



Department of Public Works
Engineering Division
Robert F. Phillips, P.E., City Engineer

City-County Building, Room 115
210 Martin Luther King, Jr. Boulevard
Madison, Wisconsin 53703
Phone: (608) 266-4751
Fax: (608) 264-9275
engineering@cityofmadison.com
www.cityofmadison.com/engineering

Deputy City Engineer

Gregory T. Fries, P.E.

Deputy Division Manager

Kathleen M. Cryan

Principal Engineer 2

Christopher J. Petykowski, P.E.
John S. Fahrney, P.E.

Principal Engineer 1

Christina M. Bachmann, P.E.
Mark D. Moder, P.E.
Janet Schmidt, P.E.

Facilities & Sustainability

Jeanne E. Hoffman, Manager
Bryan Cooper, Principal Architect

Mapping Section Manager

Eric T. Pederson, P.S.

Financial Manager

Steven B. Danner-Rivers

TO: WDOT, District 1—Wendy Braun
WDNR—Eric Rortvedt, Chris Hovel
University of Wisconsin—Chris Egger
Dane County Land Conservation—Jeremy Balousek, Christal Campbell, Elliot Mergen
Capital Area Regional Planning Commission—Tony Vandermuss, Caryl Terrell
MMSD—Kathy Lake, Martye Griffin
City of Fitchburg—Claudia Guy
City of Madison—Rob Phillips, Greg Fries, Lauren Striegl, Phil Gaebler, Caroline Burger, Hannah Mohelnitzky, Janet Schmidt
City of Middleton—Rich Weihert, Gary Huth
City of Monona—Daniel Stephany, Brad Bruun
City of Stoughton—Rodney Scheel
City of Sun Prairie—Tom Veith, Adam Gross
City of Verona—Martin Cieslik
Town of Blooming Grove—Mike Wolf, Cory Buske
Town of Burke—Brenda Ayers
Town of Madison—Renee Schwass
Town of Middleton—David Shaw
Town of Westport—Tom Wilson
Village of Cottage Grove — Matt Giese, JJ Larson
Village of Cross Plains – Jerry Gray
Village of DeForest—Kelli Bialkowski
Village of Maple Bluff—Tom Schroeder
Village of McFarland—Allan Coville, Jim Hessling
Village of Shorewood Hills—Karl Frantz
Village of Waunakee—Kevin Even
Village of Windsor—Davis Clark, Jamie Rybarczyk
AECOM—Rick Eilertson, Carla Fischer, Kyle Neeve (Verona, Burke)
Brown and Caldwell—Mike Wegner, Jim Bachhuber
Clean Lakes Alliance—James Tye, Paul Dearlove
Mead & Hunt, Inc.—Anne Anderson, Tim Astfalk, Levi Ney, Kiera Depies (Blooming Grove)
MSA Professional Services, Inc. – Eric Thompson, Erik Sorenson, Amber Converse
Nahn & Associates—Chuck Nahn (Town of Madison, Maple Bluff)
Strand Associates, Inc.—Jon Lindert (UW-Madison, Westport, Waunakee)
Town & Country Engineering, Inc.—Brian Berquist, Tom TeBeest, Nick Bubolz, Tim Stieve (Shorewood Hills, McFarland, Cross Plains)
Vierbicher Associates, Inc.—Sarah Church, Neil Pfaff (Town of Middleton, DeForest)

RE: Madison Area Municipal Storm Water Partnership Meeting Agenda

DATE: November 5, 2019

TIME: 2:00 PM

LOCATION: 1600 Emil St, Madison, WI – Training Room

If you need an interpreter, translator, materials in alternate formats or other accommodations to access this service, activity or program, please call the phone number below immediately.

Si necesita un intérprete, un traductor, materiales en formatos alternativos u otros arreglos para acceder a este servicio, actividad o programa, comuníquese inmediatamente al número de teléfono que figura a continuación.

Yog tias koj xav tau ib tug neeg txhais lus, ib tug neeg txhais ntwv, cov ntaub ntwv ua lwm yam los sis lwm cov kev pab kom siv tau qhov kev pab, kev ua num los sis kev pab cuam no, thov hu rau tus xov tooj hauv qab no tam sim no.

Please contact Heidi Fleegel at the Engineering Division at (608) 266-4620.

MINUTES

1. Partner Spotlight Signup (Lauren Striegl, City of Madison)

Lauren Striegl passed around a Partner Spotlight sign up form to meeting attendees and requested that each partner in MAMSWaP (municipality/organization) sign up for a date. The Partner Spotlight program is a new component to quarterly MAMSWaP meetings; on their selected date, each partner will present for 15-30 minutes on a water quality-related topic of their choosing. Topics may include a program that the partner has implemented, a project or study, or other related topics. Partners may choose to highlight how the presented project/program/etc. is helping them meet their MS4 permit requirements. Lauren will keep the list and include presenters in future MAMSWaP meeting Outlook invitations. The most current list is provided as an attachment to these minutes.

2. I&E Update (Christal Campbell, Dane County)

Christal Campbell summarized the I&E Committee's activities over the last quarter. Her update is attached to these meeting minutes. Additionally, questions/elaborations on specific topics included in the update are shown below:

Leaf-Free Streets: Chuck Nahn asked if residents that signed up for rain text alerts are still receiving them. Christal confirmed that they are, and that the list of residents signed up for such alerts is at almost 500 people.

Small Equipment Calibration Training: Reinders is hosting this training. The training session is limited to ~10 people, but interested parties should contact Reinders. If interest exceeds availability, Reinders has expressed willingness to host up to 3-4 additional trainings as needed to meet demand.

Illicit Discharge Ordinance Update: Dane County's DRAFT Illicit Discharge Ordinance is modeled on the City of Madison's, and is included in the I&E Handout packet (NOT the I&E Update document) attached to these minutes. It will be presented to the Lakes and Watershed Commission next week (week of Nov 11, 2019). An attendee asked if Dane County's ordinance would supersede local ordinances. Jeremy Balousek (Dane County) responded that local ordinances (if they exist for each municipality) would need to equal or exceed the Dane County ordinance. In cases where a local municipality does not have a local ID ordinance, the Dane County ordinance would govern, and Dane County would have enforcement authority. The Dane County ordinance essentially sets up a framework in which all illicit discharge reports in the County will go to a hotline managed by Rick Wenta (Dane County Public Health), and Rick would ensure that each report would go to the proper authority. Under the ordinance, Rick will consult with the local municipality and determine a plan of action for each spill.

MAMSWaP 5-Year Agreement and I&E Plan: Christal requested that each municipality provide her with their inlet locations as soon as possible.

Presentations/Events: Christal does many presentations/events in Dane County, and will begin listing her events on the quarterly I&E updates. If a MAMSWaP partner is concerned about meeting their active outreach permit requirement, they are encouraged to contact Christal to discuss her schedule and obtain materials.

