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Wisconsin's  
Municipal

Storm Water  
Collaboratives



# Wisconsin's Municipal Storm Water Collaboratives

Written by:

**Kendra Axness,**  
University of Wisconsin Basin Educator for Natural Resources,  
Upper Green Bay and Lower Fox River Basins

With contributions from:

Jim Bertolacini, Wisconsin Department of Natural Resources  
Ann Dansart, MSA Professional Services  
John Genskow, City of Eau Claire  
Karl Green, La Crosse County UW-Extension  
Marcia Hartwig, MAMSWaP/Dane County  
Jayne Jenks, Waukesha County  
Judy Neu, City of West Bend  
Sue Olson, City of Appleton  
Jim Ritchie, Wisconsin Department of Natural Resources  
Diane Thompson, City of Superior  
Diane Wessel, Marathon County

September, 2007

*Cover photos, top to bottom:*

*Urban downpour, Jeff Strobel. Parking lot island, busy storm sewer, and parking lot bioretention, courtesy of WDNR. Cover background photo, Jeff Strobel.*

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## Introduction

Many storm water collaboratives are taking shape around Wisconsin to make the process of complying with municipal storm water permits more efficient and effective. Partnerships are taking a variety of forms based on the number of permitted municipalities in a local area, the willingness and ability of partners to pool funds, and the range of permit programs that are being implemented. While no two groups are the same, there are some common threads running through them.

- ▶ All of the groups are at least partly comprised of some combination of city, village, town, and county members (the smallest partnership has four members while the largest one has 42 members).
- ▶ All of the groups are facilitating collaboration on information and education programs; though three groups (the Northeast Wisconsin Storm Water Consortium [NEWSC], the Madison Area Municipal Storm Water Partnership [MAMSWaP] and Marathon County) are collaborating on other aspects of the permit as well.
- ▶ With the exception of NEWSC, all the partnerships have established formal agreements to identify roles and responsibilities for at least part of the work that they are doing together.
- ▶ Six of the eight groups pool funds through annual contributions to a fiscal agent to support either staff or educational programs or both (Chippewa Valley and Marathon County contribute dollars and in-kind services on a project-by-project basis).
- ▶ None of the groups qualifies as a non-profit organization, though NEWSC engaged the non-profit organization Fox-Wolf Watershed Alliance as its fiscal agent.
- ▶ Several of the groups include non-municipal members. MAMSWaP and the Regional Storm Water Protection Team (RSPT) each have university members (the universities are permitted entities). RSPT is the only group with a non-profit organization (the St. Louis River Citizens Action Committee) as a member, while NEWSC is the only group with business members.
- ▶ Agency support has been generally consistent across all the groups: UW-Extension Educators have provided organizational and program implementation support while Wisconsin Department of Natural Resources (WDNR) staff have participated to ensure the efforts are meeting expectations for permit programs or WDNR grant-funded projects.
- ▶ Five of the eight groups operate within one county (Dane, Washington, La Crosse, Waukesha, Marathon) and in four of those, the county serves as the fiscal agent and overall coordinator for education programs (in La Crosse County, the City of La Crosse is the fiscal agent).
- ▶ Half of the groups support a staff person (NEWSC, MAMSWaP, RSPT, Waukesha County). Three of these are half-time positions; MAMSWaP's and Waukesha County's staff serve as the primary coordinator for education and outreach programs, while NEWSC's staff person serves in an administrative support and program implementation role. RSPT's staff person is less than half-time and provides primarily administrative and logistical support for the group.
- ▶ Finally, five of the eight efforts are comprised solely of Phase 2 permitted entities. On the other end, MAMSWaP's members are all under a joint Phase 1 permit. The Chippewa Valley and Waukesha County groups are a hybrid, with some members sharing a common Phase 1 permit and other members having their own Phase 2 permits.

Despite all these similarities, there is no one generic “model” of a collaborative group that could be put forward for others that may want to initiate their own partnership. The members of each partnership have worked together to find the arrangement that works best for their unique situations. In all cases, these collaborative groups are to be commended for their creative thinking and willingness to work together.

