

2005 (Due by March 31, 2006)

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 user's 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, 2006, 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 Dane County Land and Water Resources Department One Fen Oak Court, Room 234 Madison, WI 53718-8812	Telephone no. 608-224-3764
	Fax no. 608-224-3774
	E-mail address jones.susan@co.dane.wi.us

Does the municipality have an internet website? Yes No
If yes, provide internet 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 internet address:
http://www.danewaters.com/management/mamswap.aspx

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. Has the municipality made any changes under its legal authority that affects implementation of the requirements of the municipal storm water discharge permit (e.g., changes to ordinances)? Yes No
 If yes, describe the changes in **Appendix A**.

b. List the people who attended quarterly meetings on behalf of the municipality and indicate the quarterly meetings in which the municipality was represented for the reporting year.

<u>Name</u>	<u>Title</u>	<u>Affiliation</u>
<u>Sue Jones</u>	<u>Watershed Management Coor</u>	<u>Dane County LWRD/OLW</u>
<u>Marcia Hartwig</u>	<u>MAMSWaP SWEC/OLW PIO</u>	<u>Dane County LWRD/OLW</u>
<u>Pete Jopke</u>	<u>Watershed Mgmt Project Co</u>	<u>Dane County LWRD/LCD</u>
<u>Jeremy Balousek</u>	<u>Urban Conservation Engine</u>	<u>Dane County LWRD/LCD</u>

c. Quarterly meetings represented: February May August November

d. 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.

e. 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.

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

If yes, date of storm water management plan:

g. 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.

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 2006 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 Board of Supervisors

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

6/2/05

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.

see attached

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 attached

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 for sites 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.

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.

see attached

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:

see attached

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, 2006?
 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	2005 Annual Expenditure	2006 Budget	Source of Funds
Public Education and Outreach	\$89,000 (does not include SWEC time)	\$80,000	
Public Involvement and Participation	included above	included above	
Illicit Discharge Detection and Elimination	\$11,374	\$11,550	
Construction Site Pollution Control	\$106,293	\$98,755	
Post-Construction Site Storm Water Management	\$97,297	\$89,622	
Municipal Pollution Prevention	\$11,374	\$11,550	

e. What is the overall estimated annual cost to the municipality for compliance with the permit in 2005? \$404,338

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.a.**
- III.d.**
- III.e.**
- III.g.**

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

III. General Information

III.a.

Dane County adopted revisions to Dane County Code of Ordinances Chapter 11 (Shoreland Zoning) and Chapter 14 (Erosion Control and Stormwater Management) in November 2005. The complete text of ordinances is available at www.countyofdane.com/ord/dcord.htm. These amendments were made to bring the ordinance into compliance with NR151.

III.d.

- County leadership and coordination is by the Department of Land and Water Resources. Department staff held several meetings with other affected departments (Highway and Transportation and Alliant Energy Center) during 2005, including on-site visits with facility managers.
- Coordination of county stormwater and erosion control minimum standards occurs through meetings of relevant county staff, for example Department of Land and Water Resources staff meet with zoning inspectors (Department of Planning and Development) at their regular staff meetings. Department of Land and Water Resources staff worked with Department of Planning and Development staff and the Corporation Counsel to develop the ordinance amendments referenced in IIIa., overseen by the Dane County Lakes and Watershed Commission and its Ordinance Review Committee and referred to other county committees during the adoption process.
- Department of Land and Water Resources stormwater staff team meetings address permit-related work and county-wide stormwater program implementation.
- County staff also are active participants in the MAMSWAP I&E Subcommittee.

III.e.

Several meetings of county committees and commissions related to work done for the MAMSWAP permit. Ordinance revisions to Ch. 14 and 11 (required by the permit) were acted on by the County Board in November 2005.

