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2011

Wisconsin Department of Natural Resources  
 Bureau of Watershed Management (WT/3) 1001  
 101 S. Webster St.  
 Madison, WI 53703  
 PO Box 7921  
 Madison, WI 53707-7921

BUREAU OF WATERSHED MGMT

**Final Report Form 3400-189** (rev. 7/30/09)  
 Targeted Runoff Management Grant Program (ch. NR 153)  
 Notice of Discharge Program (ch. NR 153)  
 • Urban Nonpoint Source & Storm Water Management Grant  
 Program (ch. NR 155)

**NOTICE:** This Final Report is authorized under ss. 281.65 and 281.66, Wis. Stats., and chs. NR 153 and NR 155, Wis. Admin. Code. Personally identified information collected will be used for program administration and may be made available to requesters as required under Wisconsin Open Records Law [ss. 19.31-19.39, Wis. Stats.].

**INSTRUCTIONS:** Your grant agreement requires you to submit a Final Report with your final reimbursement request. This Final Report form must be used in conjunction with the "FINAL REPORT INSTRUCTIONS." The instructions detail how to complete and submit the report to DNR as described in the instructions.

2.6 Site Location(s)					
A	B	C	D	E	F
Name of Cost-Share Recipient or Governmental Unit	Dane County				
Cost-Share Agreement Number (Agricultural only)					
12-Digit Hydrologic Unit Code(s) (HUC) Where Work Was Completed					
Nearest Surface Receiving Water Affected					
Name:	Lakes Mendota Monona Yahara River				
Waterbody Identification Code(s) (WBIC):	LRO9-012 LRO8-012				
Nearest Impaired Water Affected					
Name:					
Waterbody Identification Code(s) (WBIC):					
Pollutants Reduced					
Impairments/Impacts Addressed					

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Project Location(s) (cont.)	A	B	C	D	E
Project Coordinates					
Town	<i>See attached sheets</i>				
Range					
Section					
Quarter					
Quarter-Quarter					
Latitude (degrees, minutes, seconds North of Equator; use the DNR's Surface Water Data Viewer (SWDV))					
Longitude (degrees, minutes, seconds W of Prime Meridian, use the SWDV)					

3. SUMMARY OF RESULTS			
Table A: Agricultural Projects - Ch. NR 153 Performance Standards and Prohibitions and Other Water Resources Management Priorities			
Management Measure	Units of Measure	Quantity	Measurement Method Used
Sheet, rill and wind erosion	Acres meeting "T"	acres	
Manure Storage Facilities: New Construction/Alterations	Number of facilities	facilities	
	Number of animal units	animal units	
Manure Storage Facilities: Closure	Number of facilities	facilities	
Manure Storage Facilities: Failing/Leaking Facilities	Number of facilities	facilities	
	Number of animal units	animal units	
Clean Water Diversions in WQMA	Pollutant load reduction	lbs.	
	Number of farms with diversions	farms	
	Number animal units	animal units	
Nutrient Management on Agricultural Land	Acres planned	acres	
Prohibition: Manure Storage Overflow	Number of farms	farms	
	Number of animal units	animal units	
Prohibition: Unconfined Manure Pile in WQMA	Number of farms	farms	
Prohibition: Direct Runoff From Feedlot/Stored Manure	Pollutant load reduction	lbs.	
	Number of facilities	facilities	
	Number of animal units	animal units	
Prohibition: Unlimited Livestock Access	Feet of bank protected	feet	
	Number of farms	farms	

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Table A: Agricultural Projects (Continued)			
A.2. Other Management Measures	Units or Measure	Quantity	Measurement Method Used
Streambank & Shoreline Protection	Units (use feet, acres or number as applicable)		
	Pollutant load reduction (if method available)		
Other:	Units (use feet, acres or number as applicable)		
	Pollutant load reduction (if method available)		
Other:	Units (use feet, acres or number as applicable)		
	Pollutant load reduction (if method available)		
Other:	Units (use feet, acres or number as applicable)		
	Pollutant load reduction (if method available)		