3. Partner Spotlight – City of Madison Watershed Studies (Janet Schmidt, Hannah Mohelnitzky, City of Madison)

Janet Schmidt and Hannah Mohelnitzky (City of Madison) presented on the City of Madison's watershed studies. The Powerpoint from that presentation is attached to these meeting minutes, and questions asked during the presentation are included below.

Chuck Nahn asked why the City saw so many attendees at the Focus Group meetings that had not attended the more formal PIMs. Hannah believes that it is because City staff came to them.

Chuck asked is questions regarding the high lake levels came up at meetings. Janet responded that City staff heard a number of those questions. As the City has no control over lake levels, City staff's response

to such questions was to direct residents to Dane County.

4. Making Media Manageable (Hannah Mohelnitzky, City of Madison)

Hannah Mohelnitzky presented on how a municipality or organization can pitch ideas to local media (specifically television or radio). The Powerpoint for her presentation is attached to these minutes. Following her presentation, Hannah volunteered to talk with communications experts at partner municipalities or organizations and assist them in working with the media. Additionally, Hannah requested suggestions for future communications- or media-related topics. Making Media Manageable will be a regular segment at future MAMSWaP quarterly meetings.

Madison Area Municipal Stormwater Partnership (MAMSWaP)-I&E Update- Nov. 5th, 2019

Respectfully submitted by Christal Campbell, MAMSWaP Stormwater Education Coordinator-Dane County Water Resource Engineering Division, 608-224-3746, Campbell.christal@countyofdane.com.

CONSULTANTS AND MUNICIPAL REPRESENTATIVES: Please make this report available to your municipalities.

Communications

Ripple Effects Facebook page- www.facebook.com/RippleEffectsWI. Contact Christal Campbell with any articles or events you may have coming up in your area so we can share and promote. We try and post content once a week, but are happy to post additional events/articles. As of October 30th we had 426 Facebook followers, up from 417 in August.

Ripple Effects email box/web site- Christal maintains the info@ripple-effects.com email box and is responding to emails as they come in. Updates to the www.ripple-effects.com web site are made on a regular basis. If you come across an issue on the web site, please let Christal know.

Leaf-free Streets for Clean Water Update-

- Leaf-free Street Toolkit was shared with partners on Aug. 22nd in the MAMSWaP newsletter
- Leaf-free Streets Partner Toolkit was also shared with watershed groups and neighborhood associations in September.
- About 400 Leaf-free Streets signs were distributed to municipalities, neighborhood groups, organizations and individual residents.
- 120 thank you kits requested by Friends of Lake Wingra and the SASY Neighborhood Association.
- Print ads went out in the Isthmus and State Journal
- Nextdoor.com post was issued Oct. 10th with 27 people signing up for alerts in the days following the post.
- Several groups requested presentations on Leaf-free Streets including the Tenney/Lapham and SASY Neighborhood Associations and Village of McFarland.
- 487 people have signed up to receive Rain Alerts to date. Up from 350 last fall.
- 7 Rain Alerts have been issued since Oct. 1st.

Winter Salt Trainings- The City of Madison held 4 Winter Salt Certification Trainings this fall with two more scheduled for Nov. 5th and 6th at Madison Metro. Sewerage District. 109 applicators attended the first four trainings. All parking lot trainings used the new Madison Parking Lot Manual. MAMSWaP paid for 3 of the 6 trainings. To register for the Nov. 6th training visit <https://www.cityofmadison.com/calendar/nov-6-roads-salt-certification-class>.

Small Equipment Winter Calibration- Reinders is partnering with MAMSWaP to hold a calibration training for walk behind broadcast and drop spreaders on Nov. 12th from 8:30-9:30AM at the their facility at 4217 Nakoosa Trail, Madison. This FREE training is geared at salt applicators. For more info or to register visit <https://www.wisaltwise.com/Event/Home/Detail/619>.

NEW Salt Wise insert- We have a new Salt Wise flyer that is sized to fit in a regular size envelope and can be used as an mail insert. A couple MAMSWaP municipalities requested an insert like this to include with their tax bill mailings. Contact Christal if you'd like a supply for your municipality. See copy of insert below.

Illicit Discharge Ordinance Update- Draft Illicit Discharge Ordinance will be shared with Rick Wenta before being shared at Lakes and Watershed Commission meeting next week. The goal is to have the ordinance approved in early 2020 and start developing an outreach campaign. Questions or concerns contact Christal.

Statewide Stormwater Collaborative Meeting- Oct 17th

MAMSWaP hosted a meeting at LWRD with representatives from various stormwater groups across the state. The goal of these meetings is to share ideas, projects and issues related to how we are all meeting WPDES permit requirements and learn from each other. Suzy Limberg presented on the new permit requirements and online reporting system. Highlights from the meeting:

- Regional workshops hosted by stormwater groups can count towards active outreach requirements if actively promoted by municipality
- No minimum number of attendees to meet active outreach requirement
- Lots of interest in creating a way to for stormwater groups to report out on I&E efforts for the whole group and allowing individual municipalities to simply add to them based off their individual work plan.
- Lots of interest by groups in Adopt a Storm Drain programs.

- Request to get some support from UWEX or DNR in helping to organizing continued meetings and facilitating info sharing between groups.

MAMSWaP 5-Year Agreement and I&E Plan-The final 2020-2024 MAMSWaP I&E Plan will be shared with partners by mid-Nov along with the 2020 I&E Work Plan and the Intergovernmental Agreement. If municipal contacts or signatories have changed please contact Christal with changes by Nov. 15th. The 2021 first annual work plan for individual municipalities under the new permit will be due to DNR on March 31st, 2021 along with the 2020 Annual Report.

MAMSWAP Quarterly I&E Meeting Summary

The MAMSWaP I&E Committee meeting met on Oct. 29th. Project updates are provided above. Please contact an I&E Committee member or Christal Campbell for further details or questions.

Presentations/Events-

- 9/26 Cardinal Heights Middle School- Sun Prairie
- 10/4 Harvest Moon Festival- Madison
- 10/10 SASY Neighborhood Association- Madison
- 10/15 Tenney/Lapham Neighborhood Association- Madison
- 10/19 Storm Drain Marking Event- McFarland
- 11/6 UW Environmental Action Open House- UW Madison

Upcoming Trainings/Grants

Small Equipment Winter Calibration Training-<https://www.wisaltwise.com/Event/Home/Detail/619>

Madison Metro. Sewerage District Chloride Reduction Grants- <http://www.madsewer.org/Programs-Initiatives/Chloride-Reduction/Chloride-Grants>

Dane County Urban Water Quality Grants- <https://wred-lwrtd.countyofdane.com/documents/UWQG/UWQG%20Application%202016-06-28.doc>

Resources to check out- contact Christal

- Tabletop Rainfall Simulator
- Bean Bag Toss Game
- Enviroscape

Reminders

- Please be sure you have links to www.ripple-effects.com from your websites.
- Follow www.facebook.com/RippleEffectsWI on Facebook! “Like” and “share” posts to help spread the word.
- Resources for partners are available on our Partner Resources Page- <https://ripple-effects.com/Partner-Resources> and MAMSWaP Resources folder in the Google Drive <https://drive.google.com/drive/u/0/folders/0B6IN0xfndLr9TXVtek90V05NbGc>

Ready to be Salt Wise?
You can keep surfaces safe this winter without using piles of salt. Using the right tools at the right times can help you use the right amount of salt to protect our lakes, streams and drinking water.

