, MATC	urban grant, UW, Edgewood, MATC, program budget
6	Create resource list for citizens on rain gardens, rain barrels, housekeeping, porous pavement, etc.	SWEC, Friends groups, UWEX, DNR, LWC	salary, printing/base program budget
7	Develop a check off form/fact sheet to be available at Tenant Resource Center, Association direct mailing (landlords)	FOLW (FOLW storm water audit checklist), SWEC	program budget, seek sponsorship by associations
8	Provide a resource list for environmental actions (youth, community groups, college)	SWEC, UWEX, Dane County, Rock River Basin Educator, State Environmental Education Specialist, RRC	program budget
11	Develop presentations (PowerPoint, slides, overheads, etc.) focused on audience interests/concerns	SWEC, Municipal staff, gov't agencies, local groups, UWEX, DNR, contract	program budget
13	Develop speakers' bureau and method to promote it	SWEC, municipalities	program budget
14	Provide a brown bag lunch series on storm water issues (college students)	UW-ERC, UW- IES	cost should be incidental unless outside speaker brought in

15	Maintain web site (information and resource lists for environmental actions, link to municipal sites)	SWEC, UWEX, UWEX Basin Educators, Municipalities, contract	program budget
16	Continue to use existing list serves to disseminate info	SWEC	program budget
17	Create and distribute displays at fairs, expos, etc.	SWEC, LWC, UWEX, I&E Subcommittee	program budget
19	Create posters, placards, decals, yard signs (use ideas from media campaign and build upon them)	SWEC, I&E Subcommittee	program budget or grant \$
21	Implement media campaign, including PSAs, for homeowner/general public (storm sewers, dog feces, leaves, etc.)	contract, SWEC, I&E Subcommittee, UWEX	urban grant
22	Continue providing organizations and community groups assistance with projects; develop list of projects to give to UWEX, RRC, & WERC then ask contacts what else they'd like to see	UWEX, RRC, WERC, SWEC, DCEC	program budget
24	Promote storm drain stenciling and marking programs; coordinate purchase of storm drain markers for interested municipalities	UWEX, friends groups, SWEC, Municipalities, WERC	program budget
26	Develop and coordinate rain garden, conservation design, BMP and Parade of Homes tours in conjunction with friends groups; in conjunction with Action #51	I&E Subcommittee, friends groups, UW, UWEX, UWEX Basin Educators, RRC, Dane County, Municipalities, SWEC	program budget, DNR, UWEX
28	Provide curriculum development	UWEX, Heron Network, UW, UWEX Basin Educators, SWEC, contract	urban grant
29	Provide teacher training	UWEX, Heron Network, UW, UWEX Basin Educators, SWEC, contract	urban grant
30	Resurrect and modify Signs of Success	SWEC, I&E Subcommittee, UWEX, UWEX Basin Educators	urban grant
31	Modify curriculum for homeschoolers and youth groups	UWEX, Heron Network, UW, UWEX Basin Educators, SWEC	urban grant

Municipalities and Municipal Staff

#	Action	Who	Cost/Funding Source
32	Continue to publicize Dane County's BMP manual (article)	SWEC, Dane County, UWEX Basin Educators, RRC, Municipalities	program budget
35	Maintain distribution lists	SWEC	program budget
36	Maintain website listing resources and monitoring research results (including BMP manual)	SWEC	program budget
37	Develop, publicize and offer in-house training for building inspectors, contractors and staff	Dane County, DNR, UWEX, Municipalities, SWEC	county budget
40	Plan, publicize and provide technical workshops	Dane County, UWEX, DNR, SWEC	county budget, program budget, fees
41	Provide one-on-one personal contact during review process (see 50)	municipal staff, Dane County	

