

2011-2012 (Due by March 31, 2013)

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 biennial reporting on activities undertaken pursuant to WPDES Permit No. WI-S058416-3 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 a biennial report to the Department of Natural Resources by March 31 of every odd numbered year to report on activities for the previous two (2) calendar year. Information in the biennial 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-S058416-3. 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-S058416-3.

Complete and submit the biennial report by March 31, 2013, 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 Dane County	Contact person and title Susan Jones, Watershed Management Coordinator
Mailing Address 5201 Fen Oak Drive Madison, WI 53716	Telephone no. 608-224-3764
	Fax no. 608-224-3774
	E-mail address Jones.susan@countyofdane.com

Does the municipality have an internet website? Yes No

If yes, provide internet address:

www.countyofdane.com, www.countyofdane.com/lwrld

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://danewaters.com/resource/stormwater.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 biennial report.

Authorized representative printed name Kevin Connors	Authorized representative title Director, Dane County LWRD
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>Susan Jones</u>	<u>Watershed Mgt Coordinator</u>	<u>DC Lakes & Watersheds</u>
<u>Marcia Hartwig</u>	<u>Public Information Officer</u>	<u>DC Lakes & Watersheds</u>
<u>Jeremy Balousek</u>	<u>Urban Conservation Engineer</u>	<u>DC Land Conservation</u>
<u>Joshua Harder</u>	<u>Erosion Control Engineer</u>	<u>DC Land Conservation</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. Permit Conditions

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. Describe in **Appendix B** the Information and Education plan implementation and activities for the reporting year(s), 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:

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

4. 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 biennial report be an agenda item for discussion before the appropriate governing board(s) or council(s) contemporaneous with the submittal of the biennial 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 biennial report:

June 2, 2011 and June 7, 2012

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.

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.

See Appendix B.

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 Appendix B.

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, provide 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** any local program the municipality employs to regulate the private use of lawn and garden fertilizers.
11. Include in **Appendix B** an assessment of the effectiveness of the municipality's pollution prevention efforts through the municipal pollution prevention program.

g. Developed Urban Area Standard

1. Has the municipality completed a pollutant-loading analysis to assess compliance with the TSS reduction developed urban area performance standard? Yes No
Model used: WinSLAMM Version: 9.2 Reduction %: 42

In **Appendix B**, please list or reference all practices that are currently in place that will be used to meet the TSS reduction percentage reported above. Additionally, please describe any maintenance activities that have occurred for these practices in 2011-12.

2. Has the municipality completed an evaluation of all municipal owned or operated structural flood control facilities to determine the feasibility of retrofitting to increase TSS removal? Yes No If yes, describe in **Appendix B**.

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, 2013?
 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. Water Quality Concerns

- a. Does any part of the MS4 discharge to an outstanding resource water (ORW) or exceptional resource water (ERW) listed under s. NR 102.10 or 102.11, Wis. Adm. Code? (A list of ORWs and ERWs may be found on the Department's Internet site at: <http://dnr.wi.gov/org/water/wm/wqs/orwers/>) Yes No If yes, list:

b. Does any part of the MS4 discharge to an impaired waterbody listed in accordance with section 303(d)(1) of the federal Clean Water Act, 22 USC § 1313(d)(1)(C)? (A list of the most current Wisconsin impaired waterbodies may be found on the Department's Internet site at: <http://dnr.wi.gov/org/water/wm/wqs/303d/303d.html>). Yes No

If yes, identify the following information in **Appendix D**:

- Impaired Waterbody to which the MS4 discharges.
- Description of actions municipality has taken to comply with section A(13) of the MS4 permit for discharges of pollutant(s) of concern to an impaired waterbody.

c. In **Appendix D**, identify any known water quality improvements in the receiving water to which the MS4 discharges during the reporting period.

d. In **Appendix D**, identify any known water quality degradation in the receiving water to which the MS4 discharges during the reporting period and what actions are being taken to improve the water quality in the receiving water:

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 period.