# Northeast Wisconsin Storm Water Consortium (NEWSC)

## Overview

NEWSC's mission is to facilitate efficient implementation of Phase 2 storm water programs locally and regionally that will both meet WDNR and EPA regulatory requirements and maximize the benefit of storm water activities to the watershed by fostering partnerships, and by providing technical, administrative, and financial assistance to members. The organization formed during 2002-2003 through the efforts of a steering committee which was comprised of representatives from UW-Extension, Fox-Wolf Watershed Alliance (FWWA), and permitted municipalities. Two community foundation grants supported organizational start-up. Each member municipality has its own permit and is responsible for complying with it. However, each member municipality can claim credit for NEWSC's activities in its annual permit report. NEWSC covers all elements of the permit, but efforts to date have focused on information and education, construction site erosion control, and illicit discharge programs. The organization has 34 municipal members

## Funding Sources

Communities began contributing dues in 2004. Dues are based on population and range from \$500 for small (pop. <5,000) municipalities to \$4,000 for large (pop. > 200,000) municipalities, totaling \$53,000. FWWA serves as the fiscal agent for NEWSC, which allows NEWSC to apply for grants and disburse funds without seeking 501(c)3 non-profit status. NEWSC is solely responsible for determining how funds are allocated, with NEWSC members approving all budgets and programs.

## Organizational Structure

NEWSC's work is accomplished by four standing committees, each focusing on a particular aspect of the permit. To enhance collaboration and ensure communities' needs are met, members are expected to join one of the committees or to contribute in other ways (by reviewing draft documents, etc.) NEWSC is governed by a council, comprised of a Chair, Vice-Chair, Past Chair, Treasurer, Secretary, and the chair of each standing committee. General membership meetings are held quarterly to keep members apprised of committee activities, to provide a financial report, and to provide a forum for sharing experiences as programs are developed. FWWA contracts for a half-time coordinator on behalf of NEWSC. With oversight from the council, the coordinator facilitates the operation of each of the 4 standing committees, coordinates council and general membership meetings, and maintains financial records and reports. She also leads projects under the guidance of the committees.

## Agency Support

UW-Extension Basin Educators and County Community, Natural Resources and Economic Development (CNRED) Educators assisted with NEWSC's formation and continue to actively participate in NEWSC's committees. WDNR staff participated in a limited way during formation, answering questions about acceptable approaches as they were able and offering insights into the state's storm water program. WDNR staff currently participate in committees, again in a limited way, ensuring that regional WDNR staff are aware of the various activities and that NEWSC is heading in the right direction.

## Accomplishments

Model ordinances with guidance documents (IDDE, CSEC, Storm Water Management); five-year information and education plan; community-based social marketing workshop, survey, and marketing session to guide education programs. Applied for a WDNR Urban Nonpoint Source & Storm Water planning grant in 2007 to fund a phosphorus marketing and education campaign.

## NEWSC Contact

Sindee Kleckner,  
NEWSC Coordinator  
Phone: 920/886-8164  
Email: [newsc@fwwa.org](mailto:newsc@fwwa.org)

## NEWSC Website

<http://www.newsc.org>

## NEWSC Members

### Towns

Buchanan, Grand Chute, Greenville, Harrison, Lawrence, Ledgeview, Menasha, Neenah, Scott, and Vinland

### Villages

Allouez, Ashwaubenon, Bellevue, Combined Locks, Hobart, Howard, Kimberly, Little Chute, North Fond du Lac and Suamico

### Cities

Appleton, De Pere, Fond du Lac, Green Bay, Kaukauna, Manitowoc, Menasha, Neenah, Oshkosh, and Two Rivers

### Counties

Brown, Calumet, Outagamie, and Winnebago

### Corporate Members

Contech Construction Products, Contech Stormwater Solutions, Earth Tech, Foth Infrastructure & Environment, McMahon Group, OMNNI, SEH Inc., and Robert E. Lee and Associates.

# Madison Area Municipal Storm Water Partnership (MAMSWaP)

## Overview

MAMSWaP (formerly referred to as “the Joint Permit Group”) formed in 2000 and is comprised of 19 members (17 municipalities plus UW–Madison and Dane County) under a single Phase 1 storm water permit. The Dane County Regional Planning Commission (now the Capital Area RPC) was a key player in the establishment of the partnership, inviting the 19 municipal entities to a series of discussions regarding the possible benefits of group collaboration in advance of their designation by WDNR as requiring a storm water permit. MAMSWaP’s members pool resources mainly for the information and education (I&E) program, but they also work together on monitoring, mapping and reporting activities. Each community is individually responsible for meeting permit requirements within its municipal boundaries; completing its own annual report; attending quarterly meetings and contributing funds to support the I&E program. Members signed three intergovernmental agreements in 2000 to formalize these roles: Cooperative Agreement to Apply Jointly for Storm Water Discharge Permit; Intergovernmental Agreement to Create and Fund a Position Responsible for Storm Water Management Education and Outreach; and Intergovernmental Agreement to Fund a Joint Storm Water Monitoring Program through the Scientific Evaluation of Rain Gardens.