Developers, Consultants, Contractors, House Builders

#	Action	Who	Cost/Funding Source
44	Develop checklist, flow chart, and/or fact sheet for developers, contractors, landowners, and consultants	Dane County, SWEC, contract, DNR	program budget, urban grant
46	Publicize performance standards (see Action #64)	DNR, Dane County, Municipalities	program budget
47	Create articles for MABA newsletter and other professional organizations (see Action #4)	SWEC, UWEX, UWEX Basin Educators, DNR, RRC, I&E Subcommittee, contract	program budget
49	Develop website listing resources (see Action #36)	SWEC	program budget
50	Promote one-on-one personal contact during review process	Dane County, Municipalities, SWEC	agency/municipality budgets for staff time
50a	Develop letter/memo to municipalities reminding them of their responsibilities; benefits of one-on-one contacts	SWEC	agency/municipality budgets for staff time
50b	pull together focus group; target landscapers and single family (make connection so they want to do it voluntarily)	SWEC	agency/municipality budgets for staff time
51	Promote rain garden, conservation design, BMP and Parade of Homes tours (tie in Action #32)	SWEC, LWC, UWEX, I&E Subcommittees, Municipalities, UWEX Basin Educators	program budget, grant \$, sponsorship and/or fees

Business

#	Action	Who	Cost/Funding Source
58	Maintain website listing resources	SWEC	program budget
60	Create and provide focused presentations	SWEC, Dane County, Municipalities, DNR	program budget, county and municipal
63	Develop and provide technical workshop for landscape contractors and single family	Dane County, UWEX, SWEC, DNR	program budget, fees

Elected Officials

#	Action	Who	Cost/Funding Source
64	Send correspondence to inform of expectations storm water impact, regulations, expectations (pull municipality list)	SWEC, DNR	program budget
65	Attend meetings to present information, answer questions	SWEC, DNR, municipal organizations	program budget
68	Develop brief audio-visual presentations, displays, etc., that can be shown at meetings	SWEC, DNR	program budget
69	Develop, promote, distribute information on model ordinances that allow conservation design practices and “passive” storm water control; send to municipality staff, env. eng., planners, cc: elected officials	SWEC, DNR, UWEX	program budget
69a	Remind municipalities what their tasks are	SWEC, DNR, UWEX	program budget
70	Develop 06 work plan	SWEC, DNR, I&E Committee	program budget
71	Apply for Urban Grant	I&E Committee	

Abbreviations and Selected Definitions:

Contract = work that can be contracted out
 DCEC = Dane County Environmental Council
 DNR = Wisconsin Department of Natural Resources
 FOLW = Friends of Lake Wingra
 Grant \$ = funds that have not yet been identified or applied for

I&E Subcommittee = MAMSWaP I&E Subcommittee
 LWC = Dane County Lakes and Watershed Commission
 MAMSWaP = Madison Area Municipal Storm Water Partnership
 MATC = Madison Area Technical College
 Program budget = funding that will accompany SWEC position
 RRC = Rock River Coalition

SWEC = Storm Water Education Coordinator
tbd = to be determined
UW = University of Wisconsin

UWEX = University of Wisconsin Cooperative Extension
County Staff
Urban Grant = funds received from a DNR grant application
WERC = Dane County Water Education Resource Center

IV.a.3.

The annual report will be discussed as part of Sue Jones' annual State of the Waters presentation to the County Board, in June 2005.

- 9 Survey completed to assess knowledge, attitudes and behaviors toward storm water; results posted on web
- 9 Promoted others' events, including rain garden tours and training sessions.
- 9 Created/maintained web page
www.countyofdane.com/lwrld/lakes/stormwater_permitgrp.shtml.
- 9 Selected and worked with vendor to create www.myfairlakes.com ad campaign, including promotional umbrellas with url. Ads will launch on 4/18/05. TV ads will launch on WISC (CBS affiliate) and WKOW (ABC affiliate). Radio ads will be set to air on WOLX, WMMM and WERN. The demographics for these stations suggest these are the most likely to reach our identified target audience. The ads will run more than 60 times a week for four weeks in the spring of the first reporting year. Web counters showed significant activity prior to the launch of the ads.
- 9 Developed myfairlakes.com brochure (www.myfairlakes.com/pdf/mfl_brochure.pdf).
- 9 Developed several PowerPoint presentations.
- 9 Developed, distributed and made available on the web newsletter articles.
- 9 Developed storm water listserv.
- 9 Began work on storm water curriculum development.
- 9 Had display at Garden Expo and at Lussier Heritage Center.
- 9 Developed 2004 and 2005 work plans