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	2011 Annual Expenditure	2012 Annual Expenditure	2013 Budget	2014 Budget	Source of Funds
Public Education and Outreach	\$ 75,951	\$ 76,434	\$ 75,742	\$ 77,202	county
Public Involvement and Participation	\$ 33,384	\$ 32,556	\$ 33,789	\$ 32,570	county
Illicit Discharge Detection and Elimination	NA	NA	NA	NA	county
Construction Site Pollution Control	\$ 237,689	\$ 242,854	\$ 238,511	\$ 223,785	county
Post-Construction Site Storm Water Management	\$ 376,431	\$ 820,670	\$ 2,328,083	\$ 1,118,436	county
Municipal Pollution Prevention	\$ 65,000	\$ 20,400	NA	NA	county

e. What is the overall estimated annual cost to the municipality for compliance with the permit in 2011? >723,454 .In 2012 >\$1,172,514

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

III. General Information

NOTE: Dane County's permit obligations are linked to the Alliant Energy Center and Dane County Highway facilities. However, DNR has requested that county staff also report on county-wide stormwater and erosion control programs. Therefore this report reflects a mix of information about facilities covered in the permit and county pollution control activities outside of the central Dane County area of the Madison Area Municipal Storm Water Partnership.

III.a.

Several ordinance amendments were carried out in 2011 to 2012 to strengthen the county's erosion control and stormwater management program. Many of these modifications were in response to changes made to NR151 by the DNR. The most significant amendment was to increase the infiltration requirement to 90% of the predevelopment infiltration volume for all land uses.

III.b.

Additional attendees in 2011-12 were Kevin Connors, LWRD Director, and Jess Starks, Erosion Control Specialist

III.d.

- County leadership and coordination is by the Dane County Land and Water Resources Department (LWRD) staff. Staff also coordinated annual reporting requirements with affected Departments.
- Coordination of county stormwater and erosion control minimum standards occurs through meetings of relevant county staff, primarily through the Urban Staff Meetings of the Land Conservation Division, Dane County LWRD. All aspects of the Erosion Control and Stormwater Management permitting program were transferred to LWRD as of January 1, 2007.
- LWRD 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.

The county's permit requirements and 2011-12 annual report were discussed as part of Sue Jones' State of the Waters Report to the County Board on June 2, 2011 and June 7, 2012.

III.g.

The Dane County Board completed and adopted a comprehensive plan, as defined in WI state statutes, on October 18, 2007 and it went into effect with the County Executive's signature on October 25, 2007. The adopted plan is found on Dane County's comprehensive planning home page: <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 Chapter 5 of the adopted plan, including the water resources objectives and policies.

Appendix B

IV. Storm Water Management Program

IV.a.2.

MAMSWAP 2011 I&E WORK PLAN

NEW PROJECTS FROM 2009-2013 PLAN

1. Analyze need for updating DVD and/or other video options.
2. Analyze which audiences should be targeted.
3. Analyze message development.
4. Analyze need for further funding based on results of previous analyses.
5. Develop action list (stream clean up, promote Take a Stake in the Lakes clean ups, storm drain marking, prairie seed collection, etc.)
6. Develop an action list for environmental actions (youth, community groups, college).
7. Analyze developing a volunteer corps to install rain gardens.

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

1. Annual reporting to DNR.
2. Bill municipalities and track payments.
3. Develop annual work plan.
4. Update/maintain website.
5. Continue Love Your Lakes Don't Leaf Them Campaign
6. Continue Plant Dane! Cost-Share program.
7. Continue promoting rain barrel programs.
8. Continue salt/deicing education materials and program.
9. Continue to work with the Earth Gauge Partnership.
10. Continue to promote NASECA events.
11. Develop and distribute articles to municipalities, friends groups, community groups and neighborhood association newsletters.
12. Develop/provide presentations (PowerPoint, slides, overheads, etc.) focused on audience interests/concerns.
13. Continue to use existing list serves to disseminate info.
14. Develop and set up display for Garden Expo.
15. Continue providing organizations and community groups assistance with projects.
16. Continue to promote storm drain stenciling and marking programs.
17. Promote curriculum developed.
18. Maintain distribution lists.
19. Publicize training for building inspectors, contractors and staff.
20. Publicize availability of BMP Manual.
21. Promote and distribute DVD and CD.