- Shovel**
Use a scraper, shovel or broom to clear walkways before the snow turns to ice.
- Scatter**
Scatter salt so there is space between the grains. A hand spreader can hold a 12-inch cup is enough to treat 10 sidewalk squares.
- Switch**
Regular salt (NaCl) won't work when temperatures drop below 15 degrees. Use sand for traction or a different ice melter that works at colder temperatures.
- Sweep**
Sweep up excess salt after ice has melted so it doesn't wash into storm drains and into our local waterways.
- Select Certified Contractor**
Check to see if your contractor is certified through the Winter Salt Certification Program. If not, encourage them to become certified and to follow locally developed application rates.

www.wisaltwise.com

Wisconsin Salt Wise
Once you put salt down, it doesn't go away!

- Salt alters the composition of soil, slows plant growth and weakens the concrete, brick and stone that make up our homes, garages, bridges, and roads.
- It washes into our waters putting aquatic life and freshwater resources at risk.
- It only takes 1 teaspoon of salt to pollute 5 gallons of water.

Learn more at:
www.wisaltwise.com

5-Year I&E Plan

Table 2: MAMSWaP Program and Activities

#	Topic Area	Programs/Activities	Audiences
1	Illicit Discharge Detection and Elimination	Storm Drain Mural Program Adopt A Storm Drain Program Illicit Discharge Reporting	Residential Educational Public Sector
2	Household Hazardous Waste Disposal/Pet Waste Management/Vehicle Washing	Dane County Clean Sweep Spring/Summer Best Management Practices Toolkit Enviroscape Model/Rainfall Simulator	Residential Educational
3	Yard Waste Management/Pesticide and Fertilizer Application	Leaf-free Streets for Clean Waters Adopt A Storm Drain Program Lawncare Calendar Spring/Summer Best Management Practices Toolkit Enviroscape Model/Rainfall Simulator	Residential Educational Private Sector
4	Stream and Shoreline Management	Plant Dane Native Plant Program Free Native Plants for School and Community Projects	Residential
5	Residential Infiltration	Plant Dane Native Plant Program Free Native Plants for School and Community Projects Rain Garden Workshop Rainfall Simulator	Residential Educational
6	Construction Sites and Post-Construction Storm Water Management	NASECA Trainings Erosion Control Inspections	Constructional Prof. Public Sector
7	Pollution Prevention	WI Salt Wise Salt Certification Trainings	Residential Private Sector Public Sector
8	Green Infrastructure/Low Impact Development	Green Infrastructure Workshop Rain Garden Workshop Green Infrastructure Demonstration Projects	Construction Prof. Public Sector Residential

Dane County Illicit Discharge Ordinance

Draft 11-5-2019

1.1 Legislative Intent. This ordinance is designed to prevent any potentially polluting substance from reaching lakes or streams where it can create hazards to health, a nuisance or produce ecological damage, and to assess responsibility and costs of clean-up to the responsible party.

1.2 Definitions. As used in this chapter:

(1) Discharge when used without qualification includes any discharge of any pollutant.

(2) Illicit discharge means any discharge to a municipal storm sewer system that is not composed entirely of stormwater except discharges authorized by a Wisconsin Pollutant Discharge Elimination System (WPDES) permit or other discharge not requiring a WPDES permit such as landscape irrigation, individual residential car washing, fire fighting, diverted stream flows, uncontaminated groundwater infiltration, uncontaminated pumped groundwater, discharges from potable water sources, foundation drains, air conditioning condensation, irrigation water, lawn watering, flows from riparian habitats and wetlands, and similar discharges.

(3) Person means an individual, owner, operator, corporation, partnership, association, limited liability company, municipality, interstate agency, state agency or federal agency.

(4) Potentially polluting substance means any dredged soil, solid waste, incinerator residue, sewage, garbage, refuse, oil, sewage sludge, munitions, chemical wastes, biological materials, radioactive substance, heat, wrecked or discarded equipment, rock, sand, cellar dirt, sump pump residue, waste from mobile sources, industrial, municipal and agricultural waste discharged into water resources.

1.3 Discharge or Release Prohibited. It shall be unlawful for any person to release, discharge, or permit the escape of any potential polluting substance into water resources located in or adjacent to the boundaries of Dane County, or into any street, sewer, ditch or drainage way leading into any lake or stream, or to permit the same to be so discharged to the ground surface.

1.4 Clean-up of Spilled or Accidentally Discharged Wastes. Any persons delivering, hauling, disposing, storing, discharging or otherwise handling potentially polluting substances, solid or liquid, such as, but not limited to, the following: fuel oil, gasoline, solvents, industrial liquids or fluids, milk, grease trap and septic tank wastes, sewage sludge, sanitary sewer wastes, storm sewer catch-basin wastes, oil or petroleum wastes, shall immediately clean up any such spilled material to prevent its becoming a hazard to health or safety or directly or indirectly causing the pollution to the lakes and streams under the jurisdiction of Dane County.

1.5 Duty of Notification. Spills or accidental release of hazardous materials or potentially polluting substances at a site or of a quantity or nature that cannot adequately be cleaned up by the responsible person shall be reported immediately to the emergency number for Public Health Madison and Dane County.

1.6 Financial Liability. The person responsible for the release, escape or discharge of potentially polluting substances may be held financially liable for the cost of any clean-up or attempted clean-up deemed necessary or desirable and undertaken by Dane County, or its designated agent, in an effort to minimize the polluting effects of the discharged substance.

1.7 Storage of Polluting Substances. It shall be unlawful for any person to store any potentially polluting substances unless such substances are stored in such manner as to securely prevent them from escaping onto the ground surface and/or into any street, sewer, ditch or drainage way, lake or stream in or under the jurisdiction of Dane County.

1.8 Enforcement Responsibility. The Director of Public Health Madison and Dane County or her/his designee shall have the administrative responsibility for the enforcement of this ordinance.

1.9 Penalty. Any person failing to comply with this ordinance may be subject to a fine of not less than fifty dollars (\$50) no more than two thousand dollars (\$2000). Each day of violation shall constitute a separate offense.

