

Notice: Application is hereby made to the Wisconsin Department of Natural Resources, Bureau of Watershed Management for grant assistance consistent with s. 281.66, Wis. Stats., and Chapter NR 155, Wis. Adm. Code. Collection of this information is authorized under the authority of s. 281.66, Wis. Stats. The information contained in this form will be used for program budget analysis and project evaluation in the Urban Nonpoint Source Water Pollution Abatement and Storm Water Management Grant Program. Personally identifiable information collected will be used for program administration and may be made available to requesters as required under Wisconsin's Open Records Law [ss. 19.31 - 19.39, Wis. Stats.]. *Unless otherwise noted, all citations refer to Wisconsin Administrative Code.*

Instructions: Complete all sections as applicable.

Applicant Information

Governmental Unit Applying: (name & type) (example: Madison, Town of)

County of Dane

Name of Authorized Representative (First, Last) Kevin Connors			Name of Governmental Contact Person (First Last) (if different) Marcia Hartwig		
Title Director, Land and Water Resources Department			Title Storm Water Education Coordinator		
Area Code + Telephone Number 608-224-3731			Area Code + Telephone Number 608-224-3746		
Area Code + Fax Number 608-224-3745			Area Code + Fax Number 608-224-3774		
E-Mail Address connors.kevin@co.dane.wi.us			E-Mail Address hartwig@co.dane.wi.us		
Mailing Address - Street or Route One Fen Oak Court, Room 208			Mailing Address - Street or Route One Fen Oak Court, Room 234		
City Madison	State WI	Zip Code 53718-8812	City Madison	State WI	Zip Code 53718-8812

Consulting Firm Name (if applicable)

Consulting Contact Person Name

Title

Area Code + Telephone Number	DNR Use Only				
Area Code + Fax Number					
E-Mail Address					
Mailing Address - Street or Route					
City					

Project Information

A. Project Name

M A M S Wa P Storm Water Education Outreach Project And Evaluation

This document was drafted by the Department of Natural Resources.

UNPS&SW Grant Project Name
**M A M S Wa P Storm Water Education Outreach Project
And Evaluation**

Project Information (continued)

B. Project Area Location

County:Dane

Minor Civil Division (city, village, town, etc.-example: Wrightstown, Village of)	Township (N)	Range (E/W)	Section
City of Fitchburg	see attached sheets	see attached sheets	see attached sheets
City of Madison	see attached sheets	see attached sheets	see attached sheets
City of Middleton	see attached sheets	see attached sheets	see attached sheets
City of Monona	see attached sheets	see attached sheets	see attached sheets
City of Sun Prairie	see attached sheets	see attached sheets	see attached sheets
City of Verona	see attached sheets	see attached sheets	see attached sheets

Please identify the latitude and longitude of a point located approximately in the center of the planning area, and select the "Method for Determining" the center point.

				Method for Determining (check one)
	Degrees	Minutes	Seconds	<input type="checkbox"/> GPS <input type="checkbox"/> DNR WebView or Surface Water Data Viewer <input checked="" type="checkbox"/> Other (specify): Determined from approximate coordinates of the centroid of main polygon using 7.5' USGS Topographic Quadrangle Map.
Center Point Latitude (N)	43	6	00	
Center Point Longitude (W)	-89	22	30	

C. Project Summary and Description

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Project Information (continued)

Dane County, in its role as fiscal agent for the Madison Area Municipal Storm Water Partnership's (MAMSWaP) information and education (I&E) program, is submitting this application on behalf of MAMSWaP.

This project will complete a thorough evaluation of the outreach methods used over the past five years to reach the general public in the Madison Area Municipal Storm Water Partnership (MAMSWaP) project area. An initial survey was completed in 2003, the results from which were used to develop an information and education strategy. Five years later, we want to evaluate the impact of our efforts to determine how effective the program and plan were and how to improve the program for the future.