- The County Board adopted Ch. 14 (stormwater and erosion control) amendments on 11/17/05 (minutes excerpt attached). Before they reached the County Board, they were approved by the Environment, Agriculture and Natural Resources Committee, the Land Conservation Committee, Public Protection and Judiciary Committee and the Lakes and Watershed Commission.
- Lakes and Watershed Commission meetings where Chapter 11 and 14 amendments were discussed: March 10, April 14, May 12, June 9, August 18, September 8 (minutes attached). The Commission's Ordinance Review Subcommittee addressed these amendments at the following meetings: January 20, February 3, May 31, June 2, and June 29.
- The County Board adopted Ch. 11 (shoreland zoning) amendments on November 3, 2005 (minutes excerpt attached). Before they reached the County Board, these amendments were approved by the Environment, Agriculture and Natural Resources Committee, Zoning and Land Regulation Committee, the Land Conservation Committee, and the Lakes and Watershed Commission.

The County also created a stormwater infiltration task force, chaired by a member of the Lakes and Watershed Commission, that held several meetings beginning in 2005, and whose work will likely result in additional amendments to Ch. 14 infiltration requirements.

The County's permit requirements and 2005 annual report were discussed as part of Sue Jones' State of the Waters Report to the County Board on June 2, 2005 (meeting minutes excerpt attached).

III.g.

The Dane County Board has agreed to complete and adopt a comprehensive plan, [as defined in WI state statutes](#), by May of 2006. Dane County's comprehensive planning home page is <http://www.co.dane.wi.us/plandev/comprehensiveplan/>.

Dane County's permit specifically applies to county-owned and operated MS4s. Those facilities are not specifically addressed in the county comprehensive planning process. However, several goals and objectives in the Agricultural, Natural and Cultural Resources portions of the plan address stormwater management. See current consensus ANCR goals and objectives at: http://www.co.dane.wi.us/plandev/comprehensiveplan/pdf/draftplan/ancr/2004/20040721_consensus_gls_obj.pdf

Appendix B

IV. Storm Water Management Program

IV.a.2.

MAMSWAP 2006 I&E WORK PLAN

NEW FOR 2006

2005 Grant Funded

1	evaluation of knowledge, attitudes and behaviors following myfairlakes.com media campaign	2005 grant; program budget
10, 12	video production on storm water issues for local cable access stations and libraries	2005 grant; program budget
17	Create and distribute displays at fairs, expos, etc.	2005 grant; program budget
21	message and ad development for print media, billboard, radio and other advertising	2005 grant; program budget
24	Promote storm drain stenciling and marking programs; coordinate purchase of storm drain markers for interested municipalities	2005 grant; program budget

OTHER PRIORITIES (PREVIOUSLY IDENTIFIED FOR ADDITIONAL FUNDING)

19	Create posters, placards, decals, yard signs (use ideas from media campaign and build upon them)	program budget
34	Develop materials for public and private facility managers regarding hiring landscape and snow removal practices to influence hiring	Program budget
40	Plan, publicize and provide technical workshops	county budget, program budget, fees
44	Develop checklist, flow chart, and/or fact sheet for developers, contractors, landowners, and consultants	program budget
55	Plan and provide workshops on BMPs <ul style="list-style-type: none"> • citizen's impacts, marketability, amenities, etc. • technical • monitoring research results 	program budget
63	Develop and provide technical workshop for landscape contractors and single family	program budget, fees
68	Develop brief audio-visual presentations, displays, etc., that can be shown at meetings	program budget
72	Develop 07 work plan	Program budget

OTHER PRIORITIES (AS TIME PERMITS)

Other Priorities: High

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	program budget
37	Develop, publicize and offer in-house training for building inspectors, contractors and staff	county budget
50a	Develop letter/memo to municipalities reminding them of their responsibilities; benefits of one-on-one contacts	agency/municipali ty budgets for staff time