## Funding Sources

MAMSWaP partners contribute funds to support the I&E program, ranging from about \$1,000 to \$8,000 and based on population. The total amount collected is approximately \$40,000: \$30,000 for a half-time Storm Water Education Coordinator (SEC) and \$10,000 for I&E programming. The coordinator is housed with the Dane County Land and Water Resources Department. Dane County contributes in-kind services to support the I&E program and serves as the fiscal agent for the group. I&E programming funds are supplemented by grants when possible. Dane County has twice received WDNR Urban Nonpoint Source & Storm Water Planning grants: \$100,000 in 2003 and \$65,000 in 2006. MAMSWaP partners also contribute from \$1,635 to \$14,536 (based on population) annually to support the monitoring program. This provides \$72,680 annually for research on the effectiveness of rain gardens at infiltrating roof water directed at the rain garden. USGS provides matching funds and conducts the research, and the project is coordinated by the City of Madison and overseen by the entire partnership.

## Organizational Structure

MAMSWaP’s I&E programs are implemented by the SEC and the I&E Committee. The SEC relies on the partnership’s five-year I&E plan to set annual priorities. The I&E Committee, consisting of representatives from member communities (or their consultants), advises the SEC and oversees the disbursement of funds. Full membership meetings are held quarterly and include I&E updates; WDNR updates; current activities to meet group responsibilities of the permit; updates affecting individual responsibilities under the permit; and organizational decision-making as needed.

## Agency Support

UW-Extension and WDNR staff have played important roles in MAMSWaP’s formation and operation. The UWEX Rock River Basin Educator and Dane County CNRED Educator worked with Dane County Office of Lakes and Watersheds staff to design and implement the I&E plan development process. The Basin Educator serves as an advisor to the I&E Committee. WDNR staff actively supported partnership formation and continue to support the partnership by attending and helping to plan meetings. WDNR staff help ensure that I&E activities are on track and grant-funded projects are meeting the Department’s expectations for the grant program.

## Accomplishments

Initial survey; five-year outreach plan; two media campaigns including TV and radio ads, one with evaluation; rain garden study; Plant Dane! native plant grant program; leaf program with billboards, yard signs and brochures; WDNR UNPS & SW planning grants in 2003 and 2006, storm water video, storm water curriculum, website development, resource materials for member use.

### MAMSWaP Contact

Marcia Hartwig,  
Storm Water Education  
Coordinator  
Phone: 608-224-3746  
Email: hartwig@co.dane.  
wi.us

### MAMSWaP Website

<http://www.myfairlakes.com>  
[http://www.danewaters.com/  
management/mamswap.aspx](http://www.danewaters.com/management/mamswap.aspx)

### MAMSWaP Members

#### Towns

Blooming Grove, Burke,  
Madison, Middleton, West-  
port, and Windsor

#### Villages

DeForest, Maple Bluff, Mc-  
Farland, Shorewood Hills,  
and Waunakee

#### Cities

Fitchburg, Madison, Middle-  
ton, Monona, Sun Prairie,  
and Verona

#### Other Members

Dane County  
UW-Madison

# Regional Storm Water Protection Team (RSPT; Duluth-Superior)

## Overview

RSPT's mission is to provide coordinated educational messages and technical assistance in storm water pollution prevention to citizens and businesses. The seeds of RSPT were planted in 2002 with a meeting between the City of Duluth and the University of Minnesota - Duluth. This meeting was followed by a permit workshop, which then led to the idea of working together through RSPT. In 2004, twenty-one member organizations from Minnesota and Wisconsin, including permitted municipalities (MS4's), state agencies, universities and the Fond du Lac Indian Reservation; signed a Memorandum of Understanding to work together on storm water education activities. Currently, RSPT has twenty-five members. Each MS4 has its own permit and is responsible for complying with it. However, each can claim credit for RSPT activities in its annual permit report. (see <http://www.duluthstreams.org/stormwater/media/challenge/img7.html>)

## Funding Sources

Each member contributes a specified amount based on population, ranging from \$300 to \$4500, for a total of \$13,000 annually. Until 2007 this was used exclusively to support outreach projects. Starting in 2007, \$5,000 will go to the South St. Louis County (MN) Soil & Water Conservation District to pay for an organization facilitator. Currently, the City of Duluth incurs expenses and then bills member municipalities for their designated amount. RSPT has received approximately \$100,000 in grants, mainly from Minnesota's Lake Superior Coastal Grants program.