For the broadcast reach of the following stations for an audience between the ages of 35-64 in radio or ages 35-54 in tv:

Entercom Radio (WOLX & WMMM): 58,300 or 24.4% of the population of 203,925

WERN: Arbitron ratings not available at present

WKOW: 70,354 or 34% of the population

WISC: 94,621 or 46.4% of the population

The numbers represent how many people within the reach of the stations' broadcast are listening or viewing that station in any given quarter hour. This is how the stations rate their performance, so for example, 94,621 TV viewers between the ages of 35-54 are watching WISC Ch.3 at any given quarter hour during the timeframe in which we bought spots. This does not mean that 94,621 people are viewing our spot, it just means that over the course of the schedule, there is the potential for 94,621 people to view the spot.

IV.a.4.

- 9 Newsletter articles were distributed electronically to the I&E subcommittee, the MAMSWaP representatives, identified municipal newsletter contacts and Madison neighborhood association newsletter contacts. The articles were also placed on the website for access.
- 9 Brochures were developed and distributed at the Garden Expo, at the Dane County Land & Water Resources Department, Lussier Heritage Center and various other outlets. The brochure is also available in PDF format on the myfairlakes.com website.
- 9 Any and all materials developed for MAMSWaP (permit, survey results, etc.) are made available on the website(s).
- 9 Umbrellas with the myfairlakes.com url/logo are being sold for \$10 (including tax) and are available from the Storm Water Education Coordinator. Forty umbrellas will be given away by the radio stations to help promote the ad campaign.

IV.a.5.

Dane County Office of Lakes and Watersheds (DCOLW) produced “How to Build a Rain Garden” and distributed it at their annual Better Lawns and Gutters Tour, a part of Yahara Lakes Week, and many other venues. Also distributed were the “You’re the Solution to Water Pollution” series to friends groups, at events, front counters, and more. Also distributed were placemats with actions individuals can take to improve water quality. DCOLW also distributed brochures on rain gardens and other pertinent information that was produced by Wild Ones, UWEX, WDNR, Taylor Creek Restoration Nurseries and more.

IV.b.4.

Not applicable.

IV.c.1.

The following guidelines are adapted from a series of fact sheets by the USEPA.

Implementation Plan for Dane County Facilities

Illicit Discharge Detection and Elimination:

1. County must develop/amend ordinance or other regulatory means for non-stormwater discharges into the MS4s along with appropriate enforcement procedures and actions.
 - i. Coordinate with Corp. Counsel
2. Storm sewer system maps are needed for all affected Dane County Departments. Locations of outfalls and receiving waters must be identified.
 - i. Review applicable sewer maps.
 - ii. Determine where maps may be out of date or insufficient.
 - iii. Identify location of outfalls.

3. Plan to detect and address non-stormwater discharges including illegal dumping into the MS4.
 - i. Provide educational training/information to affected County Departments on illicit discharge detection and the impacts on water quality.
 - ii. Inventory and identify potential pollutant sources, which may be associated with a spill.
 - iii. Develop a spill response plan aimed at preventing or containing a spill should one occur.
 - iv. Inventory manholes and outfalls during dry weather.
 - v. Determine the source if detected.
 - vi. Is the source an immediate threat to the receiving waters.
 - vii. Implement a testing method i.e. (chemical/biological sampling, video, dye, etc.)
 - viii. Remove or correct the discharge.