50b	pull together focus group; target landscapers and single family (make connection so they want to do it voluntarily)	agency/municipality budgets for staff time
51	Promote rain garden, conservation design, BMP and Parade of Homes tours (tie in Action #32)	program budget, grant \$, sponsorship and/or fees
64	Send correspondence to inform of expectations storm water impact, regulations, expectations (pull municipality list)	program budget
65	Attend meetings to present information, answer questions	program budget
69	Develop, promote, and 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	program budget
69a	Remind municipalities what their tasks are	program budget

Other Priorities: Medium

3	Develop and distribute direct mail pieces and counter publication (seasonal messages)	urban grant; program budget, Municipalities
5	Develop alternative way to reach college students	urban grant, UW, Edgewood, MATC, program budget
6	Create resource list for citizens on rain gardens, rain barrels, housekeeping, porous pavement, etc.	salary, printing/base program budget
7	Develop a check off form/fact sheet to be available at Tenant Resource Center, Association direct mailing (landlords)	program budget, seek sponsorship by associations
8	Provide a resource list for environmental actions (youth, community groups, college)	program budget
13	Develop speakers' bureau and method to promote it	program budget
29	Provide teacher training	urban grant
30	Resurrect and modify Signs of Success	urban grant
46	Publicize performance standards (see Action #64)	program budget
47	Create articles for MABA newsletter and other professional organizations (see Action #4)	program budget
49	Develop website listing resources (see Action #36)	program budget
56	Encourage expanding water management aspects of green builders certificate program	Program budget
58	Maintain website listing resources	program budget
60	Create and provide focused presentations	program budget, county and municipal

Other Priorities: Low

9	Create a list of storm water related science fair suggestions (youth) and distribute to area school districts	
14	Provide a brown bag lunch series on storm water issues (college students)	cost should be incidental unless outside speaker brought in
18	Create and distribute bus placards, posters, billboards, bathroom stall door advertising, Laundromats (esp. in student areas)	Grant or sponsorship
20	Develop a point-of-purchase display for lawn and other yard products	Program budget
31	Modify curriculum for homeschoolers and youth groups	urban grant
61	Resurrect environmental assets program: small business pollution prevention program with focus on storm water	Program budget
62	Develop and provide a green business honor or award	Program budget or sponsorship

ONGOING (actions initiated in previous years that require maintenance or updating)

#	Action	Cost/Funding Source
2	Develop and distribute articles to municipal newsletters	program budget
4	Create and distribute articles for friends groups, community groups and neighborhood association newsletters	urban grant program budget
11	Develop presentations (PowerPoint, slides, overheads, etc.) focused on audience interests/concerns	program budget
15	Maintain web site (information and resource lists for environmental actions, link to municipal sites)	program budget
16	Continue to use existing list serves to disseminate info	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	program budget, DNR, UWEX
28	Provide curriculum development	urban grant
32	Continue to publicize Dane County's BMP manual (article)	program budget
35	Maintain distribution lists	program budget
36	Maintain website listing resources and monitoring research results (including BMP manual)	program budget

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 = Joint Storm Water Permit Group I&E Subcommittee
 LWC = Dane County Lakes and Watershed Commission
 MATC = Madison Area Technical College
 Program budget = funding that will accompany SWEC position

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

IV.a.3.

2005 MAMSWaP I&E Summary

www.myfairlakes.com Media Campaign

- 9 After selecting and working with a vendor in 2004 to create ad campaign, including a TV ad, two radio ads, web site and promotional umbrellas with url imprint, TV ads ran on Ch. 3 WISC (CBS affiliate) and Ch. 27 WKOW (ABC affiliate). Radio ads aired on 94.9 FM WOLX, 105.5 FM WMMM and 88.9 FM WERN.* See tables below for frequency. The website went live in early 2005.
- 9 Ads can be viewed and heard on the www.myfairlakes.com web site. Ads are available to run on local cable access channels.