Table B: Urban Construction Projects Serving Developed Areas			
B.1. Required Management Measures	Units or Measure	Quantity	Measurement Method Used
20-40% Total Suspended Solids (TSS) Reduction for NR 216 communities	TSS reduced	lbs.	
	TSS reduction	%	
B.2. Other Management Measures			
	20-40% Reduction in TSS for non-NR 216 communities	TSS reduced	lbs.
		TSS reduction	%
Infiltration	Pre-development stay-on volume	%	
	Stay-on volume	ft <sup>3</sup> /year	
Peak flow discharge for 2 year/24 hour design storm	Change in cubic feet per second for design year	ft <sup>3</sup> /sec	
Protective areas	Bank protected	feet	
Fuelling & maintenance areas	Oil sheen presence reduced	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Streambank & Shoreline Protection	Bank erosion reduced	tons	
	Bank protected	feet	
Other:	Pollutant load reduction (if method available)		
	Units (use feet, acres or number as applicable)		

Table C: Urban Planning Projects			
C.1. Governmental unit(s) involved (list by name): Cities: Fitchburg, Madison, Middleton, Monona, Stoughton, Sun Prairie, Verona Villages: Cottage Grove, DeForest, Maple Bluff, McFarland, Snowwood Hills, Waunakee Towns: Blooming Grove, Burke, Madison, Middleton, Westport, Windsor Dane County UW Madison			
C.2. Estimate total acres covered by the	Existing Developed Urban Areas	New Development	Total Acres

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planning product:	acres	acres	acres
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<b>C.3. Products developed</b> (check all below that apply)	Identify Document(s) by Name (if applicable)
<input type="checkbox"/> Storm Water Plan	
<input type="checkbox"/> Construction or Erosion Ordinances	
<input type="checkbox"/> Post-construction Storm Water Ordinances	
<input type="checkbox"/> Other Types of Storm Water Quality Ordinances	
<input type="checkbox"/> Financing Methods: identified and evaluated	
<input type="checkbox"/> Financing Methods: developed or implemented	
<input type="checkbox"/> I & E Plan	
<input checked="" type="checkbox"/> I & E Implementation Activities	<i>See Final Report narrative</i>
<input type="checkbox"/> Other:	
<b>C.4. Identify the Storm Water goals addressed</b> (check all that apply)	
<input type="checkbox"/> Reduce TSS	<b>Comments:</b> <i>See Final Report narrative</i>
<input type="checkbox"/> Maintain infiltration	
<input type="checkbox"/> Control Peak Flow	
<input type="checkbox"/> Protective Areas	
<input type="checkbox"/> Control of Fueling & Maintenance Areas	
<input type="checkbox"/> Remove Illicit Discharges	
<input type="checkbox"/> Other:	

4. Satisfaction of Notice Requirements						
Provide information for each notice in the table below.						
Chapters NR 151 (or 243) Notice Type	Issue Date	From (Name)	To (Name)	Satisfied?		Date Letter Sent
				Yes	No	
				<input type="checkbox"/>	<input type="checkbox"/>	
				<input type="checkbox"/>	<input type="checkbox"/>	
				<input type="checkbox"/>	<input type="checkbox"/>	
				<input type="checkbox"/>	<input type="checkbox"/>	

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**5. Additional Information:** (Space will expand to fit your text)

**6. Summary of Project Challenges:** (Space will expand to fit your text)

see final report narrative

**7. Grantee Certification**

Checking here  certifies that, to the best of your knowledge, the information contained in this report is correct.

Name of Authorized Representative (type or print) ↓ <b>MARCIA HARTWIG</b>	Title of Authorized Representative (type or print) ↓ <b>Education Coordinator</b>
Signature of Authorized Representative <i>Marcia Hartwig</i>	Date <b>3/2/11</b>

**8. For Departmental Use Only**

Regional NPS Coordinator: Please complete the following:

8A: (Check here  if you have received the following from the project sponsor:  
• one (1) printed signed original Final Report + attachments  
• one (1) electronic version of Final Report  
Send the printed signed original Final Report with attachments + electronic version to the Community Financial Assistance Grants Manager. Community Financial Assistance will forward to Runoff Management Section Grants Coordinator.