4. Document actions taken.
 - i. Development of a checklist/form to include:
 1. Notifying entity
 2. Details of the discharge (spill etc.) including how it was detected.
 3. Type of response.
 4. Proposed corrective means of action.
 5. Date, time, facility, person completing report.
 6. Additional comments

No. **IV.c.2.**

No. **IV.c.3.**

IV.c.4.
The County will determine how illicit discharges will be reported after consultation with the affected departments.

IV.d.1.
Yes. Applicants are notified verbally if sites disturb more than 1 acre. They are given the proper contact at DNR for more information. In addition, if it is obvious NR 216 requirements are not being met, the applicant is notified and the plan must be corrected.

IV.d.2.

Prior to any land disturbance occurring on a site subject to NR 151 an erosion control permit is required. This permit is applied for at the Dane County Zoning Division and is then reviewed by the Land Conservation Division (LCD). The Land Conservation Division comments on any plan deficiencies and works with the applicant to ensure that all standards are being met. Once the LCD is confident the requirements have been addressed, a review letter is drafted identifying the permit conditions. The Zoning Division then issues the applicant an erosion control permit, which must be posted on the project site.

IV.d.3.

The Zoning Division enforces the county's erosion control permits. Since Dane County's NR216 permit does not cover all private construction sites county-wide, specific citations and stop-work-orders are not provided, although approximately 30 were issued in the unincorporated areas (majority were stop-work-orders). One stop-work-order was issued for a permitted facility, the Alliant Energy Center, on November 5, 2004 for exceeding their construction schedule.

IV.d.4.

- 9 Jeremy Balousek, Erosion Control Engineer, 1 Fen Oak Court, 224-3747, balousek.Jeremy@co.dane.wi.us, Plan review, inspection, technical support
- 9 Aicardo Roa, Urban Conservationist, 1 Fen Oak court, 224-3743, roa@co.dane.wi.us, Plan review, inspection, technical support
- 9 Ryan Shore, Urban Erosion Control Analyst, 1 Fen Oak Court, 224-3738, shore@co.dane.wi.us, Plan review, inspection, technical support
- 9 Susan Jones, Watershed Management Coordinator, Room 421 CCB, 267-0118, jones.susan@co.dane.wi.us, Ordinance coordination and administration, staff to the Dane County Lakes and Watershed Commission
- 9 Peter Conrad, Zoning Administrator, Room 116 CCB, 266-9083, conrad.peter@co.dane.wi.us, Ordinance enforcement and administration
- 9 Jessica Starks, Zoning Inspector, Room 116 CCB, 266-1591, starks@co.dane.wi.us, Ordinance enforcement

IV.d.5.

100 Percent of erosion control plans meet the requirements of NR151. Implementation and maintenance drop off significantly as a function of the amount of enforcement time that is available. For enforcement efforts, please see d.(3) above.

IV.e.1.

Process is the same as d.(1) above.

IV.e.2.

Process is the same as d.(3) above, although the stormwater inspection is typically the last erosion control inspection. No citations or stop-work-orders have been issued for stormwater requirements.

IV.e.3.

Same staff and duties as in d.(4) above.

IV.e.4.

The county is currently transitioning into enforcing all of the requirements of NR151. Dane County's Erosion Control and Stormwater Management Ordinances are being drafted with introduction to the county board in April of 2005. Compliance with the county's existing standards is excellent.

IV.f.1.

Pollution Prevention:

1. Identification of all storm water best management practices located on affected Dane County facilities.
 - i. List the number and types of BMP's
 - ii. Review/develop maintenance plan for such
 - iii. Identify types and quantities of pollutants being removed including material from catch basins, street sweeping, and leaves collected.
 - iv. Identify proper procedures for disposal of collected material.
2. Implement additional BMP's where discharge of pollutants poses significant threat to receiving waters.
 - i. Perform onsite evaluation of all affected departments to determine potential sources of pollution.
 - ii. Determine appropriate methods of mitigation for pollutant threats identified.
3. Develop and implement pollution prevention plan and procedures for maintenance facilities, garages, and storage areas.
 - i. Review policies and procedures for vehicle maintenance.
 - ii. Identify shortfalls with storage of salt and other materials used in maintenance of roadways.
 - iii. Public recycling centers or drop off points for motor oil, yard waste and other hazardous materials (antifreeze, pesticides, paint, etc.)
4. Development of procedures for highway maintenance.
 - i. De-icing frequency.
 - ii. Street sweeping frequency.