Ad Frequency

	WERN	WOLX	WMMM	WKOW	WISC
spring 2005	42	128	130	31	60
summer 2005	56	142	145	--	--
fall 2005	40	131	118	30	62

Expected Ad Frequency

	WERN	WOLX	WMMM	WKOW	internet	WISC
winter 2006	28	--	--	--	**	as PSAs
spring 2006	54	189	207	min. 26	**	as PSAs

**Rotating ad on madison.com through four positions on the weather page and home page; permanent position on channel3000.com weather page (in April 05 this page was viewed 1,123,913 times), rotating ad with 200,000 appearances a month, and web drivers on WISC TV (a :30 spot directing viewers to the myfairlakes.com ad on the weather page of channel3000.com)

*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.

myfairlakes.com

- 9 The web site has many suggestions for what homeowners can do to improve water quality and why. There are many links to other resources. It also provides contact information for the municipalities and storm water education coordinator.

leaf campaign

- 9 We joined forces with local nonprofits and others to raise awareness of leaves in street gutters and storm water. Campaign included brochures distributed door-to-door, yard signs with myfairlakes.com url and 16 billboards. This campaign overlapped and complemented the existing TV and radio campaign.

MAMSWaP Online

- 9 Maintained MAMSWaP web page (www.danewaters.com/management/mamswap.aspx), which links to all 19 municipal entities, has articles for newsletters and local weekly papers, links to myfairlakes.com and elsewhere, has copy of permit, survey results, and more. Municipalities should, in turn, link to www.myfairlakes.com.

I&E plan on line

- 9 <http://www.danewaters.com/pdf/stormwater/jointstormwaterpermit.pdf>

Brochures and Other Printed Materials

MAMSWaP brochure

- 9 Available on web (www.myfairlakes.com/pdf/mfl_brochure.pdf). Printed copies and originals were made available to municipalities. Lists top ten things to do around home to improve water quality.

leaf campaign brochure and yard signs

- 9 Highlights alternatives to raking leaves to curb. Specially printed for MAMSWaP, these brochures have a place for municipalities to place a sticker with their leaf pick up information. Stickers available on request from storm water education coordinator.

displays

- 9 Displays with information about storm water were made available to the municipalities. They were also set up at Garden Expo, Lussier Heritage Center, Middleton Town Hall, Dane County Office of Lakes and Watersheds annual rain garden tour, Wisconsin Lakes Partnership annual conference and more. Storm water education coordinator will set up display for municipalities on request.

articles online

- 9 Developed, distributed and made available on the web newsletter articles for local weekly papers and other publications.

Curriculum

- 9 Storm water curriculum developed in fall 2005, will be distributed to teachers in spring 2006 for review for final distribution in fall 2006.

Other Outreach

- 9 Promoted others' events, including rain garden tours and training sessions.
- 9 Arranged for \$30 discount for MAMSWaP municipalities at DNR's "Meeting New State Regulations: Post-Construction Stormwater Management Workshop."
- 9 Developed several PowerPoint presentations to share our I&E work with other groups and at conferences (Wisconsin Association of Lakes, North American Lake Management Society, Fox-Wolf Watershed Alliance).
- 9 Developed storm water listserv.
- 9 Developed 2006 work plans.
- 9 Plant Dane! Grant Program for individual homeowners, non-profits, municipalities.
- 9 MAMSWaP materials have been used by other counties as models for their I&E program.

2006 DNR UNPS&SW Planning Program Grant

- 9 Applied for and received a grant for \$65,000 to be used for a post-media campaign survey, development of a storm water video to be aired on local cable access channels, print media advertising, storm drain marking and more.

IV.a.4.

- 9 Brochures were distributed at the Garden Expo, at the Dane County Land & Water Resources Department, Lussier Heritage Center, and various other venues, especially during Dane County Office of Lakes and Watersheds' annual Yahara Lakes Week. 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).

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. Placemats with actions individuals can take to improve water quality are also made available to public. 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.

