

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)

East Central Wisconsin Regional Planning Commission

Name of Authorized Representative (First, Last) Eric Fowle			Name of Governmental Contact Person (First Last) (if different) Same		
Title Executive Director			Title		
Area Code + Telephone Number (920) 751-4770			Area Code + Telephone Number		
Area Code + Fax Number (920) 751-4771			Area Code + Fax Number		
E-Mail Address efowle@eastcentralrpc.org			E-Mail Address		
Mailing Address - Street or Route 132 Main Street			Mailing Address - Street or Route		
City Menasha	State WI	Zip Code 54952	City	State	Zip Code

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	
State	
Zip Code	

Project Information

A. Project Name

Northeast Wisconsin Stormwater Consortium Phosphorus Education Program

This document was drafted by the Department of Natural Resources.

**UNPS&SW Planning Program Grant Application –
CY 2008 Funding**

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UNPS&SW Grant Project Name
**Northeast Wisconsin Stormwater Consortium
Phosphorus Education Program**

Project Information (continued)

B. Project Area Location

County: Counties Of Brown, Calumet, Outagamie, And Winnebago; Cities Of Appleton, De Pere, Fond Du Lac, Green Bay, Kaukauna, Manitowoc, Menasha, Neenah, Oshkosh, And Two Rivers; Villages Of Allouez, Ashwaubenon, Bellevue, Combined Locks, Hobart, Howard, Kimberly, Little Chute, North Fond Du Lac And Suamico; And The Towns Of Buchanan, Grand Chute, Greenville, Harrison, Lawrence, Ledgeview, Menasha, And Neenah.

Minor Civil Division (city, village, town, etc.-example: Wrightstown, Village of)	Township (N)	Range (E/W)	Section
See Attached Table 1			

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): ArcGIS 9.2
Center Point Latitude (N)	44	16	14	
Center Point Longitude (W)	88	21	13	

C. Project Summary and Description

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**Northeast Wisconsin Stormwater Consortium
Phosphorus Education Program**

Project Information (continued)

East Central Wisconsin Regional Planning Commission (ECWRPC) is applying on behalf of the Northeast Wisconsin Stormwater Consortium (NEWSC) to conduct a regional education program. NEWSC is an organization that formed to help municipalities with stormwater permits in six counties (Brown, Calumet, Fond du Lac, Outagamie, Winnebago and Manitowoc) work together to meet the permit requirements. NEWSC established an Information and Education (I&E) Committee to develop a regional education and outreach strategy and to support member communities in implementing their individual local programs. To ensure that education efforts are effective in changing behavior, the I&E Committee has engaged in a long-term planning process. This process included conducting a survey of area residents to learn about stormwater awareness and behaviors (2005); holding a workshop to learn how to apply social marketing concepts to stormwater programs (2005); writing a 5-year strategic education plan (2006); and hiring a marketing firm to lead members in a discussion about core messages and strategies for a marketing program (2006). In the one-day session with the marketing firm, NEWSC members agreed upon the core message of "keep phosphorus out of our waters" for its regional programs. Having taken these capacity-building steps, NEWSC is now ready to begin implementing an education, outreach, and marketing program to deliver this core message.

The proposed education, outreach, and marketing program seeks to raise awareness and change behavior of residential homeowners who apply lawn fertilizer through a combination of communications, community-based social marketing, and education approaches. The program addresses lawns as a source of phosphorus, a nonpoint source pollutant that contributes to water quality impairments in Lake Winnebago, lower Green Bay, and other area water bodies. It combines a kickoff event with a media and public relations campaign, followed by a social marketing program and additional training for individuals on sustainable lawn care practices. The program will be implemented over two years. The first year is primarily to plan and design materials and events; the second year is primarily implementation and evaluation. A marketing firm will be engaged to assist with design and implementation of the program, and a part-time Project Coordinator will be hired to oversee implementation of grant-funded projects. Also, advisory committees will be established to oversee and coordinate vendor payment, reimbursement requests, and Project Coordinator activities. A draft NEWSC Phosphorus Education, Outreach, and Marketing Program Outline is attached to provide additional details.

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)
See Attached Table 2			%	
			%	
			%	
			%	
			%	

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):

(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
Richard Sachs	January 23, 2007	comprehensive discussion w/NEWSC
Richard Sachs	March 20, 2007	Project Location Maps

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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**Northeast Wisconsin Stormwater Consortium
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Project Information (continued)

1. Total	\$106,000	\$106,000
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Cost-Sharing Worksheet

Eligible Costs:

2. 70% of column C, Total (1) above	\$74,200
Cap Test:	
3. Maximum State Share [Lesser of (2) or \$85,000]	\$74,200
State & Local Share:	
4. Requested State-Share Amount (=Requested Grant Amount)	\$53,000
5. Local-Share Amount [Total (1), column B less (4)]	\$53,000

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):

The cost estimate for this project is based on two similar projects: Dane County, Wisconsin, and Twin Cities Metro Area, Minnesota.