## Organizational Structure

Marnie Lonsdale, a Duluth Utilities Department employee and RSPT visionary, chaired the organization from its inception until her retirement in early 2007. Diane Thompson, a City of Superior employee, then agreed to serve as chair. RSPT members agreed to hire a facilitator through the South St. Louis County Soil & Water Conservation District beginning in 2008. The facilitator will schedule meetings, distribute minutes and provide logistical support. The chairperson will run the meetings and provide the energy and vision for educational programming. The organization does not have a long-term I&E plan. Projects are implemented as grant funds become available, or as members are able to work on them. Ad hoc committees are formed for projects; so far, each member has contributed to at least one of the project efforts. Meetings are held approximately nine times per year (the goal is monthly). At the meetings, members are encouraged to provide feedback on current projects and to offer ideas about how RSPT can support their permit programs. RSPT's current project involves development of a partnership program to gain greater business engagement in RSPT and regional storm water protection efforts.

## Agency Support

The Water Resource Specialist at UW-Superior (who has a UW-Extension appointment) is a member of RSPT and has contributed to projects. The UWEX Lake Superior Basin Educator has also assisted with some organizational development activities. WDNR staff have participated in meetings, primarily in an advisory capacity to ensure that RSPT's programs meet expectations for permit programs. Other agency staff attend meetings to share their thoughts about projects that they'd be willing to fund.

## Accomplishments

Logo design contest; Rex the Dog mascot appears at events; TV and Radio media campaigns; educational materials; construction industry workshops; watershed festivals; website at <http://www.LakeSuperiorstreams.org/>

## RSPT Contact

Diane Thompson,  
City of Superior Environmental Services Projects/Programs Coordinator  
Phone: 715-394-0392 ext. 131  
Email: [thompsond@ci.superior.wi.us](mailto:thompsond@ci.superior.wi.us)

## RSPT Website

<http://www.lakesuperiorstreams.org/stormwater/rspt.html>

## RSPT Members

Duluth and Midway Townships,  
Villages of Oliver and Superior

### Cities

Cloquet, Duluth, Hermantown,  
Proctor, and Superior

### Counties

Lake, St. Louis (both Minnesota)

### Other Members

Fond du Lac Reservation

St. Louis River Citizens Action  
Committee

Minnesota DNR

Minnesota DOT

Minnesota Pollution Control Agency;  
South St. Louis County Soil & Water  
Conservation District

University of Minnesota – Duluth  
(representatives from Facilities Management,  
Natural Resources Research Institute and Sea Grant Institute)

UW-Superior

Western Lake Superior Sanitary  
District

Wisconsin DNR

Lake Superior College

Nonpoint Education for Municipal  
Officials (NEMO)

# Chippewa Valley Storm Water Management Forum

## **Overview**

The Chippewa Valley Storm Water Management Forum consists of 8 municipal members generally located in Eau Claire and Chippewa Counties. The cities of River Falls (in Pierce County) and Menomonie (in Dunn County) also participate regularly in the forum. The forum grew from a meeting between the City of Eau Claire and Eau Claire County to discuss coordinating their approaches to working with builders and developers on storm water management. The City of Eau Claire was a Phase 1 community and had already established a storm water utility to implement storm water programs when the permitting process began for the Chippewa Valley. The City of Eau Claire took the lead in this organization due to permitting timelines, an established storm water utility, and internal staffing capabilities. The organization grew when the Phase 2 program brought some of its neighboring municipalities under the Phase 1 permit. Other members have their own Phase 2 permits. The forum facilitates the coordination of information and education programs among the different members. A cooperative agreement is in place between members that identifies a limited scope of tasks and responsibilities; however, many of the group's joint activities extend beyond the scope of the agreement.

## **Funding Sources**

The forum does not have any funding sources nor does it have a dedicated staff person. Members are not asked to contribute dues. Individual municipalities contribute funds to selected projects from their departmental budgets or contribute in-kind services. Some members have applied jointly for WDNR Urban Nonpoint Source & Storm Water Planning grants to fund outreach efforts but the applications have not been successful.

## **Organizational Structure**

Forum members meet monthly, and meeting locations rotate through the various member jurisdictions. The City of Eau Claire representative chairs the meetings. Meeting agendas are comprised of various project updates, reports from UW-Extension and WDNR partners, identifying and mobilizing for potential I&E opportunities, and occasional tours. The organization has not finalized a long-term I&E plan; a plan is in the preliminary stages and is moving slowly due to staff changes. Projects are implemented as members are able to work on them, with ad hoc committees formed for projects.