MAMSWaP was able to use previous grants to fund media campaigns--something that is largely not done. A companion website (www.myfairlakes.com) was developed that will continue to be used long after the media campaigns are completed. MAMSWaP also developed an award-winning video for use at public meetings, libraries, schools, local cable access, community group meetings and more on how storm water affects our water resources and how every individual can help mitigate the negative impacts of storm water. Many displays, brochures, articles and other outreach methods were also developed and used. A large portion of this grant will help to fund a comprehensive evaluation of these projects. The results of the five-year survey will be useful not just to MAMSWaP, but to all others in the State of Wisconsin that are conducting storm water outreach programs. Many are interested in the outcome of our campaigns and will also be interested in the results of this survey. Furthermore, it will continue the momentum of the previous five years' work by evaluating the effectiveness of the methods used and making adjustments to future work plans.

This project will also hire a consultant to develop our next five-year plan using community based social marketing principles. Community based social marketing (CBSM) has been very instrumental in changing behaviors because it identifies barriers to behavior change before developing a remedy to the undesirable behavior. This can best be accomplished by someone who is already intimately familiar with CBSM principles and can much more efficiently develop tools and a plan to implement future projects. This takes more time and expertise than either the half-time coordinator or I&E Committee has available. Using an expert in this field will maximize staff and the I&E Committee's time and knowledge while developing a comprehensive outreach plan. The previous plan took well over a year to develop and many staff hours. Using a consultant will expedite this process and result in a better product.

This project will also implement activities identified in MAMSWaP's I&E Plan (available at www.countyofdane.com/commissions/lakes/pdf/stormwater/jointstormwaterpermit.pdf), which has detailed storm water management goals and targeted audiences. Brochures on rain gardens and simple activities people can do in their yards and at home that have been previously developed have been very useful and are used often. Updates and reprints are necessary. The storm drain marking program continues to be popular and helps deliver the message that whatever is in the storm drain ends up in our lakes and streams. Displays will also need updating.

MAMSWaP member municipal entities include the Cities of Fitchburg, Madison, Monona, Middleton, Sun Prairie and Verona; the Villages of DeForest, Maple Bluff, McFarland, Shorewood Hills and Waunakee; the Towns of Burke, Blooming Grove, Madison, Middleton, Westport and Windsor; the Univeristy of Wisconsin-Madison and Dane County.

D. Watershed and Waterbody (see Attachment A)

Watershed Name	Township Name (for respective Town/Range/ Section, listed above)	Watershed Code (for respective Town/Range/ Section, listed above)	% of Project Area (for respective Town/Range/ Section, listed above)	Primary Waterbody (for respective Town/Range/Section, listed above)
Yahara River and Lake Mendota	see attached sheets	LR09-012	see attached sheets%	Lake Mendota
Six Mile & Pheasant Branch Creeks	see attached sheets	LR10-012	see attached sheets%	Lake Mendota
Black Earth Creek	see attached sheets	LW17-173	see attached sheets%	Black Earth Creek
Yahara River and Lake Monona	see attached sheets	LR08-012	see attached sheets%	Lake Monona
Upper Sugar River	see attached sheets	SP15-180	see attached sheets%	Sugar River

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Project Information (continued)

Note: The planning project area can include more than one watershed. Do not submit separate applications for the same activity in each watershed.

Part I. Screening Requirements

Yes No **A. Map**

An 8.5" x 11" topographic map from USGS or the DNR viewers, showing the project area, is attached.

B. Planning Activities For Which DNR Funding Is Requested (check all that apply)

- Storm water management planning (including plans for new and/or existing development).
- Ordinance development and administration (including construction site erosion control and/or storm water management).
- Evaluation and/or establishment of local financing options (such as storm water utilities).
- Public education and outreach.

Other (specify):

Outreach Plan Development

(see **Attachment D** for additional planning activity information)

Yes No **C. Filters**

Note: You must be able to answer "Yes" to each of the following to be eligible for a grant.