8B: Comments about this project

8C: (type or print) Name of Regional NPS Coordinator: <b>James T. Archburn</b>	8E: Date: <b>3/2/2011</b>
8D: Signature of Regional NPS Coordinator: <i>James T. Archburn</i>	

**Project Information, B. Project Area Location  
Minor Civil Division (MCD) by Section**

MCD Name	Township	Range	Section #
City of Fitchburg	T5N	R8E	1
City of Fitchburg	T5N	R9E	1
City of Fitchburg	T5N	R9E	2
City of Fitchburg	T5N	R9E	3
City of Fitchburg	T5N	R9E	4
City of Fitchburg	T5N	R9E	5
City of Fitchburg	T5N	R9E	6
City of Fitchburg	T6N	R10E	6
City of Fitchburg	T6N	R10E	7
City of Fitchburg	T6N	R10E	18
City of Fitchburg	T6N	R10E	19
City of Fitchburg	T6N	R10E	30
City of Fitchburg	T6N	R10E	31
City of Fitchburg	T6N	R8E	1
City of Fitchburg	T6N	R8E	12
City of Fitchburg	T6N	R8E	13
City of Fitchburg	T6N	R8E	24
City of Fitchburg	T6N	R8E	25
City of Fitchburg	T6N	R8E	36
City of Fitchburg	T6N	R9E	1
City of Fitchburg	T6N	R9E	2
City of Fitchburg	T6N	R9E	3
City of Fitchburg	T6N	R9E	4
City of Fitchburg	T6N	R9E	5
City of Fitchburg	T6N	R9E	6
City of Fitchburg	T6N	R9E	7
City of Fitchburg	T6N	R9E	8
City of Fitchburg	T6N	R9E	9
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City of Fitchburg	T6N	R9E	36
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City of Verona	T6N	R8E	27
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Town of Blooming Grove	T7N	R10E	4
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Town of Blooming Grove	T7N	R10E	36
Town of Blooming Grove	T7N	R11E	31
Town of Blooming Grove	T8N	R10E	32
Town of Blooming Grove	T8N	R10E	35
Town of Blooming Grove	T8N	R10E	36
Town of Burke	T7N	R10E	1
Town of Burke	T8N	R10E	1
Town of Burke	T8N	R10E	2
Town of Burke	T8N	R10E	3
Town of Burke	T8N	R10E	4
Town of Burke	T8N	R10E	5

Town of Burke	T8N	R10E	6
Town of Burke	T8N	R10E	7
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Town of Burke	T8N	R10E	28
Town of Burke	T8N	R10E	29
Town of Burke	T8N	R10E	30
Town of Burke	T8N	R10E	31
Town of Burke	T8N	R10E	34
Town of Burke	T8N	R10E	35
Town of Burke	T8N	R10E	36
Town of Burke	T8N	R11E	7
Town of Burke	T8N	R11E	18
Town of Burke	T8N	R11E	19
Town of Burke	T8N	R11E	30
Town of Burke	T8N	R9E	1
Town of Burke	T8N	R9E	12
Town of Burke	T8N	R9E	13
Town of Burke	T8N	R9E	24
Town of Burke	T8N	R9E	25
Town of Burke	T9N	R10E	31
Town of Burke	T9N	R10E	32
Town of Burke	T9N	R10E	33
Town of Burke	T9N	R10E	34
Town of Burke	T9N	R10E	35
Town of Madison	T7N	R10E	6
Town of Madison	T7N	R8E	36
Town of Madison	T7N	R9E	6
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Town of Madison	T7N	R9E	26
Town of Madison	T7N	R9E	27
Town of Madison	T7N	R9E	31
Town of Madison	T7N	R9E	33
Town of Madison	T7N	R9E	34