Public information and outreach activities are described in IV.a.5. There were no specific public involvement activities related to Dane County facility compliance with permit requirements—all of those were internal meetings (see III.d). Members of the public had many opportunities for involvement in Ch. 11 and Ch. 14 ordinance revisions at the publicly-noticed meetings described in III.e.

IV.c.1.

Illicit discharge is defined as any discharge to a municipal separate storm sewer (MS4) that is not composed entirely of storm water except discharges authorized by a WPDES permit or other discharge not requiring a WPDES permit such as landscape irrigation, individual residential car washing, fire fighting, diverted stream flows, uncontaminated groundwater infiltration, uncontaminated pumped groundwater, discharges from potable water sources, foundation drains, air conditioning condensation, irrigation water, lawn watering, flows from riparian habitats and wetlands, and similar discharges.

Storm sewer maps for the Alliant Energy Center and both Highway Department locations (Fish Hatchery Road/Sun Prairie) were reviewed for potential cross connections of sanitary and storm sewers. This review and additional field investigations determined that there were no visible cross connections noted. Manhole locations were noted as were outfalls for field screening activities. The AEC map is a CAD file and provides adequate detail. Both maps for the County Highway facilities may be updated along with a survey in 2006.

Field screening for illicit discharges will occur two times per year on county facilities covered by this permit. These investigations will be done during dry weather periods (at least 72 hours after a measurable rainfall event of 0.1 inches or more). The inspection shall be recorded on the Visual Inspection Form. Should the sampling crew identify a potential source, page two of the form shall be filled out immediately. In the event of a spill or discharge on County-owned property, the Illicit Discharge notification form shall be filled out as well. Highway personnel are also encouraged to examine outfalls during their routine maintenance activities on roads maintained in the centralized urban area covered by this permit. As part of tracking requirements, the Visual Inspection Form shall be filled out and be made available to the Land Conservation Division for annual reporting requirements.

In the event that the crew identifies the presence of a flow, the following procedures will occur:

1. Follow the storm drain system upstream to the next available manhole/location to isolate the area contributing the flow.
2. Make an attempt to determine the source of the flow.
3. If the source of the flow is determined to originate on the County facility, complete the Illicit Discharge Notification Form.
4. If the source of the flow cannot be determined, notify the Land and Water Resources Department (LWRD).

Spills, dumping, or improper disposal of wastes into the storm sewer shall be investigated and reported on the Illicit Discharge Notification Form. The appropriate actions identified in the Department spill response plan shall also be adhered to. In the event that a spill poses an imminent threat to receiving waters, notify the LWRD staff immediately.

Section 41.80(4) Dane County Code of Ordinances prohibits placement of any hazardous wastes or any toxic waste on any lands designated as a county owned or operated landfill site, unless prior written permission is obtained from the Committee.

Educational training on the Illicit Discharge Detection and Elimination strategy will occur on an annual basis or as determined by the designated County Department staff. Pamela Dunphy, P.E., Assistant Highway Commissioner and Stephan Haag, Highway Maintenance Superintendent are the contacts for the Dane County Highway and Transportation Department. John Dunn, Facilities Manager is the contact for the Alliant Energy Center.

For any storm sewer/outfall that is active or has flow present, please complete the following:

Water Depth in pipe: ____ft.

Total Depth (from water surface to pipe invert): ____ft.

Flow Velocity: ____ft./sec.

Ambient Temperature: ____°F

Water Temperature: ____°F

pH: _____

Color: Clear Yellow Grey Brown Green
Other ____

Turbidity: Clear Slightly Cloudy Cloudy Opaque

Surface Sheen: None Oil Gasoline Scum Unknown

Odor: None Oil Paint SO₂ Fuel
 Sewage Decaying Vegetation Unknown

Additional Comments/Observations: _____

Please contact Pete Jopke in the LWRD at 224-3733 or jopke@co.dane.wi.us upon completing this form.