Some ideas from the last MAMSWaP Meeting on 11/2/10

1. another DVD
2. envirosapes for loan (Sun Prairie offered theirs)
3. cross section of bioretention system
4. target kids through Culver's
5. online games

6. other tools for consultants and municipal staff?
7. LYLDLT running shirts/apparel
8. race sponsorship

MAMSWAP 2012 I&E WORK PLAN

(responsible party in parentheses)

1. Review and summarize reports submitted to DNR for use of materials provided by SWEC and activities beyond SWEC-developed materials. (DNR)
2. Develop survey and/or checklist for member municipalities to gather, report/share information on innovative materials and activities developed by municipalities or by MAMSWaP Information & Education Committee (I&E Committee)/staff (for even numbered years only). (SWEC)
3. Begin drafting 2014-2018 I&E Plan and Intergovernmental Agreement. (MAMSWaP I&E Committee, SWEC)
4. Develop environmental action list (stream clean up, promote Take a Stake in the Lakes clean ups, storm drain marking, managing leaves on your own property, prairie seed collection, etc.) with specific tasks for citizens, groups and others to implement. (MAMSWaP I&E Committee, SWEC)
5. Develop placemats for use at Dane County restaurants. (MAMSWaP I&E Committee, SWEC)
6. Promote use of Enviroscape model including finding instructional how-to video for potential demonstrators. (SWEC)
7. Analyze best video options to demonstrate best management practices (BMPs) and other technical educational components (pilot project: you-tube videos, etc.). (MAMSWaP I&E Committee, SWEC)
8. Connect with NASECA to investigate partnering opportunities to best reach target audience(s). (SWEC)
9. Grass clipping sticker and book for municipal drivers. (SWEC)
10. Explore providing t-shirts or reusable shopping bags for storm drain marking volunteers and other ways to improve storm drain marking program. (SWEC)
11. Coordinate efforts with MMSD as appropriate regarding the adaptive management pilot project in the Yahara Watershed. (SWEC, MAMSWaP I&E Committee)

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

1. Quarterly reporting to member municipalities; biennial reporting to DNR.
2. Bill municipalities and track payments.
3. Develop annual work plan.
4. Update/maintain website.
5. Continue Love Your Lakes Don't Leaf Them Campaign
6. Continue Plant Dane! Cost-Share program.
7. Continue promoting rain barrel programs.
8. Continue salt/deicing education materials and program.
9. Continue to work with the Earth Gauge Partnership.
10. Continue to promote NASECA events.
11. Develop and distribute articles to municipalities, friends groups, community groups and neighborhood association newsletters.
12. Develop/provide presentations (PowerPoint, slides, overheads, etc.) focused on audience interests/concerns.
13. Continue to use existing list serves to disseminate info.
14. Continue providing organizations and community groups assistance and partnering with projects (presentations, displays etc. for communities).
15. Continue to promote storm drain stenciling and marking programs.
16. Promote curriculum developed.
17. Maintain distribution lists.

18. Publicize training for building inspectors, contractors and staff.
19. Publicize availability of the Dane County Erosion Control and Stormwater Management Manual.
20. Promote and distribute DVD and CD.

IV.a.3. I&E Plan Implementation and Activities (on behalf of MAMSWaP communities)

Garden Expo

Distributed 500 brochures for our annual rain garden workshop as well as CDs with rain garden information and many of the brochures that we formerly distributed in paper format. The MAMSWaP I&E Committee chose not to participate in Garden Expo in 2012, but rather to focus more on outreach within MAMSWaP member communities.

Plant Dane! Cost-Share Program

In 2011, The Plant Dane! Cost-Share Program was improved by removing the application step. The order form is now electronic, reducing the potential for errors. Participants complete their order online, then print out their order summary and mail it in with a check by the deadline. Plants were delivered on June 26. Municipalities that promoted the program in their newsletters, etc., had the highest participation rates.

The 2012 Plant Dane! Cost-Share Program deadline was earlier than previous years, April 20, to allow for an earlier delivery date in May. Participation has doubled over 2011. Over 7,000 plants were sold to over 130 participants. Participants continue to place their order online and mail in a check with their order confirmation. Increased participation is largely attributed to the earlier deadline (formerly the last Saturday in June) and the MAMSWaP municipalities' promotion of the program.