## **Agency Support**

The UW-Extension Lower Chippewa Basin Educator is a member of the forum and contributes to educational programs. He recently connected the forum with a local television station to air a series of interviews on storm water topics and is helpful in identifying and making available printed materials. WDNR staff attend forum meetings, primarily in an advisory capacity to ensure that programs meet expectations for permit programs.

## **Accomplishments**

Clean sweep; presentations to environmental and school groups; displays; best management practice tour co-hosted with homebuilders; workshops; media (TV interviews on morning news); informational signs at storm water facilities; neighborhood association information sheets; local fair displays; local builders conference; participated in the local Earth Day celebration.

### **Forum Contact**

John Genskow,  
Engineering Division Head, City of  
Eau Claire Public Works Department  
Phone: 715/839-4934  
Email: John.genskow@ci.eau-claire.  
wi.us

### **Members**

Town of Washington

### **Cities**

Eau Claire, Chippewa Falls, Menomonie, River Falls, and Altoona

### **Counties**

Eau Claire, Chippewa

### **Other Members**

UW-Extension

Wisconsin Department of Natural  
Resources

# Clean Ways for Waterways (Washington County)

## **Overview**

The Washington County Conservationist, Blaine Delzer, initiated the partnership that ultimately produced the “Clean Ways for Waterways” program. In 2002, the conservationist contacted the larger municipalities within the county that were expected to become Phase 2 permitted communities, to determine their interest in working together on storm water information and education. Three municipalities expressed interest – the Cities of West Bend and Hartford as well as the Village of Germantown. Together they applied for a WDNR Urban Nonpoint Source & Storm Water Planning Grant. Grant funds were awarded in fall 2003 (for programs to be implemented during 2004 and 2005). The county and municipalities established intergovernmental agreements for the duration of the grant project. The Washington County partners selected an environmental, engineering and planning firm, MSA Professional Services, Inc., to lead the development and implementation of their public education program. MSA engaged ZD Studios (visual branding and website development), BragaVision Media (media productions) and Applied Ecological Services (ecological consulting) to assist with aspects of the program. While the grant program was completed prior to the municipalities receiving their permits, it laid the foundation for on-going activities. Each member can now claim credit for ongoing Clean Ways campaign activities in their annual reports to WDNR. The partnership, however, is not currently active.

## **Funding Sources**

The Washington County effort was funded with a WDNR Urban Nonpoint Source & Storm Water Planning Grant in the amount of \$70,000. The local match was provided in both cash and in-kind services, but the total amount of the local contribution is unknown. The local match was split evenly by the four partners.

## **Organizational Structure**

During the grant period, representatives from MSA, WDNR, UW-Extension and each of the four municipalities met monthly to coordinate project activities and address any issues. Washington County served as the fiscal agent for the grant. The final report for the 2003-2005 project included a long-term plan that was intended to be implemented through 2008. The plan included regular showings of a video, biannual workshops for contractors, on-going poster displays at community events and in municipal buildings, storm drain stenciling, and web site maintenance.

## **Agency Support**

The UW-Extension Milwaukee River Basin Educator was an active participant in the group and provided extensive support for the “classroom activities” aspect of the grant project. WDNR staff participated primarily in an advisory capacity to ensure that grant-funded activities met the agency’s expectations.

## **Accomplishments**

Applying for and receiving a WDNR UNPS & SW grant; establishing intergovernmental agreements; hiring a consulting firm to work on education programs; logo contest for schools; website; construction site erosion control workshop for contractors; rain garden installation; “Clean Ways for Waterways” DVD; campaign brochure and poster; presentations to community groups; classroom activities for high school students; distribute promotional materials (stickers, Frisbees, etc).

### **Clean Ways Contact**

Judy Neu, City Engineer,  
Engineering Department, City of  
West Bend  
Phone: 262-335-5130  
Email: NeuJ@ci.west-bend.wi.us

### **Clean Ways Website**

<http://www.cleanways.org>

### **Clean Ways Members**

#### **Villages**

Germantown

#### **Cities**

West Bend, Hartford

#### **Counties**

Washington

# La Crosse Urban Municipal Storm Water Group

## Overview

The La Crosse Urban Municipal Storm Water Group began meeting in 2006 and was convened by the UW-Extension Community Natural Resource and Economic Development (CNRED) Educator in La Crosse County. The group has nine municipal members, including La Crosse County. Eight members are Phase 2 permitted municipalities and one member is participating on a voluntary basis. It focuses on information & education programs currently, but members are beginning to explore ways to work together on other aspects of the permit. The municipalities' interest in working together was prompted by the UW-Extension and WDNR Phase 2 WisLine Web programs as well as by the lack of local support for storm water utilities. In 2006, members worked with Viterbo University students to develop a storm water marketing plan. The group applied in 2007 for a WDNR Urban Nonpoint Source & Storm Water Planning grant to do educational programs, and in developing the application realized how much each member could benefit by pooling resources. Each member has signed an intergovernmental agreement.