- 1. Project is in an area that is urban or will be urban within 20 years. (see **Attachment B**)
- 2. Project will be completed within 24 months of the start of the grant period.
- 3. Staff and consultants designated to work on this project have adequate training, knowledge, and experience to implement the proposed project.
- 4. Staff or contractual services, in addition to those funded by this grant, will be provided if needed.
- 5. Planning products prepared under this grant will not work at cross-purposes to (are consistent with) non-agricultural performance standards under ch. NR 151. (see **Attachment E**)
- 6. The local DNR Regional Nonpoint Source Coordinator (see **Attachment C**) has been contacted about this project.

Name of the Regional Nonpoint Source Coordinator contacted	Date contacted	Subject of contact
Jim Amrhien, Jim Congdon	4/13/07	grant application intention
Andy Morton, Carolyn Betz	4/13/07	grant application intention

- 7. Can you declare that at least one of the two statements below is TRUE?
Statement A. The grant application is for a local governmental unit that does have jurisdiction over the project area. (Jurisdiction over the project area means that the governmental unit has control over whether the planning recommendations are carried out.)
Statement B. The applicant does not have jurisdiction over the project area. The applicant is required to obtain a permit under subchapter I of ch. NR 216. Attached to this application is an intergovernmental agreement that meets the requirements of **Attachment H**.
- 8. Can you declare that at least one of the two statements below is TRUE?
Statement A. The applicant is not the University of Wisconsin Board of Regents.
Statement B. The applicant is the University of Wisconsin Board of Regents **and** the project will develop recommendations for a UW Campus area located in a municipality that meets **both** of the following criteria:
 - The municipality is required to obtain a municipal storm water permit under ch. NR 216;
 - The municipality is located either in a priority watershed or lake area identified under s. 281.65, Wis. Stats., or in an area of concern as identified by the International Joint Commission under the Great Lakes Water Quality Agreement.

If the governmental unit answered "No" to any of the items in Question C. above, stop here. This project is ineligible.

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Project Information (continued)

Cost-Sharing Worksheet

Eligible Costs:

2. 70% of column C, Total (1) above	\$28,000
Cap Test:	
3. Maximum State Share [Lesser of (2) or \$85,000]	\$28,000
State & Local Share:	
4. Requested State-Share Amount (=Requested Grant Amount)	\$20,000
5. Local-Share Amount [Total (1), column B less (4)]	\$80,000

Describe the Quality of Cost Estimates (in your description, discuss whether the cost estimate is based on a competitive bid, scope of services, similar projects conducted locally, similar projects conducted elsewhere in the state or region, or other more generalized data):

Costs for survey are based on two previous surveys conducted with adjustments for inflation. Estimate for consultant are based on previous work with consultants. Estimates for other outreach projects are based on previous four years' work and staff salary and fringe.

Question 2. Project Evaluation Strategy

- | | | |
|-------------------------------------|-------------------------------------|--|
| Yes | No | Information that will be developed and presented to DNR to evaluate the environmental benefits of completing this project. (check all that apply) |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | A. Information that quantifies how project implementation is projected to decrease storm water impacts on state waters will be provided to DNR. The information may be provided as part of the planning product (e.g., storm water plan, I&E plan) or in the Final Report. |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | B. Tracking |
| | | 1. Information that tracks progress in carrying out recommendations of this project will be provided to the Department for one (1) to two (2) years after the project is completed. |
| | | 2. Specify the number of years that tracking information will be provided, and describe in concept how this annual post-project tracking process will work: |

post surveys will show project results five years after the start of the program (2003-2008)

Question 3. Evidence of Local Support

- | | | |
|-------------------------------------|--------------------------|--|
| Yes | No | The level of <u>local support</u> that <u>currently</u> exists for the proposed project. |
| | | A. Government |
| <input type="checkbox"/> | <input type="checkbox"/> | 1. The local-share funds for the project expenses are already included specifically in an <u>adopted</u> budget. |
| | | <u>OR</u> |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | 2. The local-share funds for the project expenses are or will be included in a <u>proposed</u> budget. |
| | | B. Community |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | 1. There is community support specifically for the project in this application, and evidence of this support is |

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Project Information (continued)

included with the application submittal.