Isthmus Green Day

In 2012, we participated in Isthmus' Green Day Expo to increase Plant Dane! program participation. A computer and printer were available for people to order onsite. Several participants noted that they were aware of the program because of the advertising we purchased in Isthmus.

Retain the Rain! Workshop

The 2011 workshop was held in early April instead of late February/early March as it has been for years past. It was also expanded to include presentations on rain barrels and drip irrigation. The program also included a tour of the Fen Oak campus highlighting the rain gardens, rain barrels and other features that are part of the teaching gardens. For the first time, we charged \$5 to help cover speakers' fees and refreshments, however, this did not deter attendance. The workshop was held April 9, 2011 at Fen Oak. Workshop attendance in 2012 remained steady at about 30 participants.

Other

2011 and 2012 Invoices
2011, 2012 and 2013 Workplans
developed strategy for developing next five-year strategy

2011 Love Your Lakes, Don't Leaf Them Annual Campaign

Similar to previous years, many hours were spent negotiating ad space, reprints, distribution, following up to ensure ads ran as ordered, etc. The text "Keep leaves out of the street" was added to the yard signs for 2011. We partnered with a local brewer and were able to distribute 20 times the coasters that we had in previous years. The number of printed inserts in local weekly papers was expanded.

- Inserts to area weekly newspapers, Isthmus and the Wisconsin State Journal
- On-air and online ads with Entercom
 - 18 spots (ads) on WOLX and WMMM every Friday in October
 - ads linking to myfairlakes.com for both stations' email lists
 - ads on both stations' websites
- ~100,000 coasters delivered to local establishments
- Yard signs (improved with request for direct action)
- Brochures
- articles and press releases

In 2010, the campaign focused primarily on print advertising. In 2011, the focus was distributed between inserts, radio ads, lawn sign and coaster distribution. Neil Heinen had an editorial urging folks to pay attention to the annual plea to help the lakes by keeping leaves out of the street. www.channel3000.com/news/29509867/detail.html Partner weather forecasters, at our request, also reminded folks to keep their leaves out of the street.

2012 Love Your Lakes, Don't Leaf Them

Similar to 2011, newspaper inserts, coasters, yard signs and brochures were the primary focus of getting the message out to keep leaves out of the street.

- New insert to area weekly newspapers, Isthmus and twice in the Wisconsin State Journal (WSJ)
- one ad in WSJ
- No radio or TV ads for 2012
- Coasters were delivered to local establishments via Capital Brewing
- Yard signs (improved with request for direct action) available
- Brochures
- articles and press releases
- announcements by weather forecasters
- partnering with City of Madison on their project where applicable
- electronic "ad" for use on websites

Fostering Partnerships

We're working to collaborate wherever possible regarding stormwater outreach with MMSD/Yahara WINs, NASECA, Rock River Recovery Education and Outreach Team (TMDL I&E), Rock River Stormwater Group, etc.

Webinars Attended/Hosted

- “Finding and Fostering Cost-Efficient Options” Examples from Rochester, MN; unique tracking system developed using Access; they said they’d send Marcia Hartwig a copy after they finished updating it
- “Lawns and the Environment” hosted by NACD (materials available from this presentation—contact Marcia Hartwig if interested)
- “Engaging Your Audience & Creating Lasting Change” Emphasis on facilitated focus groups to target audience and messages
- Water Star Wisconsin Webinars (free; archived at <http://waterstarwisconsin.org/2012WebinarSeries.cfm>) 2011 archive: <http://www.waterstarwisconsin.org/webinars.cfm>

Assessment of Effectiveness

As funds are available, the MAMSWaP I&E Committee conducts surveys to determine the effectiveness of the program in reaching target audiences and changes in knowledge and behavior that occur in the target audiences. No such survey was conducted in 2011-12.

IV.a.4. (Dane County implementation)

- 9 Brochures were distributed at the Garden Expo, Fishing Expo, Canoecopia, Isthmus Green Day, 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 Take a Stake in the Lakes Days.
- 9 Since printing of popular DNR and UWEX materials has been limited or discontinued, PDFs of these documents were reproduced on a CD for distribution.
- 9 Any and all materials developed for MAMSWaP (permit, survey results, etc.) are made available on the website(s).