## Funding Sources

Each member contributed a specified amount based on population. Contributions range from \$1,163 to \$24,200, for a total of \$60,500. Members hope their contributions will be supplemented by \$60,500 in WDNR grant funds. The total amount of \$121,000 will cover a two-year education plan that may be scaled back if the WDNR grant funds are not awarded. Partners will revisit the program and funding levels after the first year, to determine future actions. The City of La Crosse is the fiscal agent for the group.

## Organizational Structure

The group meets every other month or more often as needed. Organizational leadership comes from the La Crosse County UW-Extension CNRED Educator, while administrative leadership comes from the Assistant Director for the City of La Crosse Public Works Department. Meeting agendas include informational presentations, sharing and networking time, and WDNR and UW-Extension updates. The group does not currently have any staff; however, if grant funds are awarded members will hire a part-time educator who would be housed in the county UW-Extension office. Educational programs will be implemented based on the two-year program as written in the grant application.

## Agency Support

The La Crosse County UW-Extension CNRED Educator provides organizational support and assisted with the development of the WDNR grant application. The UW-Extension Basin Educator for the area has provided support for rain garden programs in member municipalities. WDNR staff have participated mainly in an advisory capacity to ensure that I&E activities meet expectations for permit programs. WDNR staff also provided guidance for the grant application.

## Accomplishments

Storm water marketing project with Viterbo University; Intergovernmental Agreement for cooperation in public education effort; WDNR Urban Nonpoint source grant application submitted for biannual public education funding.

### Group Contact

Karl Green,  
La Crosse County UW-Extension  
Community Natural Resource and  
Economic Development Educator  
Phone: 608/785-9593  
Email: karl.green@ces.uwex.edu

### Group Members

#### Towns

Campbell, Holland, Onalaska, and  
Shelby

#### Villages

Holmen, West Salem

#### Cities

Onalaska, La Crosse

#### Counties

La Crosse

# Waukesha County Storm Water Information and Education Partnership

## Overview

The Waukesha County Storm Water Information and Education (I&E) Partnership formed through the collaboration of 8 communities in the Upper Fox Watershed, the Southeastern Wisconsin Regional Planning Commission and Waukesha County Land Resources Division. The County Land Resources Manager encouraged municipalities in the county with storm water permits to pool funds to support an urban storm water I&E specialist. Jayne Jenks, an employee who had previously focused on Priority Watershed I&E efforts, transitioned to the urban storm water I&E role. The group focuses exclusively on information and education programs. While Waukesha County has its own Phase 2 permit, the other member municipalities are part of the “Upper Fox Group” that received a Phase 1 permit. The county signed an Intergovernmental Agreement with each municipality in the partnership. The county oversees and coordinates external I&E activities (speaking to groups, annual workshops for builders, etc.) for the members, while internal I&E activities (training municipal staff, etc.) are the responsibility of each individual member. Member municipalities are also expected to assist with implementation, for example by setting up displays at events within their own communities. The first formal year of operation was 2006. This group expects to grow as the county has offered the same services to other Phase 2 communities in the county.

## Funding Sources

Each member municipality contributes about \$2,000 annually (2006 amount), except for the City of Waukesha which contributes \$4,000 annually due to its larger size relative to the other members. Waukesha County currently shares the costs of the I&E Specialist’s salary and benefits. The annual budget for the first year was about \$40,000, which includes salary, benefits, and direct programming funds. The agreements signed by members allows for a maximum 5% annual increase in community fees to keep pace with inflation and salary increases. The group hasn’t applied for grants since their projects to date haven’t required supplemental funds.

## Organizational Structure

The group’s efforts are led by the I&E Specialist, who implements projects and programs in accordance with an annual work plan. The work plan is developed by the county and approved by the member municipalities. Members do not meet regularly, but the county hosts a mid-year meeting to update the members on various activities. Additionally, the I&E Specialist notifies members when her programs will be occurring within their municipal boundaries throughout the year.