Marcia Hartwig, Madison Area Municipal Stormwater Partnership Education Coordinator, stated in a personal communication (3/16/06) that the Dane County group spent \$75,000 on a media campaign in 2003-2004. \$60,000 of that was set aside to buy air time for television and radio commercials. \$15,000 of that was used to pay a consultant, who led the group through a planning process and designed television and radio advertisements.

The Twin Cities Metro Area programs are described in a paper by Ron Struss, Regional Extension Educator for the University of Minnesota Extension Service ("Minnesota Water: Let's Keep it Clean"). For a 1999 "Think Clean Water" media campaign, the Metro Watershed Partners incurred approximately \$20,000 in campaign development costs. As part of this campaign, they spent \$42,000 on newspaper ads and \$30,000 on radio ads. In a second campaign implemented in 2003-2004, they spent approximately \$76,000 on a consultant contract to design and carry-out a campaign employing a mix of radio and print ads. This second campaign also included \$28,000 for staff support.

While NEWSC's program goes beyond media campaigns, the consultant services aspect of the program is similar to the Dane County and Twin Cities campaigns. Also, the media and public relations piece of NEWSC's program is expected to be the most cost-intensive aspect of it. Therefore, using the Dane County and Twin Cities program costs as estimates for this project is appropriate.

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)
- 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.
- 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:

Tracking will occur for one year after program completion. NEWSC is planning to conduct a telephone survey in 2010 (repeat of 2005 survey) to measure changes in attitudes, awareness, and behavior. In addition to a survey, tracking will occur during project implementation and may include attendance at events, media audits, promotional/educational items distributed, or other.

Question 3. Evidence of Local Support

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Project Information (continued)

- Yes No The level of local support that currently exists for the proposed project.
- A. Government**
1. The local-share funds for the project expenses are already included specifically in an adopted budget.
OR
2. The local-share funds for the project expenses are or will be included in a proposed budget.
- B. Community**
1. There is community support specifically for the project in this application, and evidence of this support is 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"/> 66 | <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 checked="" type="checkbox"/> 7 | <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 checked="" type="checkbox"/> 7 | <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"/> 4 | <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"/> 17 | <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 checked="" type="checkbox"/> | <input 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 checked="" type="checkbox"/> Manitowoc River	13
<input checked="" type="checkbox"/> Twin Rivers	4
<input checked="" type="checkbox"/> Kewaunee & Ahnapee Rivers	6
<input type="checkbox"/> Menominee River	
<input type="checkbox"/> Fish Creek	
<input type="checkbox"/> St. Louis & Nemadji Rivers	
<input checked="" type="checkbox"/> Lake Winnebago	45

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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**Northeast Wisconsin Stormwater Consortium
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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.
A table showing each NEWSC member community's ordinance status is attached.
2. A storm water management ordinance consistent with the performance standards of s. NR 151.12.
A table showing each NEWSC member community's ordinance status is attached.

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.
- 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.

NEWSC represents an exceptional partnering effort, with 32 municipal members contributing dues. Since NEWSC's inception, its members have supported investing in long-term planning and organizational capacity-building activities to enhance the effectiveness of educational programs. The communities recognize that raising the public's awareness of stormwater issues and changing individual behaviors is as important as other permit-required activities, such as constructing best management practices and establishing ordinances. This program represents an opportunity to disseminate a consistent stormwater message throughout the region, and will generate a model program that will be available for other stormwater collaborative organizations in Wisconsin to build upon.

A document entitled "Additional Information for NEWSC's Phosphorus Education Program Application" is attached to this form. This document provides details explaining NEWSC's responses to many of the questions in the application, and also lists the other attachments that support this application (these attachments include the draft marketing program outline, tables showing watershed calculations, letters of support from member communities, and summaries of resource management plan recommendations that support this program).

If awarded grant funding, NEWSC would like to request a reimbursement rate above the standard rate of 50% to maximize cash flow. NEWSC would also like to request that the DNR withhold less than the standard 20% end-of-project percentage to enable NEWSC to maximize its local share dollars. A table showing a possible cash flow scenario is attached to demonstrate how the revised rates would help NEWSC maximize the impact of this program.

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

Eric Fowle Executive Director

Telephone Number **(920) 751-4770**

E-Mail Address **efowle@eastcentralrpc.org**

Mailing Address **132 Main Street Menasha WI 54952**

[name and title]

Fax Number **(920) 751-4771**

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