Education/training:

County Department heads affected by the permit shall designate members of their staff to attend regular training programs offered as part of complying with this permit. Training opportunities and other educational materials will be facilitated through the Dane County Land and Water Resources Department and the Dane County Lakes and Watershed Division.

Staff will be meeting with affected County departments in the near future to begin implementing the prevention plan and inventorying each facility.

IV.f.2.

Yes, on a very limited basis. Staff will gather this info during the interview process.

IV.f.3.

Yes, Major roads (highways) are swept twice per year in spring and fall. Dane County contracts this out to Columbia County.

IV.f.4.

Total roadway deicing used for all of Dane County to date is 40,136.5 cubic yards of salt. Approximately 11-15 tons of sand have been used. All salt trucks are calibrated by computer to spread no more than 300 pounds per lane mile.

IV.f.5.

Only on rare occasions will the county remove snow to offsite areas. This has not been done this year.

IV.f.6.

Yes, and they are in accordance with TRANS 277.

IV.f.8.

Dane County yard waste compost sites are described at www.countyofdane.com/pubworks/recyc/compost.htm

IV.f.9.

Dane County's Parks Division reports that hardly any fertilizer was applied to county-owned properties in 2004. (Parks also does grounds maintenance at other county facilities, in addition to managing park land.) The county applies fertilizer (containing phosphorus only if a soil test shows it is needed) only if needed to improve the vigor of certain turf areas (for example the disc golf courses). The county follows the July 2003 County Board resolution banning unnecessary application of phosphorus on county-owned properties, and the subsequently adopted Ch. 80 of the County Code of Ordinances (www.co.dane.wi.us/pdfdocs/ordinances/ord080.pdf) "Establishing Regulations for Lawn Fertilizer Use and Sale." The county's fertilizer application policy is found in the Parks Policy Manual.

IV.f.10.

The Dane County Parks Division has a herbicide and pesticide use policy found in the Parks Policy Manual. (Parks also does grounds maintenance at other county facilities, in addition to managing park land.) Chemical application is limited. All herbicide and pesticide use is documented. Parks staff and all volunteer applicators are certified to apply pesticides, even though certification is not required.

IV.f.11.

See Chapter 80 (www.co.dane.wi.us/pdffdocs/ordinances/ord080.pdf), effective county-wide as of January 1, 2005. Additional information can be found at www.countyofdane.com/lwrld/lakes/phosphorus.shtml

IV.f.12.

During the first year of the permit, we spent time trying to clarify (with DNR permit coordinator) which county facilities (and parts of facilities) were actually subject to permit. We are close to having a consensus list of facilities that must be addressed under the permit.

During 2004, pollution prevention and illicit discharge plans were prepared, and approved by DNR. Pollution prevention at permitted facilities (see earlier information in this section) will begin in 2005.

Appendix B Storm Water Management Program

Proposed Dane County Illicit Discharge and Pollution Prevention Action Plan

Background: The municipalities listed as co-permittees under this permit submitted a joint permit application on January 6, 2003, to be covered under a group WPDES Municipal Storm Water Discharge Permit for storm water discharges from the group's municipal separate storm sewer systems (MS4s) to waters of the state. Discharges from these MS4s consist of runoff from rain, and snow and ice melt. Pollutants of concern in storm sewer system discharges include organic materials, suspended solids, metals, nutrients, bacteria, pesticides, fertilizer, and traces of toxic materials.