IV.a.5. (Dane County implementation)

Dane County Office of Lakes and Watersheds (DCOLW) distributed its “How to Build a Rain Garden” brochure at Garden Expo, annual rain garden workshop, Green Day, Canoecopia and many other venues. “You’re the Solution to Water Pollution” series were also distributed to friends groups, at events, front counters, and more. DCOLW also distributed brochures on rain gardens and other pertinent information that was produced by other partners.

Dane County staff give four to five technical stormwater and erosion control presentations per year to various groups, in addition to the one-on-one guidance given to permit applicants about the requirements and benefits of controlling stormwater and construction runoff. Two urban engineers on the Dane County LCD staff are board members of the Wisconsin chapter of the North American Stormwater and Erosion Control Association (NASECA; <http://www.nasecawi.org/>), and guide the development of technical programs twice a year that are open to municipal staff and consultants serving MAMSWaP communities. LWRD staff also maintain the Dane County Erosion Control and Stormwater Management Manual as a resource for complying with countywide standards. The manual was last updated in 2007.

Assessment of Effectiveness

Dane County did not have the resources to conduct an effectiveness assessment in 2011-12.

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). For the stormwater and erosion control ordinance amendments described in section IIIa and VIIa, public informational meetings and hearings were held by the Dane County Lakes and Watershed Commission and its subcommittees, and by the County Board.

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 Highway Department were reviewed in 2005 for potential cross connections of sanitary and storm sewers. This review and additional field investigations determined that there were no visible cross connections. Manhole locations were noted as were outfalls for field screening activities. The AEC map is a CAD file and provides adequate detail. To date, maps for the County Highway facility have not been updated.

Field screening for illicit discharges may 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 (see below). 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 (also included below) 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 NR 216 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 occurs on an annual basis or as determined by the designated county department staff. Pamela Dunphy, P.E., Assistant Highway Commissioner and Greggar Petersen are the contacts for the Dane County Highway and Transportation Department. Kevin Gould, AEC Manager is the contact for the Alliant Energy Center.

**VISUAL INSPECTION FORM
 FOR ILLICIT DISCHARGE INSPECTIONS FOR STORMSEWERS AND OUTFALLS**

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: _____

Date test is performed: _____

Date of last rainfall: _____

Amount of last rainfall: _____ in.

Field Screening Form

Storm Sewer/Outfall Location	Pipe Size	Drainage Area	Receiving Waterbody	Notes/Observations

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.3.

None of these occurrences were reported to LWRD in 2011-12.

IV.c.4.

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

IV.d.1.

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

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 and reviewed at the Dane County 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. An erosion control permit is then issued, which must be posted on the project site.

IV.d.3.

The Land Conservation Division enforces the county's erosion control permits. In 2011 to 2012, 4870 site inspections were conducted resulting in the issuance of 69 enforcement actions (stop-work orders and citations), including referrals to corporation counsel for erosion control violations countywide. Several were NR216 permitted sites. For specific information on sites, please contact the Land Conservation Division.

IV.d.4.

- 9 Jeremy Balousek, Urban Conservation Engineer, 5201 Fen Oak Drive, 224-3747, balousek@countyofdane.com, Plan review, inspection, technical support
- 9 Josh Harder, Erosion Control Engineer, 5201 Fen Oak Drive, 224-3748, harder@countyofdane.com, Plan review, inspection, technical support
- 9 Ryan Shore, Urban Erosion Control Analyst, 5201 Fen Oak Drive, 224-3738, shore@countyofdane.com, Plan review, inspection, technical support
- 9 Susan Jones, Watershed Management Coordinator, 5201 Fen Oak Drive, 224-3764, jones.susan@countyofdane.com, Ordinance coordination and administration, staff to the Dane County Lakes and Watershed Commission
- 9 Jessica Starks, Erosion Control Specialist, 5201 Fen Oak Drive, 224-3647, starks@countyofdane.com, Plan review, Ordinance enforcement
- 9 Jason Tuggle, Erosion Control Specialist, 5201 Fen Oak Drive, 224-3735, tuggle.jason@countyofdane.com, Plan review, Ordinance enforcement
- 9 Angela Mayr, Conservation Specialist, 5201 Fen Oak Drive, 224-3737, mayr@countyofdane.com, Plan review, Ordinance Enforcement

IV.d.5.