OR

2. There is community support for addressing general water resource needs in the community, even though there may not be evidence of support for this specific project.

Question 4. Basin Priorities (check one)

- A. Clean Water Act s. 303(d) List**
Project with water quality goals directly dealing with a water body (lake or stream) on the latest Clean Water Act (CWA) s. 303(d) List of Impaired Waters, where the cause of the impairment in nonpoint source pollution and the project will reduce the type of nonpoint pollutants for which the water is listed.
- B. Outstanding and Exceptional Resource Waters**
Waterbody is included in s. NR 102.10 (Outstanding Resource Waters) and/or s. NR 102.11 (Exceptional Resource Waters).
- C. NPS Rankings**
Project is located in a large-scale watershed, a small-scale watershed, lake watershed, or other area ranked high or medium on the NPS Rankings List, where the goals of the project are directly associated with the reason for the ranking on the NPS Rankings List.
- D. Amendment of the NPS Rankings List Using State of the Basin Reports**
Project is located within a watershed ranked low or not ranked on the NPS Rankings List, but information in a DNR State of the Basin report indicates a need to amend the NPS Rankings List because the stream or stream segment or lake is being affected by nonpoint sources of pollution.
- E. Amendment of the NPS Rankings List Using Other Data Sources**
Project is located within a watershed ranked low or not ranked on the NPS Rankings List, but adequate data exists to request a ranking of high or medium for a waterbody that is being affected by nonpoint sources of pollution.
- F. Sources of Information for Areas Not Included in State of the Basin Reports**
For some border waters, there is no State of the Basin report (i.e., along the Mississippi River or the Great Lakes). For these situations, another governmental document, accepted by the Regional NPS Coordinator, can be used to classify the resource as having a significant nonpoint source pollution impairment.
- G. Not Included in Other Categories Above**
50% or more of the planning area is not included in the categories above (A-F).

Part III. Competitive Elements

Question 5. Water Quality Needs

For each watershed in the project area, identify the category that best identifies the project goals. If more than one category is checked (because the project area contains more than one watershed), estimate the portion of the project area to be assigned to each category.

Note: For border waters where a State of the Basin Report does not exist, another governmental document acceptable to the Regional Nonpoint Source Coordinator may be used to identify the water quality need.

- | Percent of Project Area | Surface Water Considerations |
|--|---|
| <input checked="" type="checkbox"/> 72.4 | <p>A. 303(d) Listed Waterbody
 Project with water quality goals directly dealing with a water body (lake or stream) on the latest Clean Water Act (CWA) s. 303(d) List of Impaired Waters, where the cause of the impairment in nonpoint source pollution and the project will reduce the type of nonpoint pollutants for which the water is listed.</p> |
| <input type="checkbox"/> | <p>B. Not Fully Meeting Uses
 A waterbody (lake or stream) identified in a DNR State of the Basin report as not meeting or partially meeting designated uses due to nonpoint sources, but is not on the 303(d) List.</p> |
| <input type="checkbox"/> | <p>C. Threatened Waterbody
 A waterbody (lake or stream) viewed as "threatened" by nonpoint sources in a DNR State of the Basin report.</p> |
| <input checked="" type="checkbox"/> 7.2 | <p>D. Outstanding or Exceptional Resource Waters
 Prevention of degradation due to nonpoint sources of outstanding or exceptional resource waters or high quality, recreationally significant waters, but not including waters listed as "threatened."</p> |
| <input checked="" type="checkbox"/> 20.4 | <p>E. Surface Water Quality
 Prevention of degradation of surface water quality due to nonpoint sources. Waters in this category are neither high quality, recreationally significant waters nor "threatened" waters.</p> |
| Groundwater Considerations* | |
| <input type="checkbox"/> | <p>F. Exceeds Groundwater Enforcement Standard
 Groundwater within the project area where representative information indicates that stormwater pollutants in groundwater exceed the Enforcement Standard (ES).</p> |
| <input type="checkbox"/> | <p>G. Groundwater Quality (see Attachment G)
 The project area is within a geological area defined in Attachment G as susceptible to groundwater contamination.</p> |
| <input type="checkbox"/> | <p>H. Exceeds Groundwater Preventive Action Limit
 Groundwater within the project area where representative information indicates that stormwater pollutants in groundwater exceed the Preventative Action Limit (PAL).</p> |