Town of Madison	T7N	R9E	35
Town of Madison	T7N	R9E	36
Town of Middleton	T6N	R8E	5
Town of Middleton	T6N	R8E	6
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Town of Middleton	T7N	R7E	13
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Town of Middleton	T7N	R8E	2
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Town of Middleton	T8N	R8E	36
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Town of Westport	T8N	R10E	19
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Town of Westport	T8N	R8E	24
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Town of Westport	T8N	R9E	17
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Town of Westport	T8N	R9E	23
Town of Westport	T8N	R9E	24
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Town of Westport	T9N	R10E	31
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Town of Westport	T9N	R9E	35
Town of Westport	T9N	R9E	36
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Town of Windsor	T9N	R10E	20
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Town of Windsor	T9N	R10E	22
Town of Windsor	T9N	R10E	23
Town of Windsor	T9N	R10E	24
Town of Windsor	T9N	R10E	25
Town of Windsor	T9N	R10E	26
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Town of Windsor	T9N	R10E	28
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Town of Windsor	T9N	R10E	36
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Town of Windsor	T9N	R11E	31
Town of Windsor	T9N	R9E	12
Town of Windsor	T9N	R9E	13
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Village of DeForest	T8N	R10E	5
Village of DeForest	T9N	R10E	7
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Village of DeForest	T9N	R10E	18
Village of DeForest	T9N	R10E	19
Village of DeForest	T9N	R10E	20
Village of DeForest	T9N	R10E	28

Village of DeForest	T9N	R10E	29
Village of DeForest	T9N	R10E	30
Village of DeForest	T9N	R10E	32
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Village of McFarland	T7N	R10E	28
Village of McFarland	T7N	R10E	33
Village of McFarland	T7N	R10E	34
Village of McFarland	T7N	R10E	35
Village of Shorewood Hills	T7N	R9E	16
Village of Shorewood Hills	T7N	R9E	17
Village of Shorewood Hills	T7N	R9E	18
Village of Shorewood Hills	T7N	R9E	19
Village of Shorewood Hills	T7N	R9E	20
Village of Shorewood Hills	T7N	R9E	21
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Village of Waunakee	T8N	R9E	5
Village of Waunakee	T8N	R9E	6
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Village of Waunakee	T8N	R9E	17
Village of Waunakee	T8N	R9E	22
Village of Waunakee	T8N	R9E	23
Village of Waunakee	T9N	R9E	31
Village of Waunakee	T9N	R9E	32



## UNPS STORMWATER MANAGEMENT GRANT PROGRAM FINAL REPORT

**Name of Project (as shown on grant):** Storm Water Outreach Program Evaluation

**Period Covered**

Jan 2008-Dec 2010

**Grantee Name**

Dane County

**Grant No.**

USP-LR08-13000-08

### Comparative Survey

The Madison Area Municipal Storm Water Partnership (MAMSWaP) Information and Education (I&E) Committee contacted UW–Extension, which conducted the initial baseline survey in 2003, to assess any changes storm water knowledge and awareness over the subsequent five years. The final survey report and results are attached. We intended to begin the process in 2008, but weren't able to confirm availability and willingness of the Environmental Resources Center (ERC) until 2009. The survey was implemented during the summer, and final results and reports were sent to us the last week of 2009. Final billing from UW–Extension was received in early 2010, necessitating a grant extension request since all bills would not be received by December 31, 2009. However, all funds were encumbered and the survey project was completed. Final billing for this project came in at \$6,500 rather than \$10,000. The remaining \$3,500 was directed towards other outreach activities as approved by DNR.

The intent was to administer the exact same survey that was used in 2003 to be able to directly compare changes in responses, however, MAMSWaP's I&E Committee and the ERC staff assigned to the project felt that some of the wording in the 2003 pre-survey could be improved, so verbiage was modified while keeping the intent of the survey. Some questions were dropped altogether and new ones were added related to technology not available in 2003. However, to be able to compare the two surveys in the end, there were limitations in how much the questions and the survey overall could be changed and still compare "apples to apples."

The 2009 survey sought to determine what methods people used to learn about storm water runoff, such as classes and/or workshops and public meetings to learn effects of runoff, sources used to learn about effects of runoff from rain or melting snow or practices, and frequency certain Internet sources were used and use of the web site myfairlakes.com. Challenges citizens perceived were also analyzed.

Although the final survey report gives insight to the effects of outreach efforts, it has difficulty crediting MAMSWaP's outreach program specifically for any successes, since there are many ways people can learn about storm water and its impacts. While it gives credit that MAMSWaP's outreach programs are one of the many reasons contributing in the long run, it argues that "...any changes in the public's behaviors associated with mitigating the negative [effects] of storm water runoff could be attributed to a number of factors."