Illicit Discharge Notification Form

For use by the Dane County Highway and Transportation Department and the Dane County Alliant Energy Center

This form is to be completed by the investigating Department as a follow-up to any illicit discharge that is detected.

Notifying Entity: <input type="checkbox"/> Highway & Transportation: Fish Hatchery Road/Sun Prairie <input type="checkbox"/> Alliant Energy Center <input type="checkbox"/> Other (<i>please specify</i>)
Details of Discharge:
Action Taken:
Proposed Corrective Measures:
Additional Comments:

Please submit form to the Land & Water Resource Department, 1 Fen Oak Ct. Room 208.
Questions can be directed to Pete Jopke at 224-3733.

Completed By: _____ Date: _____

Name and Title: _____
(*please print*)

IV.c.2.

**VISUAL INSPECTION FORM
 FOR ILLICIT DISCHARGE INSPECTIONS STORMSEWER AND OUTFALL**

Dane County Highway and Transportation Facility: Fish Hatchery Road/City of Sun Prairie

(Please circle appropriate facility)

Dane County Alliant Energy Center

Name of Staff Person Performing the Inspection: ___Pete Jopke/Josh Harder

Date test is performed: 10-11-2005

Date of last rainfall: 10-6-05

Amount of last rainfall: .12 in.

Field Screening Form

Storm Sewer/Outfall Location	Pipe Size	Drainage Area	Receiving Waterbody	Notes/Observations
Corner of entrance/fairgrounds	12"		Road ditch/Rimrock	No Flow
Southeast	36"		Fairgrounds Pond	No Flow
South Entrance	36"		Fairgrounds Pond	Small Trickle (Groundwater)
West	36"		Fairgrounds Pond	Slight Drip (Groundwater)
Main Garage	36"		Fairgrounds Pond	No Flow

For any storm sewer/outfall that is active or has flow present, please complete the following:

Water Depth in pipe: ____ ft.

Total Depth (from water surface to pipe invert): ____ ft.

Flow Velocity: ____ ft./sec.

Ambient Temperature: ____ °F

Water Temperature: ____ °F

pH: _____

Color: Clear Yellow Grey Brown Green
Other ____

Turbidity: Clear Slightly Cloudy Cloudy Opaque

Surface Sheen: None Oil Gasoline Scum Unknown

Odor: None Oil Paint SO₂ Fuel
 Sewage Decaying Vegetation Unknown

Additional Comments/Observations: _____ Water present in stormsewers was clear and determined to be from groundwater infiltration. No concerns were noted.

Please contact Pete Jopke in the LWRD at 224-3733 or jopke@co.dane.wi.us upon completing this form.

IV.c.4.

All spills are to be reported to the Dane County LWRD. Please see section 1. above.

IV.d.1.

Applicants are notified verbally if sites disturb more than 1 acre and they are given the proper contact at DNR for more information. In addition, the county enforces standards equivalent to NR216 through the Dane County Erosion Control and Stormwater Management Ordinance.

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). No stop-work-orders were issued for permitted facilities.

IV.d.4.

- 9 Jeremy Balousek, Urban Conservation Engineer, 1 Fen Oak Court, 224-3747, balousek.Jeremy@co.dane.wi.us, Plan review, inspection, technical support
- 9 Josh Harder, Erosion Control Engineer, 1 Fen Oak court, 224-3748, harder@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.

One hundred 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 were issued for stormwater requirements.

IV.e.3.

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

IV.e.4.

Since October of 2004 the county has been transitioning into enforcing all of the requirements of NR 216. Dane County's updated Erosion Control and Stormwater Management Ordinance was approved and published in November 2005. Compliance with the county's existing standards is excellent, while a campaign is currently underway to provide appropriate information and education about compliance with all new standards.

IV.f.1.

Pollution Prevention Policy and Management For Dane County Facilities

Pollution Prevention-Source reduction and other practices that reduce or eliminate the creation of pollutants.