One hundred percent of erosion control plans meet the requirements of NR 151. 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. The Land Conservation Division enforces the county's erosion control permits. In 2011 to 2012, 4870 site inspections were conducted resulting in the issuance of 69 enforcement actions (stop-work orders and citations), including referrals to corporation counsel for erosion control violations countywide. Several were NR216 permitted sites. For specific information on sites, please contact the Land Conservation Division.

IV.e.3.

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

IV.e.4.

Since October of 2004 the county has been enforcing all of the requirements of NR 216. Compliance with the county's standards is very good and is improving as more emphasis is being placed on site inspections and technical assistance.

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.

The two county facilities covered by this permit are:

Dane County Highway Garage-Fish Hatchery Road Site

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

Alliant Energy Center (AEC)

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

Stormwater BMPs/Management

Overall, operations at all facilities appear to meet the general requirements for pollution prevention per NR 216 requirements. Staff from the Land Conservation Division and the affected entities continue to address runoff concerns and coordinate on annual reporting requirements. A sediment basin has been designed for the area between the cattle barns.

Dane County Highway and Transportation construction and maintenance projects follow best management practices and are permitted through the following agencies as appropriate: Dane County Land Conservation, Wisconsin DNR, and US Army Corps of Engineers.

Highway equipment purchases include specifications for pollution control devices and staff applies yearly for upgrades to these devices through state and federal grants. In the past, Highway received grant funding to add upgraded and innovative pollution control devices on its equipment.

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.

Vehicle maintenance procedures are performed at the Fish Hatchery Road 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.

Through November 1, 2012, the Dane County/City of Madison recycling and drop off center (Clean Sweep) was located on the north end of the Fish Hatchery Road property (2302 Fish Hatchery Road). The facility was monitored via a security camera and is secured via a chain link fence. Hours for drop off were posted at the site in addition to a sign referencing Chapter 41 Dane County Code of Ordinances relating to illegal dumping. As of November 1, 2012 the Clean Sweep facility located on Fish Hatchery Road was permanently closed and cannot accept any materials. On May 1, 2013, Dane County/City of Madison will open a new year-round facility located at 7102 US Hwy 12, Madison WI 53718, (Beltline/12/18 East toward Cambridge) across from the Yahara Hills Golf Course at the Dane County Landfill.

The AEC grounds and associated parking lots are swept frequently and after each event. The solids and trash are land-filled. Manure collected during events involving animals is collected and placed in dumpsters where it is also landfilled.

AEC 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 at AEC but the majority are considered household type and are kept in small quantities. There is an ammonia plant, which requires an EPCRA plan.

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.

IV.f.3.

Street sweeping is done on the Beltline Hwy. Spring and fall collection is performed by a private contractor. 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. The collected material is hauled

to the Dane County Landfill. Sweeping is also conducted at the garage site on a periodic basis. State Highway sweeping includes Beltline to Middleton to I 39/90, USH 18/151-Midvale Blvd to CTH PD, USH 14-Badger Road to McCoy Road, STH 30-Packers Ave. to I39/90, USH 51-McFarland to I39/90/94, USH 151 East Springs Drive to Sun Prairie, and I39/90-USH 12/18 to STH 30 (median wall). County Highway sweeping includes CTH MC Beltline to Wingra Creek, CTH MM-CTH MC to USH 14, CTH D-Wingra Creek to Lacy Road, and CTH PD-CTH D to Nesbit Road.

An estimated 144 tons of solids is collected annually and disposed of at Rodefild Landfill (7102 USH 12&18, Madison, WI 53718). 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.

IV.f.4.

From January 1, 2011 through December 31, 2011 40,905 tons of salt was used county-wide. 223,996 gallons of salt brine and 3,933 tons of sand were used during that same period. From January 1, 2012 through December 31, 2012 41,288 tons of salt was used county-wide. 229,844 gallons of salt brine and 1566 tons of sand were used during that same period.