The co-permittees under this permit entered into an intermunicipal agreement to form the group and submit the group application pursuant to ch. NR 216, Wis. Adm. Code. During the application process, the co-permittees developed an extensive joint information and education plan, a joint storm water monitoring plan, and have agreed to cooperate as appropriate on permit requirements. This permit authorizes and regulates the discharge of storm water from the co-permittees' MS4s, as required by ch. NR 216, Wis. Adm. Code. Permit requirements are intended to reduce the amount of pollutants entering storm water runoff or otherwise entering MS4s. Pollution prevention efforts and performance standards are emphasized over runoff treatment. Major components of the permit include storm water management programs to address public education and outreach, public involvement and participation, illicit discharge detection and elimination, construction site pollution control, post-construction site storm water management, pollution prevention, monitoring, and annual reporting.

This permit regulates storm water discharges in accordance with ch. 283, Wis. Stats. and ch. NR 216, Wis. Adm. Code, and implements the non-agricultural and transportation facility performance standards of ch. NR 151, Wis. Adm. Code. A municipality that is a co-permittee under this permit is only responsible for permit conditions relating to discharges from the MS4 under its jurisdiction for which it is the owner or operator.

Definitions:

- **Illicit discharge-** any discharge to a municipal separate storm sewer that is not composed entirely of storm water except discharges authorized by a WPDES permit or other discharge not requiring a discharge permit.
- **Pollution-** man-made or man-induced alteration of the chemical, physical, biological or radiological integrity of water.

General Permit Requirements for Illicit Discharge Detection and Elimination:

In consultation with the Department of Natural Resources, each co-permittee shall develop and implement a program to detect and remove illicit discharges and improper disposal of wastes into

its respective MS4, or require the discharger to obtain a separate WPDES permit. Co-permittees with similar MS4s may jointly develop a program suited to their particular circumstances. The following non-storm water discharges or flows are not considered illicit discharges unless identified by either a co-permittee or the Department of Natural Resources as a significant source of pollutants to waters of the State: *Landscape irrigation, diverted stream flows, uncontaminated groundwater infiltration, uncontaminated pumped groundwater, discharges from potable water sources, foundation drains, air conditioning condensation, irrigation water, lawn and garden watering, individual residential car washing, non-commercial charity car washing, flows from riparian habitats and wetlands, fire fighting, and other discharges covered by a WPDES permit issued by the Department of Natural Resources and in compliance with that permit.* Other occasional or incidental non-storm water discharges may be considered not illicit discharges on a case-by-case basis and with the concurrence of the Department of Natural Resources. Affected Dane County Departments shall:

- (a) Exercise the adequate legal authority to prevent, detect, and eliminate illicit discharges.
- (b) Develop and implement a strategy to prevent, detect, and eliminate all types of illicit discharges in accordance with this section.
- (c) Document activities undertaken to meet the requirements of this section, including methodologies used; date, time, and place of activities; personnel involved; observations; corrective actions; and any enforcement actions.
- (d) Establish priorities and conduct on-going field screening activities in areas or locations of the MS4 identified as having the highest potential for being sources of illicit discharges.
- (e) Investigate portions of the MS4 that, based on the results of field screening or other information, indicate a reasonable potential for containing illicit discharges or other sources of non-storm water. Procedures may include sampling for the field screening parameters, testing with fluorometric dyes or conducting inspections of the MS4 where safety and other considerations allow. The Department of Natural Resources shall be given advance notice of the time and location of dye testing within an MS4.
- (f) Prevent, contain and respond to reports of spills that may discharge into the MS4.
- (g) Immediately notify the Department of Natural Resources in accordance with ch. NR 706, Wis. Adm. Code, in the event that the co-permittee identifies a spill or release of a hazardous substance, which results in the discharge of pollutants into waters of the state. The Department of Natural Resources shall be notified via the 24-hour toll-free spill hotline at 1-800-943-0003.
- (h) Eliminate any detected leakage from sanitary conveyance systems to the MS4.
- (i) Eliminate illicit connections or discharges to the MS4 following detection. The elimination of an illicit connection or discharge shall be done as soon as possible upon identification of the responsible party. Prior to elimination of an illicit connection or discharge, the co-permittee shall require the party responsible for the illicit connection or discharge to take all reasonable measures to minimize the discharge of pollutants to the MS4 and waters of the state.
- (j) Promote reporting by the public of the presence of illicit discharges or water quality impacts associated with illicit discharges from the MS4. This may include storm water inlet stenciling, neighborhood watches, and/or a local hotline to report illegal dumping or discharges.