*Consult the Regional Drinking Water and Groundwater Specialist or the County Extension office.

Bonus Points (see Attachment F):

- | Yes | No | |
|--------------------------|-------------------------------------|---|
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Water quality goals relate to the control of nonpoint source contaminants in public drinking water supplies. |
| | 1. | If yes, and the source of drinking water affected by the project area is <u>groundwater</u> , the project protects: |
| <input type="checkbox"/> | | a. One wellhead |
| | | OR |
| <input type="checkbox"/> | | b. More than one wellhead |

2. If yes, and the source of drinking water affected by the project area is surface water, check the source water assessment area in which the project is located. If more than one assessment area is checked (because the project area contains more than one watershed), estimate the portion of the project area to be assigned to each category.

<u>Source Water Drainage Area</u>	<u>Portion of Project in Assessment Area (%)</u>
<input type="checkbox"/> Pike River & Creek	_____
<input type="checkbox"/> Root River	_____
<input type="checkbox"/> Oak Creek	_____
<input type="checkbox"/> Milwaukee River	_____
<input type="checkbox"/> Sauk Creek	_____
<input type="checkbox"/> Sheboygan & Onion Rivers	_____
<input type="checkbox"/> Manitowoc River	_____
<input type="checkbox"/> Twin Rivers	_____
<input type="checkbox"/> Kewaunee & Ahnapee Rivers	_____
<input type="checkbox"/> Menominee River	_____
<input type="checkbox"/> Fish Creek	_____
<input type="checkbox"/> St. Louis & Nemadji Rivers	_____
<input type="checkbox"/> Lake Winnebago	_____

Question 6. Extent of Pollutant Control

A project can consist of one or more of the following parts (A-F). For each part below, check the boxes that describe work products that will be produced under this grant. Do not check boxes based on prior work.

A. Ordinances

The project will develop or complete one or more of the following ordinances, including associated information, education and public participation activities. (check all that apply)

- 1. Construction erosion control ordinance including all the requirements of s. NR 151.11.
- 2. Storm water ordinance for new development and re-development including all the requirements of s. NR 151.12.
- 3. Low impact development/conservation subdivision ordinances.
- 4. Other ordinances such as an illicit discharge ordinance, storm water ordinances affecting runoff from developed urban areas (e.g., pet waste management ordinances, nutrient management ordinances), or ordinances that regulate the application of fertilizers to non-municipal properties in accordance with NR 151.14

B. Financing Mechanisms

The project will evaluate financing mechanisms for storm water management, including associated information, education and public participation activities. Recommendations will be presented to the governing board for approval and DNR will be notified of the governing board's action. (check one of the following)

- 1. The project develops a dedicated revenue source, such as a storm water utility, to implement a storm water program focusing on implementation of performance standards in Subchapter III of ch. NR 151.

OR

- 2. The project is a general feasibility analysis of alternative funding mechanisms.

C. Storm Water Plan for Developed Urban Areas

The project will develop a storm water management plan for developed urban areas that addresses all of the performance standards under s. NR 151.13 including associated information, education and public participation activities. (check one of the following)

- 1. This project will cover the entire geographic area of the governmental unit.

OR

- 2. This project will cover only part of the geographic area of the governmental unit.

D. Storm Water Plan for New or Redevelopment

The project will develop a storm water management plan for new development and re-development that addresses all of the performance standards under s. NR 151.12 including associated information, education and public participation activities. (check one of the following)

- 1. This project will cover the entire geographic area of the governmental unit.