The county tracks salt usage and reports it annually. NOTE-Salt usage within the urbanized areas are not calculated. All rates/tons used are reported as a county-wide use. Salt applications are computer-calibrated to minimize overuse.

Dane County Highway follows the procedures and guidelines set forth in the Wisconsin Department of Transportation Highway and Maintenance Manual for both WisDOT and County Highways.

IV.f.5.

On occasion snow will be hauled offsite from the Fish Hatchery shop location and roadways to improve visibility and safety. The material is hauled to Aces Pit (adjacent to the Town of Oregon Recycling Center) located at 1067 Storytown Road, Oregon, WI 53575 (¼ mile south of Lincoln Road in the Town of Oregon). On occasion, snow may also be hauled to the Badger Salt Shed site at 3650 CTH T, Madison, WI 53596 when removed from USH 51. In emergency situations snow is hauled to the Park and Ride in Middleton located at the US 12 and Parmenter Street Interchange.

Highway staff maintain a 200-foot-wide grass filter strip around the snow piles.

IV.f.6

Salt is stored at the following sites around the county. All sites have salt stored undercover and are managed according to Trans 277 Wis. Adm. Code.

Madison
2302 Fish Hatchery Rd
Madison, WI 53713

Mt. Horeb
9932 USH 18/151 Bus.
Mount Horeb, WI 53572

Stoughton
2520 CTH B
Stoughton, WI 53589

Springfield
6159 USH 12 53529
Dane, WI 53529

Cross Plains
4537 CTH P
Cross Plains, WI
**Removed from Service
summer 2012

River Road Shed
4587 STH 19
DeForest, WI 53532

Siggelkow Shed
2831 USH 12
McFarland, WI 53558

Badger Shed
3650 CTH T
Madison, WI 53596

York Shed – CTH V
1274 Greenway Rd
Columbus Wi 53925

IV.f.7.
N/A

IV.f.8.
N/A

IV.f.9.
The county complies with the county-wide ordinance (Ch. 80, Dane County Code of Ordinances) banning unnecessary use of phosphorus in lawn fertilizer. Nitrogen-based pellets are used as a fertilizer at AEC. The statewide ban on phosphorus in lawn fertilizer, modeled on Dane County's ordinance, went into effect on April 1, 2010.

IV.f.10.
Herbicides are used in limited quantities on the AEC grounds. Annual training is provided for the groundskeeper and all manufacturers instruction for use and disposal are followed. Herbicides are used to control weed and grasses on the paved areas.

There is limited use of pesticides or herbicides to control vegetation that has been cut by the Dane County Highway and Transportation Department. Department staff responsible for this work have been trained and taken the licensure test.

Of note is also a county-wide policy: Dane County Parks' Integrated Pesticide Management Plan (available from Parks staff).

IV.f.11.
See IV.f.9 and 10.

IV.f.12.
See IV.f.1.

IV.g.1.
Although the county is currently meeting the 40% TSS reduction on its permitted properties, additional sediment control practices have been installed at the Alliant Energy Center. A sediment basin was constructed downstream of the animal barns to aid in sediment removal prior to flowing into the site's horseshoe ponds.

IV.g.2.

The county has inventoried its sites and has a plan to improve the efficiency of the stormwater facilities as funding or renovations allow.

V.c. (storm sewer outfall documentation)

LWRD has documentation for the Highway Garage and AEC storm sewer systems, and they are maintained by other county staff. A CAD specialist at Dane County Public Works keeps the official records.

Appendix C
Mapping – City of Madison only

Appendix D
Water Quality Concerns

VI.a. None.

VI.b. Lake Monona is impaired for mercury. The AEC discharges to onsite ponds which outlet to Wingra Creek and Lake Monona. Pollutants of concern do not apply to this discharge.

VI.c None known.

VI.d. None known.

Appendix E
Additional Information

VII.a.

Several ordinance amendments were carried out in 2011 to 2012 to strengthen the county's erosion control and stormwater management program. Many of these modifications were in response to changes made to NR151 by the DNR. The most significant amendment was to increase the infiltration requirement to 90% of the predevelopment infiltration volume for all land uses.

VII.b.

None.

VII.c.

None.

VII.d.

For Highway and Transportation, pollution control is not a separately budgeted item but is included in overall project and equipment budgets.