- (k) Consult with the Department of Natural Resources as necessary to resolve instances of a potential illicit discharge.

General requirements for Municipal Pollution Prevention:

Each co-permittee shall implement a municipal operation and maintenance program to prevent or minimize pollutants entering the MS4 and waters of the state. At a minimum, the program shall include the following activities:

- (a) An annually updated inventory of long-term storm water best management practices owned, operated, managed, or maintained by the co-permittee.
- (b) Implementation of maintenance procedures and schedules for practices identified under Part I, Section C. (6) (a), other source area controls, catch basin cleaning, and the physical condition of elements of the MS4 that may adversely affect water quality.
- (c) Implementation of roadway maintenance procedures that includes street sweeping and de-icing management that takes into consideration the effects on water quality.
- (d) Collection procedures and/or instruction to citizens for on-site management of leaves, yard waste, and grass clippings.
- (e) Pollution prevention procedures at municipal garages, public works facilities, and storage areas.
- (f) Management of the storage of salt for roadway de-icing in accordance with ch. TRANS 277, Wis. Adm. Code.
- (g) Pollution prevention procedures for the use and application of lawn and garden fertilizers on municipally controlled properties.
- (h) Pollution prevention procedures for the use and application of pesticides and herbicides on municipally controlled properties.
- (i) Documentation of the estimated amount of leaves collected, solids captured from street sweeping, solids removed from catch basins, and solids removed from structural controls.
- (j) To the maximum extent practicable, the development and implementation of policies and procedures to meet the developed urban area performance standard of s. NR 151.13(2)(b)1.b., Wis. Adm. Code, by the required compliance date of March 10, 2008.

Affected County Departments:

Department	Contact Person	Phone Number
Alliant Energy Center	Kevin Gould	267-3976
Airport	Bradley Livinston	246-3380
Zoo	Jim Hubing	266-4732
Public Works/Highway	Gerald Mandli	266-4018

Coordination of County Permit:

Kevin Connors 224-3731
 Sue Jones 267-0118

Appendix D

Monitoring Information

VI.c.

The County has been very proactive in efforts to monitor impacts of stormwater and methods to mitigate such threats. A number of reports and tools have been developed to assist permit applicant, public officials, and the general public of Dane County on stormwater management issues. The following link provides information on various studies and publications produced by County staff.

<http://www.countyofdane.com/landconservation/ecswpubspg.htm>

Appendix E Additional Information

VII.a.

In order to come into compliance with NR 151 requirements, staff prepared a package of amendments to Ch. 11 (shoreland zoning) and Ch. 14 (stormwater and erosion control) in 2004. These were reviewed by the Lakes and Watershed Commission's Ordinance Review Subcommittee, shared with MAMSWaP members and DNR staff, publicized and posted on the Lakes and Watershed Commission web site, and were the subject of a March 14, 2005 public hearing. There was no public input on these proposed changes, and they will be introduced to the County Board following the April 14 meeting of the Lakes and Watershed Commission.

VII.b.

none

VII.c.

County staff provide one-on-one consultation with municipalities and developers and consultants, give presentations at local and regional workshops for developers and consultants, and provide leadership to the Wisconsin chapter of the National Association of Stormwater and Erosion Control Association (correct?), to continually advance knowledge of stormwater and erosion controls.