Municipal Contacts

Fitchburg (city)	Claudia Guy Environmental Engineer, City of Fitchburg, 5520 Lacy Road, Fitchburg, WI 53711-5318; 608-270-4264; rick.eilertson@fitchburgwi.gov
Madison (city)	Greg Fries, P.E., Principal Engineer, City of Madison Engineering Division, City-County Building, Room 115, 210 Martin Luther King Jr. Blvd., Madison, WI 53703; 608-267-1199; gfries@cityofmadison.com
Middleton (city)	Gary Huth, P.E., Assistant City Engineer, City of Middleton Public Works Dept., 7426 Hubbard Ave., Middleton, WI 53562; 606-827-1070;
Monona (city)	Daniel Stephany, Director of Public Works & Utilities, City of Monona, 5211 Schluter Road, Monona, WI 53716; 608-222-2525; dstephany@ci.monona.wi.us
Stoughton (city)	Rodney Scheel, Director of Planning & Development, 381 East Main St., Stoughton, WI 53589; 608-873-6619; rjscheel@ci.stoughton.wi.us
Sun Prairie (city)	Daryl Severson, City Engineer, City of Sun Prairie, 300 E. Main St., Sun Prairie, WI 53590; 608-837-3050; Dseverson@sun-prairie.com
Verona (city)	Theran Jacobson, Director of Public Works, City of Verona, 410 Investment Ct., Verona, WI 53593-8749; 608-845-6695; theran.jacobson@ci.verona.wi.us
Cottage Grove (village)	JJ Larson, Director of Public Works, Village of Cottage Grove, 225 Bonnie Road, Cottage Grove, WI 53527, 608-839-5813, jl Larson@village.cottage-grove.wi.us
Cross Plains (village)	ADD
DeForest (village)	Kelli Bialkowski, Public Works/Parks Coordinator, Village of DeForest, 205 DeForest Street, PO Box 510, DeForest, WI 53532; 608-846-6751; bialkowskik@vi.deforest.wi.us
Maple Bluff (village)	Tom Schroeder, Pub Works Superintendent, Village of Maple Bluff, 18 Oxford Place, Madison, WI 53704; 608-244-3048; tschroeder@villageofmaplebluff.com
McFarland (village)	Jim Hessling, Director of Public Works, Village of McFarland, 5915 Milwaukee St., McFarland, WI 53558; 608-838-2383; jim.hessling@mcfarland.wi.us
Shorewood Hills (village)	Karl Frantz, DPW, Village of Shorewood Hills, 810 Shorewood Blvd., Madison, WI 53705; 608-267-2680; kfrantz@shorewood-hills.org
Waunakee (village)	Kevin Even, P.E., Village Engineer/DPW, Village of Waunakee, 500 W. Main St., Waunakee, WI 53597; 608-849-6276; keven@vil.waunakee.wi.us
Blooming Grove (town)	Mike Wolf, Town Administrator, Town of Blooming Grove, 1880 S. Stoughton Road, Madison, WI 53716; 608-223-1104; BGAdmin@BLMGROVE.com
Burke (town)	Brenda Ayers, Town Clerk/Treasurer, Town of Burke, 5365 Reiner Rd., Madison, WI 53718; 608-825-8420; townofburke@verizon.net
Madison (town)	Rick Rose, P.E., Public Works Director, Town of Madison, 2120 Fish Hatchery Rd., Madison, WI 53713; 608-210-7260; roserr@town.madison.wi.us
Middleton (town)	David Shaw, Town Administrator, 7555 West Old Sauk Road, Verona, WI 53593; 608-833- 5887; tnmid@chorus.net
Westport (town)	Tom Wilson, Town Administrator, Town of Westport, 5387 Mary Lake Rd., Waunakee, WI 53597; 608-849-4372; twilson@townofwestport.org
Windsor (village)	Davis Clark, Director of Public Works, Village of Windsor, 4084 Mueller Road, DeForest, WI 53532; 608-888-0066; davis@windsorwi.gov
Dane County	Jeremy Balousek, Water Resource Engineering Division Manager, Dane County Land and Water Resources Dept., 5201 Fen Oak Drive, Rm 208, Madison, WI 53718; 608-224-3747; Balousek@countyofdane.com
UW-Madison	Chris Egger, Environmental Compliance Specialist, UW-Madison Safety Department, 30 East Campus Mall., Madison, WI 53715; 608------;

MAMSWaP Agreement Signatures		
Municipality	Names	Title
Village of Cottage Grove	Jack Henrich	Village President
	Lisa Kalata	Village Clerk
Village of Windsor	Robert Wippenfurth	Village President
	Tina Butteris	Village Administrator
Town of Madison	James Campbell	Town Chair
	Renee Schwass	Businesss Manager/Clerk/Treasurer
City of Monona	Mary K. O'Connor	Mayor
	Joan Andrusz	City Clerk
Town of Blooming Grove	Ronald Bristol	Town Chair
	Michael Wolf	Town Administrator
Town of Westport	Tom Wilson	Attorney/Administrator/Clerk-Treasurer
City of Middleton	Gurdip Brar	Mayor
	Lorie J Burns	City Clerk
	William M Burns	Finance Director
	Lawrence E Bechler	City Attorney
Town of Middleton	Lisa Pardon	Town Clerk
	Cynthia Richson	Town Chair
City of Stoughton	Tim Swadley	Mayor
	Holly Licht	City Clerk
City of Madison	SEPARATE SIGNATURE PAGE	
UW	Laurent Heller	Vice Chancellor For Finance and Administration
City of Fitchburg	----	Mayor
	Patti Anderson	City Clerk
City of Sun Prairie	Aaron Oppenheimer	City Administrator
City of Verona	Luke Diaz	Mayor
	Ellen Clark	City Clerk
Village of Cross Plains	Caitlin Stene	Village Administrator
	Pat Androni	Village President
Village of DeForest	Judd Blau	Village President
	LuAnn Leggett	Deputy Administrator/Clerk
Village of Maple Bluff	Timothy R. O'Brien	Village President
	Sarah R Danz	Village Clerk
Village of Shorewood Hills	David J. Benforado	Village President
	Karla Endres	Village Clerk
Village of Waunakee	Chris Zellner	Village President
	Julee Helt	Village Clerk
Town of Burke	Kevin Viney	Town Chair
	Brenda Ayers	Town Clerk
Village of McFarland	Brad Czebotar	Village President
	Cassandra Suettinger	Village Clerk/Treasurer

Watershed Studies Public Information Approach

CITY OF MADISON ENGINEERING DIVISION
MAMSWAP PRESENTATION



Who We Are

- ▶ Janet Schmidt
 - ▶ Principal Engineer, Storm Section, City of Madison Engineering Division
- ▶ Hannah Mohelnitzky
 - ▶ Public Information Officer, City of Madison Engineering Division