The survey report specifically states that, "...findings can not be linked to the impact of any one person who has been involved with MAMSWaP or to the impact of specific education programs," however, the focus of the survey was to compare knowledge and awareness from the survey completed in 2003 to now. To understand impacts and effectiveness of specific programs requires evaluations of each individual program and this survey did not seek to achieve that purpose.

Overall, survey results show that perceptions and knowledge related to water quality and regarding storm water appear relatively stable while use of practices fluctuated. Findings

from the 2009 survey were used to generate outreach and education methods included in the next five-year plan.

Future survey efforts might consider determining if people have intentionally acquired their current level of storm water knowledge rather than assuming people are actively seeking storm water information, or if current awareness levels are incidental related to other areas of interest in their activities, such as fishing or boating. Future grant requests might consider seeking funding for very specific focus groups concentrating on barriers to desirable behaviors as well as developing partnerships with existing and new groups that are also conducting outreach to minimize the negative impacts of non-point source pollution.

### **Community-Based, Social Marketing (CBSM) Project**

It wasn't until after being awarded the grant and attempting to implement this portion of our project that we learned that there are very few consultants, if any, that truly know Community Based Social Marketing (CBSM) principles, much less how to apply them correctly. We were also told that the few consultants that do exist would not consider managing a true CBSM project for less than \$20,000. We worked with two UW professors, one of which is recently retired and formerly taught CBSM principles. Both helped in the preliminary stages of the project pro-bono. We sought and were granted permission from WDNR to do an alternative project in place of a CBSM project.

As an alternate project, MAMSWaP's I&E Committee chose to raise awareness of the impacts of leaves in the street. The CBSM process precluded us from choosing this behavior as a project, yet the I&E Committee felt this was a very important behavior to address. We modified the existing "Love Your Lakes, Don't Leaf Them" annual fall leaf campaign to include:

- a new brochure
- new yard signs to match the new brochure
- coasters to match yard signs and brochures
- radio ads
- portable display matching campaign brochures and signs
- press releases

The I&E Committee updated the brochure, updated the yard signs to match the new brochure design and developed coasters for area establishments. The coasters emulated the Great Lakes Forever's popular coaster project and were created to match the brochures and yard signs. Four different designs were developed with different messages on each. Hundreds of yard signs were made available to member municipalities and residents. Neighborhood groups distributed the signs and brochures. Signs were also given to the radio stations to distribute to listeners. Twenty thousand coasters were printed and delivered to dozens of area restaurants and bars free of charge.

The entire radio campaign focused on keeping leaves out of the street. In past years, we've had several radio ads run in the spring and fall on many storm water-related topics. In 2009, we had one radio ad that aired only in September and October reminding people to keep leaves out of the street. Some PSAs also ran in November. The ads ran on WWQM, WMGN and WTDY. We also had two eight-minute interviews on WTDY (which are available on [www.myfairlakes.com](http://www.myfairlakes.com)). A display was developed for

municipalities to use during the month of October. The webpage, myfairlakes.com was also redesigned to be more user friendly and to complement the other materials.

We had a very favorable response to the updated fall leaf campaign. Although friends groups that formerly participated found it difficult to maintain the volunteer effort necessary to distribute signs and brochures, new groups and individuals came forward seeking materials. While the new design and accompanying materials were an improvement, some criticisms included that some people still didn't understand what "Love Your Lakes, Don't Leaf Them" really meant. Future efforts for this project might include putting a further direct message on the yard signs, such as "Keep leaves out of the street." If this is implemented, the message would be clearer if people read only the yard sign and not the accompanying brochure.

### **2009-2013 I&E Plan**

Rather than hiring a consultant to draft the new I&E Plan, MAMSWaP's I&E Committee developed the plan themselves. Survey results were used as a guide to develop the five-year plan. A copy is attached.

### **Salt Application Workshops**

MAMSWaP has sponsored salt-use workshops annually since 2007 for different audiences (commercial and municipal staff) regarding the proper use and application of salt while ensuring safety. The 2008 and 2009 workshops each had over 70 in attendance, many from beyond Dane County borders. While there is a lot of interest in continuing the presentations, it was suggested that such a program would be better delivered by WDNR since so many of the participants came from beyond MAMSWaP and Dane County borders.