For the purposes of satisfying the permit requirements, the Pollution Prevention component of this report will be broken down for each of the three County facilities covered by this permit.

Dane County Highway Garage-Fish Hatchery Road Site

This site serves as the central operations unit for various satellite locations throughout Dane County.

Stormwater BMPs/Management

Various stormwater BMPs are implemented and maintained on this site. The County does store chip sealer in a bulk tank located on the NW corner of the property. County staff recently upgraded an earthen berm surrounding the tank, which will provide containment should a spill

occur. The maximum amount of material stored at any given time is 600 gallons. The capacity of the berm exceeds 600 gallons, thus providing for an extra measure of safety.

A secondary water quality concern is the surface runoff or sheet flow on the western property boundary. While contamination concerns are minimal, the continued increase in the size of the rivulets may create maintenance concerns as well as damage on the neighboring property. This has recently been addressed and County staff will continue to monitor the area.

Salt is stored undercover and managed according to Trans 277 Wis. Adm. Code. The County tracks salt usage and will report it annually. Salt applications are computer calibrated to minimize overuse. Highway Department staff will be implementing a "salt brine" solution as part of the deicing procedures for the winter of 2005/2006.

Street sweeping occurs up to two times per year (spring/fall) on the major highways located within the centralized urban area covered by this permit. This activity is contracted out to Columbia County. The collected material is hauled to the Dane County Landfill. At the present time, Highway Department staff does not quantify the amount of material collected. Sweeping is also conducted at the garage site on a periodic basis.

Field crews who maintain the roadways also collect trash and other debris on a routine basis. The material is brought back to the Highway Garage site and placed in collection facilities for disposal in the landfill. The amount of trash collected from the county highways is not quantified.

There is *no use* of pesticides or herbicides by the Dane County Highway and Transportation Department.

Vehicle maintenance procedures are performed at this site. All waste fluids are placed in a double-walled containment facility. There are no other materials onsite in quantities that would require hazardous material handling/storage certification.

The Dane County/City of Madison recycling and drop off center is located on the north end of the property. The facility is monitored via a security camera and is secured via a chain link fence. Hours for drop off are posted at the site in addition to a sign referencing Chapter 41 Dane County Code of Ordinances relating to illegal dumping.

Overall, operations at this facility appear to meet the general requirements for pollution prevention per NR 216 requirements. Staff from the Land Conservation Division and the Highway Department will continue to coordinate on annual reporting requirements and the maintenance of the BMPs discussed above. Efforts to quantify collected material will be explored.

Dane County Highway Garage-Sun Prairie-Hwy 19

This site serves the northeastern area of Dane County.

Stormwater BMPs/Management

During the initial site investigation, a potential water quality threat was identified along the northern boundary of the property line. Surface water drainage is concentrated in this area resulting in moderate erosion. The flow path continues downgrade to the discharge point where it enters a grassed ditch and ultimately through private property. A small basin had been constructed to dissipate energy and allow for solids to settle. Recommendations were made to reshape the berm along the flow path and place a series of rock check dams. The basin was upgraded with additional stone to provide stability and added water quality benefit.

Soil stockpiles maintained on the site are vegetated and pose a minimal runoff threat. Recommendations were made to utilize material from the face of the pile as to not disturb the entire surface, thus limiting soil runoff.

Salt storage onsite is under cover. No vehicle maintenance involving waste oil or other fluids occurs at this site and there is no storage or use of hazardous materials. A waste oil collection site is located on the property and is only available to the public during normal business hours.

Field crews who maintain the roadways also collect trash and other debris on a routine basis. The material is brought back to the site and placed in collection facilities for disposal in the landfill. The amount of trash collected from the county highways is not quantified.

Overall, operations at this facility appear to meet the general requirements for pollution prevention per NR 216 requirements. Staff from the Land Conservation Division and the Highway Department will continue to coordinate on annual reporting requirements and the continued maintenance of the BMPs discussed above. Efforts to quantify collected material will be explored.