Presentation Overview

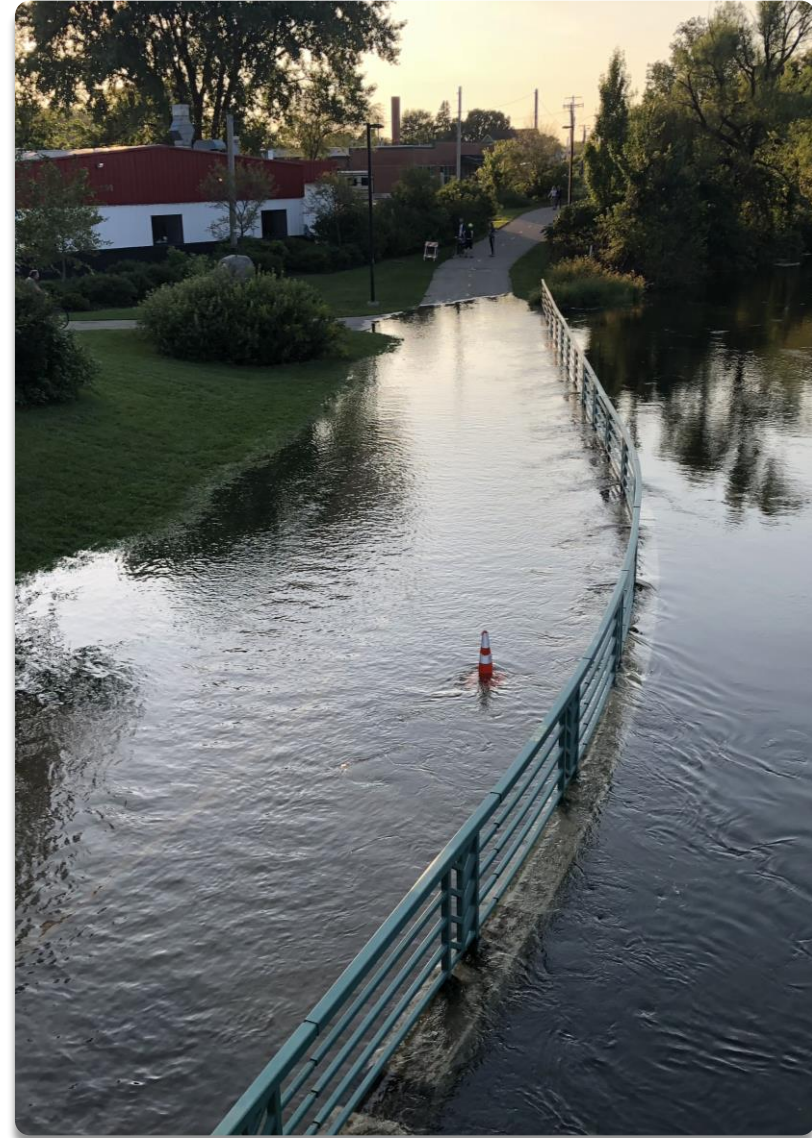
- ▶ Introductions: who we are
- ▶ Permit requirements we met or are meeting
- ▶ Watershed Studies overview
 - ▶ Background/need for studies
 - ▶ Description of studies
 - ▶ Racial Equity and Social Justice tools
 - ▶ Education and outreach in the studies
- ▶ How we did it
 - ▶ Re-Structured how we do public information meetings, flow
 - ▶ RESJ
 - ▶ Focus Groups
 - ▶ Getting the word out

Permit Requirements: Met or Will be Meeting

- ▶ Public Education and Outreach - Green Infrastructure and Low Impact Development
 - ▶ Active
 - ▶ Public informational meetings
 - ▶ Focus groups
 - ▶ Passive
 - ▶ Fliers, podcasts, websites, social media blasts

Watershed Studies Overview

- Why we need watershed studies
- Description of studies
- Racial Equity and Social Justice tools
- Education and outreach component of studies



Watershed Studies Overview

- ▶ The City of Madison has seen recent (esp. since 2016) increases in extreme flooding events
 - ▶ July 21, 2016: 2.75" in 2 hours (15-yr event)
 - ▶ July 10, 2017: 4.33" in 4.5 hours (50-yr event)
 - ▶ June 15-16, 2018: 4.4" in 2 hours (200-yr event)
 - ▶ August 20, 2018: 10.77" in 11 hours (over 1000-yr event)