OR

- 2. This project will cover only part of the geographic area of the governmental unit.

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Project Information (continued)

- E. Information & Education Program**
 The project will develop and/or implement an information and education program. (This does not include the information and education activities required as part of project under A. through D., above.)
- F. Inter-Municipal Cooperation (bonus)**
 This project is being conducted as part of an inter-governmental storm water management strategy for a common water resource. Describe the inter-governmental effort that will be used to complete the project. If more than one local unit of government is joining in this project application, (a "joint application"), then an inter-governmental agreement meeting the requirements of **Attachment H.** must be submitted with this application.

Question 7. Consistency with Resource Management Plans

Yes No

- A. Consistency with Resource Management Plans**
- The project implements a water quality recommendation specifically included in a locally approved resource management plan.
- B.** Summarize the water quality recommendation from the local plan. Cite the name and date(s) of publication of the document.
1. A construction site erosion control ordinance consistent with the performance standards of s. NR 151.11.
The goals of this project are to assess public understanding and raise public visibility, understanding and actions related to nonpoint source pollution and control, both supporting and promoting Dane County's Erosion Control and Stormwater Management Ordinance (Chap. 14), applicable to all the incorporated and unincorporated municipalities in Dane County through special legislation (Wis. Act 324). Information about ordinances available on Dane County website. Amendments are in process to bring ordinances fully into compliance with NR151.
2. A storm water management ordinance consistent with the performance standards of s. NR 151.12.
The goals of this project are to assess public understanding and raise public visibility, understanding and actions related to nonpoint source pollution and control, both supporting and promoting Dane County's Erosion Control and Stormwater Management Ordinance (Chap. 14), applicable to all the incorporated and unincorporated municipalities in Dane County through special legislation (Wis. Act 324). Information about ordinances available on Dane County website. Amendments are in process to bring ordinances fully into compliance with NR151.

Question 8. Use of Additional Funding

Yes No

- Funding requested is below the 70% cost-share rate and below the \$85,000 cap.

Question 9. City of Racine

Yes No

- This is an application from the City of Racine for a project that is necessary for the city to comply with state storm water permitting requirements.

Part IV. Eligibility for Multipliers

Completion of this part of the application is optional. However, an applicant can increase the final project score by qualifying for a project multiplier.

Local Implementation Program (select all that are in place as of the application submittal date)

Yes No NA

- A. The governmental unit is implementing a pollution prevention information and education program targeted for property owners and other residents.

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- B. The governmental unit is implementing a nutrient management plan for municipally owned properties of at least five (5) acres of pervious area where nutrients are applied.
- C. The governmental unit is tracking storm water permitting activity (construction and post-construction) in the governmental unit and can make summary information available to the DNR upon request.

Optional Additional Information

Carefully review the answers to all of the questions above. Is there additional information that will add to the understanding of this project? If so, describe here.

Applicant Certification

An Authorized Representative must sign and date the application form prior to submittal to the DNR. All **four (4)** copies must include the signature of the Authorized Representative.

I certify that, to the best of my knowledge, the information contained in this application and attachments is correct and true.

Signature of Authorized Representative

Date Signed

April 12, 2007

Kevin Connors Director, Land and Water Resources

[name and title]

Department

Telephone Number **608-224-3731**

Fax Number **608-224-3745**

E-Mail Address **connors.kevin@co.dane.wi.us**

Mailing Address **One Fen Oak Court, Room 208 Madison WI 53718-8812**

To be considered for funding, provide the following for each application submitted:

- One copy of the completed application form (DNR Form 8700-300 (R 1/07) with original signature in blue ink;
- Three additional signed copies of the completed application form;
- One electronic copy of the completed application form on CD or diskette.

All application materials must be postmarked by midnight April 16, 2007.

Mail to: Department of Natural Resources

attn: Kathy Thompson, WT/2

P.O. Box 7921

Madison, WI 53707-7921