## Agency Support

The UW-Extension Basin Educators in the Milwaukee, Root-Pike and Southeast Fox Basins have assisted with specific projects and continue to provide some organizational development support. A WDNR staff member attends the meetings and provides input to ensure that I&E activities meet expectations for permit programs.

## Accomplishments

Intergovernmental agreements for storm water education; Annual workshops for builders and developers; speaking to schools and groups; news-letter articles for use by member municipalities; Project WET training; volunteer monitoring programs; storm water and I/E web pages. Media campaigns have not been a focus because it is very difficult to get stories into area newspapers or on local television news programs.

### Partnership Contact

Jayne Jenks,  
Waukesha County Conservation  
Specialist  
Phone: 262/896-8305  
Email: [jjenks@waukeshacounty.gov](mailto:jjenks@waukeshacounty.gov)

### Group Members

#### Towns

Delafield, Lisbon, Waukesha,  
Brookfield

#### Villages

Pewaukee, Sussex

#### Cities

Pewaukee, Waukesha

#### Counties

Waukesha

# Marathon County Metropolitan Planning Commission Storm Water Management Sub-Committee

## Overview

The Marathon County Storm Water Management Sub-Committee was established by the Marathon County Metropolitan Planning Commission, which is comprised of the communities within the Wausau metropolitan area. Marathon County has been designated as Phase 2 in Wisconsin Administrative Code NR 216 due to a small number of County highway sections and a few county parks within the Wausau urbanized area. The county is unique in that it is attempting to negotiate with the municipalities to implement Phase 2 programs for properties owned by Marathon County on behalf of the County. The County will provide financial and other necessary support to the municipalities for implementation of the Phase 2 activities on County properties. The County is establishing a Memorandum of Agreement (MOA) with each implementing municipality to establish roles and responsibilities. For public education and involvement programs, the permitted municipalities asked the county to lead a regional effort. The Marathon County Conservation, Planning & Zoning Department has agreed to be the area's overall coordinator of education activities. This effort began with the various municipalities (Stevens Point, Wisconsin Rapids, Marshfield, et al.) discussing partnering opportunities at the April 25, 2007 UW-Extension and WDNR WisLine Web program on public engagement.

## Funding Sources

The Marathon County group does not anticipate charging membership dues or applying for grants. At this early phase of the group's existence, partners expect to contribute funds as needed on a project-by-project basis. If expenses are incurred for group projects, member municipalities will be expected to contribute a proportional amount of the funding based on population (municipal population divided by overall area population)

## Organizational Structure

The group holds monthly meetings that are hosted by Marathon County. Meetings currently focus on the I&E partnership (which includes Stevens Point and Wisconsin Rapids) and also the MOA which will establish the relationships between the County and their Phase 2-implementing partners (which does not include Stevens Point and Wisconsin Rapids).

## Agency Support

Both the UW-Extension Community Development Educator for Marathon County and the UW-Extension Central Wisconsin Basin Educator have connected members to survey resources and will provide organizational development support. WDNR has participated to help establish the agreement between the County and the participating municipalities for implementation of Phase 2 programs but otherwise has not participated in discussions about implementation of I&E programs.

## Accomplishments

MOA/permit arrangements, draft I&E plan.