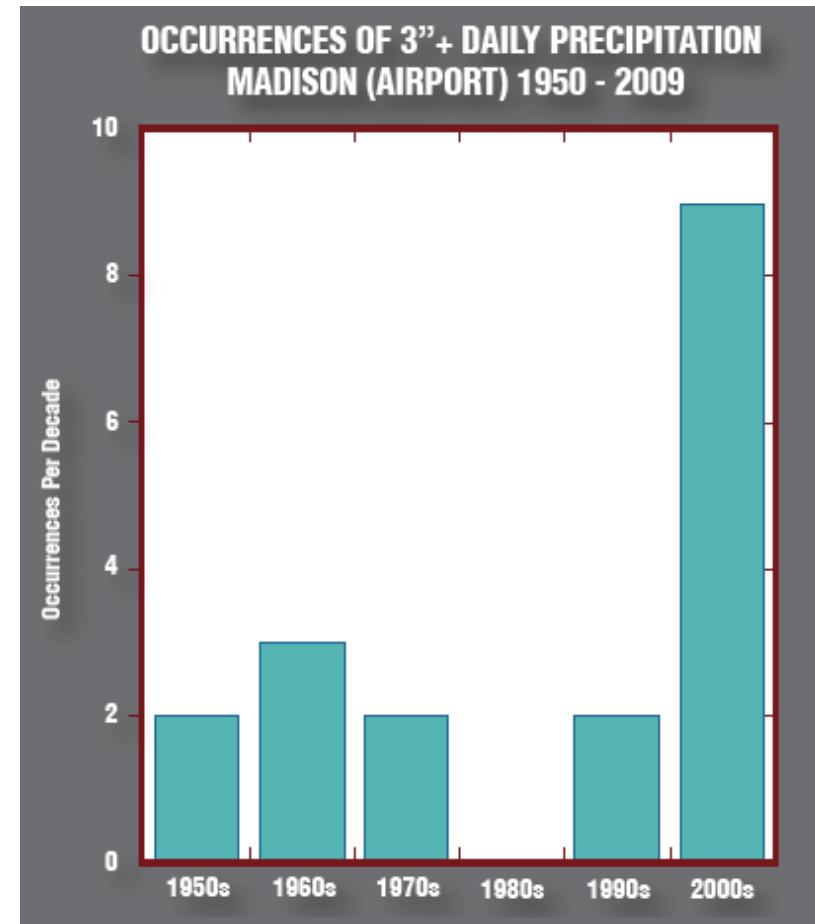
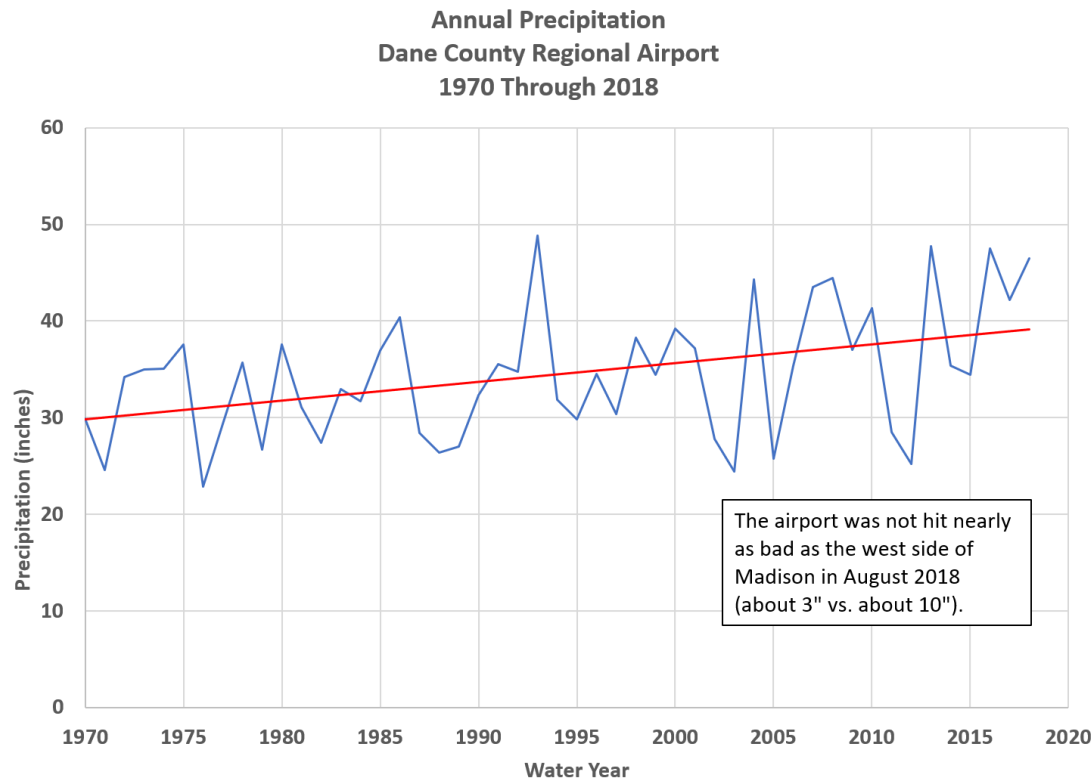


E Johnson St, Madison, WI

All rainfall totals taken from the Weather Underground HPE – New Washburn/Dandaneau (KWIMADIS50) station

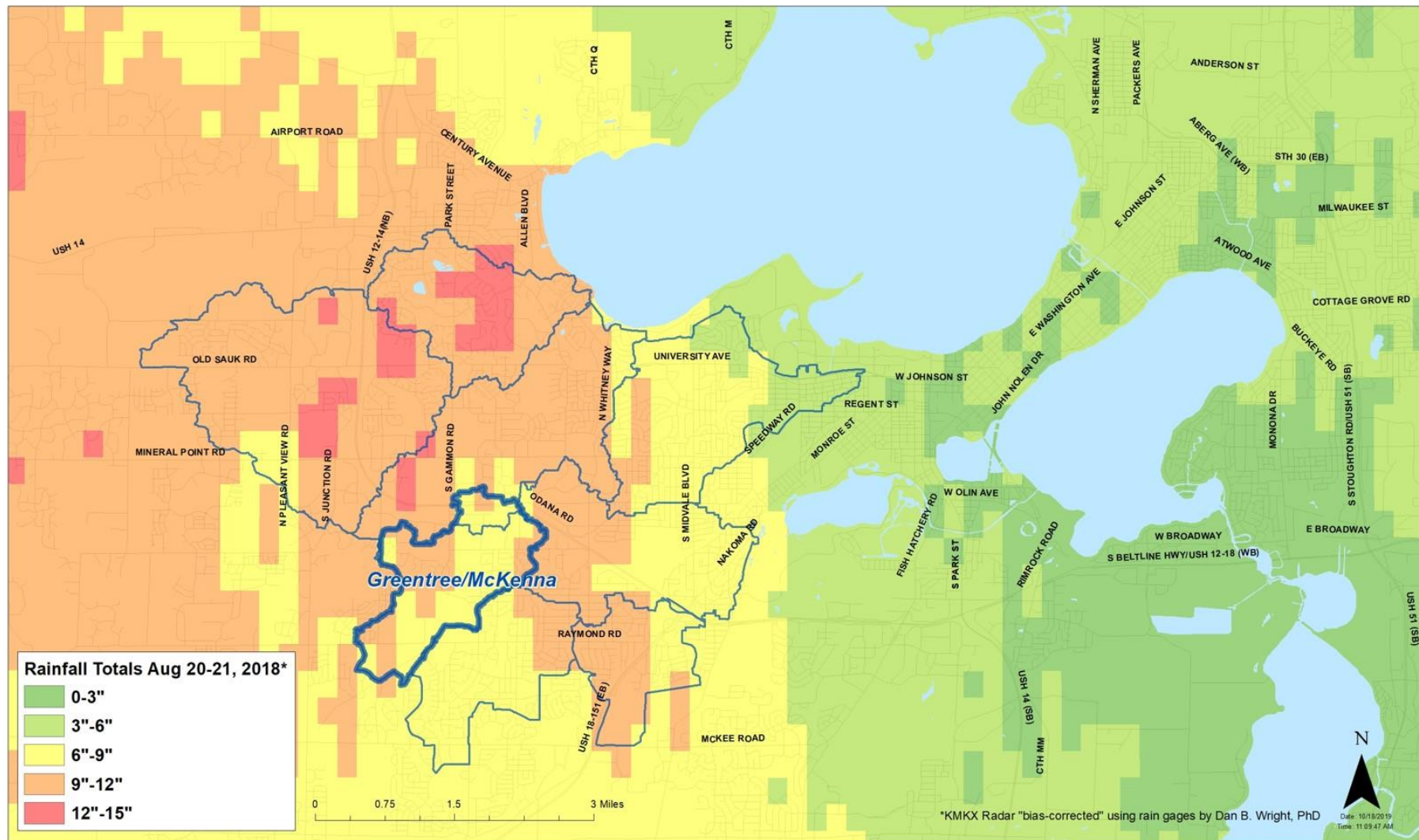
Watershed Studies Overview

- ▶ Overall trends in Madison: more rain, more rain events greater than 3"



Wisconsin's Changing Climate: Impacts and Adaptation. 2011. Wisconsin Initiative on Climate Change Impacts. Nelson Institute for Environmental Studies, University of Wisconsin-Madison and the Wisconsin Department of Natural Resources, Madison, Wisconsin.