The presentations offered in 2007-2009 employed the Fortin Consulting firm, which has presented primarily in Minnesota for several years. The 2009 presentation was videotaped with the intention to be able to show MAMSWaP municipalities that were unavailable for the workshop. However, the presenter reconsidered despite having given written permission to tape the presentation and was unwilling to provide their PowerPoint presentation for the video. While the City of Madison's citi-cable staff offered to compile the presentation, we are still waiting on a final presentation to offer to MAMSWaP municipalities. Some criticisms of the program is that all the materials are geared towards Minnesota and are not tailored for Wisconsin audiences. While weather patterns are similar, there was no tangible benefit to the testing for participants, since the State of Wisconsin did not recognize the training the way State of Minnesota does.

Evaluations show that there is an interest in continuing the program, however, suggestions included targeting elected officials instead of snow plow and salt truck drivers.

MAMSWaP was fortunate to have the City of Beloit's Streets/Highway Operations Director give a presentation on how that department has used various anti-icing materials, saved money by reducing salt use while keeping roads safe as well as changing citizen expectations. For 2010, our annual workshop featured Beloit's operations director for a repeat performance. The program was only offered to MAMSWaP municipalities. Not only did this greatly reduce costs, but was also a very useful source of *local* information

for municipalities to learn of effective means to reduce salt usage and save money while keeping roads safe. The program also included a "show and tell" of equipment in the parking lot after the presentation and was very well received. The City of Fitchburg's citi-cable recorded the presentation, which can be viewed at [http://city-fitchburg-wi.granicus.com/MediaPlayer.php?view\\_id=2&clip\\_id=350](http://city-fitchburg-wi.granicus.com/MediaPlayer.php?view_id=2&clip_id=350) and will have a link on [www.myfairlakes.com](http://www.myfairlakes.com) in the near future.

MAMSWaP's I&E Committee continues to evaluate the program each year and determines on an annual basis audiences to target and what presenters would best reach those audiences.

### **Plant Dane! Cost-Share Program**

Significant changes were made to the Plant Dane! Cost-Share program in 2009 tripling participation as a result. The annual workshop, which was formerly mandatory, is now optional, yet attendance remains high. The program is no longer called a "grant" program, but more appropriately a cost-share program. The application process has been simplified and made available online at [www.myfairlakes.com](http://www.myfairlakes.com). Eligibility restrictions have been lifted—anyone can now participate. The deadline was changed from February to May, allowing participants to order much later. Plants are delivered in late June. While these changes remained in effect for 2010, bonus flats of plants awarded to several participants drawn at random was discontinued by the Graham-Martin Foundation, but they are considering an alternative incentive program for 2011. In 2009, plants were also available on pick-up day on a first-come, first-served basis for those that completely missed the ordering period. This was discontinued in 2010 but is anticipated to be reinstated in 2011. Although retail costs rose, the Graham-Martin Foundation has held the same price since the inception of the program. This program continues to grow in popularity.

### **Expositions**

MAMSWaP I&E Committee staffs a booth annually at Garden Expo, Green Day and Canoecopia. Because of staffing concerns, we did not participate in Canoecopia in 2010, and will not participate in Green Day in 2011. Continued participation in the Garden Expo will be evaluated in 2011.

### **Radio Campaigns**

MAMSWaP purchased ads on WMGN, WHLK and WWQM for three weeks in the spring and three weeks in the fall in 2008. The ads featured well known folks like Charlie Shortino, Barry Alvarez, Rocky Rococo, Bret Bielema and more. In 2009, only the ad reminding people to keep leaves out of the street was aired.

### **Presentations**

Groups and municipalities regularly request and we provide presentations on rain gardens, rain barrels and other storm water information.

### **[www.myfairlakes.com](http://www.myfairlakes.com)**

A redesign of the site began in 2009 and was completed in 2010. Dane County IM staff changed in the middle of the project and so took longer than anticipated. The updated look matches the new fall leaf campaign materials and is more user friendly. The site continues to be routinely maintained and updated with new information.