### Group Contact

Diane Wessel  
Phone: 715/261-6042  
Email: dmwessel@mail.co.marathon.wi.us

### Group Members

#### Towns

Rib Mountain

#### Villages

Kronenwetter, Rothschild, Weston

#### Cities

Schofield, Mosinee, Marshfield, Wausau

#### Counties

Marathon

#### For I & E only

Stevens Point, Wisconsin Rapids

## Summary of Storm Water Collaboratives in Wisconsin

Name	# of Members & Location	1st Formal Year of Operation	Scope of Collaborative Activities	Phase 1 or 2; separate or joint permit	Funding Sources
Northeast Wisconsin Storm Water Consortium (NEWSC)	42* Fox Valley/NE Wisconsin	2004	All permit sections.	Phase 2; separate permits	Membership dues; grants
Madison Area Municipal Storm Water Partnership (MAMSWaP)	19* Dane County	2000	I&E, monitoring, mapping, research & reporting.	Phase 1; joint permit	Membership dues; grants
Regional Storm Water Protection Team (RSPT)	25** Duluth-Superior	2004	I&E	Phase 2; separate permits	Membership dues; grants
Chippewa Valley Storm Water Management Forum	8* Chippewa Valley/ NW Wisconsin	2005	I&E	Phase 1 and 2; Separate, Group, and Joint Permits	None; funds are provided by the municipalities involved in a particular project.
Clean Ways for Waterways	4* Washington County	2003	I&E	Phase 2; separate permits	Grant matched by local funds and in-kind services.
La Crosse Urban Municipal Storm Water Group	9* La Crosse County	2006	I&E; currently exploring other sharing opportunities	Phase 2; separate permits	Membership dues; grants
Waukesha County Storm Water Partners	9* Waukesha County	2006	I&E	Phase 1 and 2; Several municipalities (the "Upper Fox Group") are under one Phase 1 permit, while the county has its own Phase 2 permit	Membership dues
Marathon County Metropolitan Planning Commission Storm Water Management Subcommittee	11*	2007	I&E (county has MOA with certain municipalities to implement other programs on its behalf).	Phase 2; separate permits (though municipalities implement programs on behalf of county)	None to date.

\* Members that are counted are municipal, county and business members. Agency members such as UWEX and WDNR are not counted.

\*\* Agency members are included in this number.

## Summary, continued.

Name	Fiscal Agent	Budget	Staff	Contact
Northeast Wisconsin Storm Water Consortium (NEWSC)	Fox Wolf Watershed Alliance	\$53,000 annually plus grants (approx. \$30,000 in grants and partner contributions to date)	Half-time coordinator	Sindee Kleckner NEWSC Coordinator 920-886-8164 newsc@fwwa.org
Madison Area Municipal Storm Water Partnership (MAMSWaP)	Dane County for I&E; City of Madison for Monitoring	I&E: \$40,000 plus grants (\$165,000 in grants to date); Monitoring: \$72,680	Half-time education coordinator	Marcia Hartwig Storm Water Education Coordinator 608-224-3746 hartwig@co.dane.wi.us
Regional Storm Water Protection Team (RSPT)	None; C. Duluth incurs costs and bills members (likely to change soon)	\$13,000 annually plus grants (\$100,000 in grants to date)	\$5,000/year for a facilitator (part of a So. St. Louis Co SWCD employee)	Diane Thompson RSPT Chair and City of Superior Environmental Services Projects/Programs Coordinator 715-394-0392 ext. 131 thompsond@ci.superior.wi.us
Chippewa Valley Storm Water Management Forum	None.	\$0	None.	John Genskow Division Head Storm Water and Infrastructure Development City of Eau Claire Dept. of Public Works 715-839-4934 john.genskow@eauclairewi.gov
Clean Ways for Waterways	Washington County	2003-2005: \$70,000+local share (uncertain how much local share was contributed)	None.	Judy Neu City Engineer, Engineering Department, City of West Bend 262-335-5130 nej@ci.west-bend.wi.us
La Crosse Urban Municipal Storm Water Group	City of La Crosse	\$60,500 for two years; in 2007, applied for \$60,500 through WDNR grant program	None.	Karl Green La Crosse County UWEX CNRED Educator 608-785-9593 karl.green@ces.uwex.edu
Waukesha County Storm Water Partners	Waukesha County	Approximately \$40,000 annually	Half-time Conservation Specialist	Jayne Jenks Conservation Specialist, Waukesha County 262-896-8305 jjenks@waukeshacounty.gov
Marathon County Metropolitan Planning Commission Storm Water Management Subcommittee	Marathon County	\$0 to date	None	Diane Wessel Comprehensive Planner, Marathon County Conservation, Planning & Zoning 715-261-6042 dmwessel@mail.co.marathon.wi.us

## Glossary of Abbreviations & Acronyms

CNRED - Community, Natural Resources and Economic Development  
CSEC - Construction Site Erosion Control  
FWWA - Fox-Wolf Watershed Alliance  
IDDE - Illicit Discharge Detection and Elimination  
I & E - Information and Education  
MAMSWaP - Madison Area Municipal Storm Water Partnership  
MN - Minnesota  
MOA - Memorandum of Agreement  
MOU - Memorandum of Understanding  
MS4 - Municipal Separate Storm Sewer System  
NEMO - Nonpoint Education for Municipal Officials  
NEWSC - Northeast Wisconsin Storm Water Consortium  
RPC - Regional Planning Commission  
RSPT - Regional Storm Water Protection Team  
SEC - Dane County Stormwater Education Coordinator  
UNPS&SW - Urban Nonpoint Source and Storm Water  
USEPA - United States Environmental Protection Agency  
USGS - United States Geological Survey  
UWEX - University of Wisconsin - Extension  
WDNR - Wisconsin Department of Natural Resources