Alliant Energy Center

There are over 500 events held at the Alliant Energy Center every year, attracting approximately 1 million visitors. The center consists of multiple venues with the main buildings being the Veterans Memorial Coliseum and the Exhibition Hall.

Stormwater BMPs/Management

Stormwater runoff is directed to three different areas on the property. The area to the north of the Coliseum drains through an existing grass-lined channel before entering into the pond in Willow Park. There is no evidence of any significant threats to water quality from this discharge area. The parking lot just east of the Exhibition Hall drains to a catch basin along Rimrock Road. Periodic maintenance and cleaning of the basin is performed. The outlet of the structure may need to be stabilized with rock to prevent scour and erosion during large storm events. There may also be groundwater seepage into the storm sewer, as water was noted to be flowing through the basin during the initial field investigation. This was confirmed during the illicit discharge field screening. West of the Exhibition Hall stormwater runoff enters a channel before its confluence with a large box culvert near Quam Park. The channel was noted to be unstable and tree species should be removed from the channel banks. Facility manager John Dunn recognizes this but has received concerns from neighboring property owners about tree removal. LWRD staff will continue to work with Jon to explore alternatives for this site.

Due to the year round volume of people and activities at this location, public safety is a major concern. Snow and ice removal are controlled with a combination of sand and salt. Materials are stored under cover.

The grounds and associated parking lots are swept frequently and after each event. The solids and trash are land-filled. At the present time, AEC staff do not quantify the amount of material collected. Manure collected during events involving animals is collected and placed in dumpsters where it is also land-filled.

Herbicides are used in limited quantities on the grounds. Annual training is provided for the groundskeeper and all manufacturers instruction for use and disposal are followed. Nitrogen based pellets are used as a fertilizer and herbicides are used to control weed and grasses on the paved areas.

Fleet maintenance is performed onsite. Waste fluids are disposed of onsite in a collection facility. This facility will be upgraded to a double walled tank as soon as budget considerations allow.

Various hazardous materials are used but the majority are considered household type and are kept in small quantities. There is an ammonia plant, which requires an EPCRA plan. The EPCRA plan will be updated soon.

Overall, operations at this facility appear to meet the general requirements for pollution prevention per NR 216 requirements. Staff from the Land Conservation Division and the Alliant Energy Center will continue to address runoff concerns and coordinate on annual reporting requirements. A sediment basin has been designed for the area between the cattle barns. The design will be presented to AEC staff in 2006 for construction consideration. Efforts to quantify collected material will be explored.

IV.f.2.

Various maintenance is performed at a few locations on the AEC grounds after each event. Most material is considered to be trash with limited amount of solids. Efforts to quantify are difficult and attempts will be made during 2006.

IV.f.3.

Street sweeping is done on the Beltine Hwy. Spring and fall collection is performed by Columbia County per contractual agreement. Dane County Highway staff will track loads in 2006.

IV.f.4.

Roadway snow removal and salting result in approximately 31,114 tons being used County-wide from Nov 2005 through Feb 2006. Approximately 300lbs per lane mile are used. LWRD staff have created a map within the permitted area and will explore extrapolating usage within that area only for 2007 reporting requirements.

IV.f.5.

On occasion snow will be hauled offsite but in 2005, no removal was necessary.

IV.f.8.

See IV.f.1.

IV.f.9.

See IV.f.1.

IV.f.10.

See IV.f.1.

IV.f.11.

See IV.f.1.

IV.f.12.

See IV.f.1.

Appendix D

Monitoring Program

VI.c.

None.

Appendix E

Additional Information

VII.a.

Revisions to database to better track plan reviews.

VII.b.

None.

VII.c.

- Updated ordinance with intent of beginning authorized local program
- Need to put together cover letter, apply to be authorized local program (will be completed by time of report submittal).