Rainfall in Madison: Aug 20-21, 2018



KMKX Radar that was "bias corrected" using rain gauges by UW Professor Dan Wright

Watershed Studies Overview

- ▶ City of Madison response: Watershed Studies
 - ▶ Comprehensive studies of all 23 watersheds within City boundaries
- ▶ Includes three phases
 - ▶ Hydrologic and hydraulic (H&H) SWMM modeling of existing conditions
 - ▶ High-level “gray” and “green” infrastructure planning
 - ▶ Alternatives analysis and solutions optimization
- ▶ Watershed studies beginning on west side, will expand to east side in 2020
- ▶ Seven studies currently underway

How we did it

- RESJ
- Restructured Public Information Meetings
- Focus Groups
- Got the word out



Racial Equity Social Justice Lens

- ▶ RESJ: Racial Equity and Social Justice
- ▶ Tools for evaluating projects based on their impacts on historically marginalized communities
- ▶ City [of Madison]-Wide Flood Mitigation RESJ Tool
 - ▶ Completed in 2018 by City Engineering staff
 - ▶ Included active outreach recommendations, particularly engagement using non-traditional methods
- ▶ City of Madison Comprehensive Plan
 - ▶ Includes non-traditional outreach methods to reach communities that have traditionally not been engaged in City planning efforts
 - ▶ Primary method: focus groups

Applied RESJ Framework in the Watershed Studies

- ▶ Split Education and Outreach into two components
 - ▶ Education: more passive (website, fliers, etc.)
 - ▶ Outreach: more active (Public informational meetings, focus groups)
- ▶ Public Informational Meetings: Education with Outreach components
 - ▶ Interchangeable for each group of studies: residents can choose which PIM to attend
 - ▶ Aim to hold one PIM in each group of studies on a Saturday
 - ▶ Make family-friendly: provide coloring supplies, snacks, water

Education and Outreach in the Watershed Studies

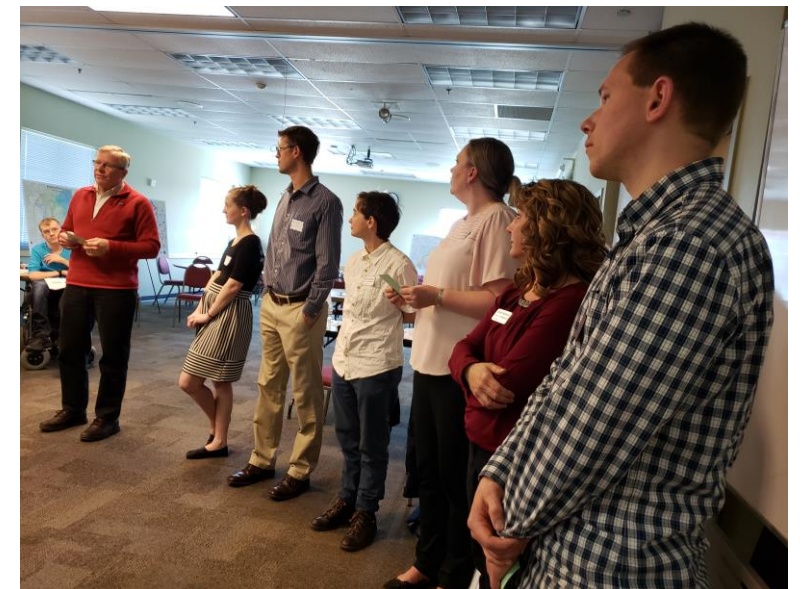
- ▶ Scope of work includes a blend of formal Public Informational Meetings (PIMs) and local Focus Groups
 - ▶ Public Informational Meetings
 - ▶ Length: approx. 2 hours
 - ▶ Location: central in each watershed
 - ▶ Invitees: invitations issued to all residents of each watershed
 - ▶ Focus Groups
 - ▶ Length: approx. 1-2 hours
 - ▶ Location: on-site throughout watersheds at places that flooded (“problem areas”)
 - ▶ Invitees: invitations issued to residents living within “problem” area
- ▶ Each study: three (3) PIMs, up to ten(10) focus group meetings per study



New structure

▶ FORMAT

- ▶ Welcome, PIO
- ▶ Explained how the meeting would go
- ▶ Explained what welcome packet resources they picked up
- ▶ Explained the Question and Answer format
- ▶ Introduced our team
- ▶ Ways to stay connected
- ▶ Presentation
- ▶ Q and A Panel
- ▶ Wrap up with resources
- ▶ Small break outs



Focus Groups

- ▶ Took public engagement a step further
- ▶ Engineers went out into neighborhoods to see, hear directly from residents
- ▶ About 30 different small group meetings in the span of two months
- ▶ Answered questions, used information to compare to models
- ▶ A more human approach
- ▶ Reached more people than who attended our public information meeting
- ▶ Educated public more on what we're doing, best practices for drainage and Stormwater management



Focus Groups

- ▶ A more human approach
- ▶ Reached more people than who attended our public information meeting
- ▶ Educated public more on what we're doing



Getting the word out

- ▶ Press Release
- ▶ Social Media posts, events
- ▶ City calendar
- ▶ Post cards
- ▶ Live coverage prior/morning show interviews
- ▶ Everyday Engineering Podcasts
 - ▶ flood proof your home, basement drainage, leaf mulching and salt use
- ▶ Follow up social media posting: remind people of what we did



Getting the word out – what's next and how do we use this?

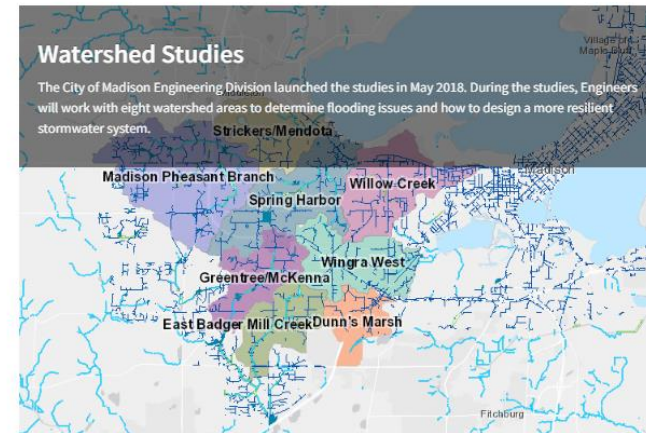
- ▶ Watershed studies - Alternatives will include gray and green infrastructure for flooding
- ▶ Informs our Ordinance revisions, including green infrastructure requirements
- ▶ **Green infrastructure analysis will ultimately inform a citywide *Green Infrastructure Plan***
 - ▶ **Green infrastructure incentive programs for flooding and stormwater quality**
 - ▶ **Partner with USGS on green infrastructure study as part of watershed studies**

Getting the word out, follow through

- ▶ Updated our flooding website with materials based off of our public information meetings and focus groups
 - ▶ new fliers
 - ▶ educational info
 - ▶ frequently asked question pages
 - ▶ story maps
 - ▶ report flooding forms
 - ▶ ways to stay connected on specific watersheds
 - ▶ what to do before, during and after a flood
- ▶ www.cityofmadison.com/flooding



City of Madison / Flooding



[Easy ways to flood-proof your home](#)

There are a number of ways homeowners can prepare a home to minimize chances of excess water disrupting everyday life, even outside of a flood event. From easy, less expensive options, to long-term options.

[Why flash flooding occurs](#)

The August 20, 2018 storm resulted in a tremendous amount of rain on the far west side of the City. The extreme amount of rainfall highlighted some serious systematic problems.

[Request a New Watershed Focus Group](#)

Learn more about the focus groups in each watershed within the study.

What we accomplished

- Education and information sharing
- Engagement
- Proactive problem solving
- Permit Requirement





Making Media Manageable

MAMSWAP

CITY OF MADISON ENGINEERING DIVISION
PUBLIC INFORMATION OFFICER
HANNAH MOHELNITKZY



Making Media Manageable MAMSWAP

- ▶ **WHO:** Hannah Mohelnitzky, MAMSWAP permit-ees, Media
- ▶ **WHAT:** A quick “how-to” workshop on how to work with media
- ▶ **WHERE:** MAMSWAP Quarterly Meeting locations
- ▶ **WHY:** A lot of municipalities do not have a designated public information officer, hopefully this will help get your information out to the public, even more
- ▶ **WHEN:** MAMSWAP Quarterly Meeting

Hannah Mohelnitzky

Public Information Officer

City of Madison Engineering Division

- ▶ Nearly 10 years of media experience
 - ▶ Print, multimedia, television
 - ▶ WSAW-TV/WZAW-TV, Wausau, Wis.
 - ▶ Anchored Weekday Mornings, Weekday Evenings, Launched a New 9 p.m.
 - ▶ WMTV-TV, Madison, Wis.
 - ▶ Anchored Weekday Mornings, Midday 11 a.m., relaunched station's investigative unit
 - ▶ Covered
 - ▶ Lighter topics: Presidential Candidates, Elections, Veteran Flights to Washington D.C., Super Bowl, Sweet 16 with the Badgers, Weather, City Council
 - ▶ Harder topics: too many mass shootings (Weston, Antigo, Middleton), explosions (Sun Prairie), human trafficking, overdoses, murder trials, etc.





Topic: Getting the Media to Cover

- ▶ 3 easy steps to get the media to cover your programs
 - ▶ 1. Decide if your program/topic is something they'll pick up
 - ▶ 7 criteria for what makes news:
 - ▶ Timing
 - ▶ Impact
 - ▶ Proximity
 - ▶ Human Interest
 - ▶ Conflict
 - ▶ Novelty
 - ▶ Prominence
 - ▶ 2. Call the right people
 - ▶ 3. Pitch appropriately

Step No. 1: Topic Choice

- ▶ Not all topics are going to get picked up
- ▶ Choosing a topic “newsworthy” *to news editors* is the first step
 - ▶ What **you think** is newsworthy **may not be** to the stations/publications
- ▶ They go by this criteria when choosing:
 - ▶ Timeliness: is this a seasonal program? Is this coming up?
 - ▶ Impact: How many people does this impact? A lot? A tiny neighborhood? Everyone?
 - ▶ Proximity: Is this program impacting people directly here in our community
 - ▶ Human Interest: Is this interesting?
 - ▶ Conflict: Is there disruption? Are there differences of opinion?
 - ▶ Novelty: “Weird Factor” or is this rare? First time something is being rolled out/or happening?
 - ▶ Prominence: Somebody prominent involved, involves someone prominent
 - ▶ Visual: What can you show to tell? (extra bonus)

Not all need to be fulfilled, but more than one most likely.

- ▶ Examples of each



Good topics to think about: NEW, NOW, NEXT

- ▶ Certain programs/workshops/initiatives you have
 - ▶ Example: adopt an inlet, salt certification, leaf management
- ▶ Need-to-know information
- ▶ Changes in programs
- ▶ New programs or tools
- ▶ Meetings you want the public to attend = include how they'll benefit
- ▶ Any change that would reduce/increase cost to residents
- ▶ Any change that would improve quality of life
- ▶ Any change that could keep families safe
- ▶ Something visual you can show!



Example:

Snow Clearing on Bike Paths Pitch



- ▶ **TIMING**
 - ▶ YES
 - ▶ A day or two before the snow storm/or day of
 - ▶ We're in fall/winter
- ▶ **IMPACT**
 - ▶ YES
 - ▶ This impacts a large community using the bike paths
- ▶ **PROXIMITY**
 - ▶ YES
 - ▶ This covers a lot of ground in our City/Community
- ▶ **HUMAN INTEREST**
 - ▶ YES
 - ▶ We've seen a lot of coverage about road clearing, but there's not much on bike path clearing
- ▶ **CONFLICT**
 - ▶ NO, unless someone reports a complaint
- ▶ **NOVELTY**
 - ▶ Not really, it's something that happens every year, but a little different than what they cover
- ▶ **PROMINENCE**
 - ▶ NO

Step No. 2: Call the right people

- ▶ Media gets hundreds of emails every hour
- ▶ Sending an email helps, but giving a call to the right person moves your idea to the top
- ▶ Give them what they want:
 - ▶ Local
 - ▶ Timely
 - ▶ New
 - ▶ Visual
 - ▶ What makes your story different? Visual!
 - ▶ If it's not new, how can you make it fresh?
 - ▶ Is there a change?
 - ▶ Sometimes it's just a reminder and you have to make old programs new again with visuals
 - ▶ I.e. winter coverage, leaf management, etc.





Step No. 2: Call the right people

- ▶ Email your idea over at the right time
 - ▶ News meetings are at typically 10 a.m. and 2 p.m.
 - ▶ Editorial Meetings: This is where reporters pitch ideas they get from sources/find, assignment editors/news directors/producers decide who covers what each day.
 - ▶ Send your release/info/email around 7:30-8 a.m., 12:30-1:30 p.m. Day of if possible or day before
 - ▶ Email to the newsroom:
 - ▶ News@nbc15.com
 - ▶ tips@channel3000.com
 - ▶ news@wkow.com
 - ▶ news@madtimes.com
 - ▶ wsjcity@Madison.com
 - ▶ Press@wpr.com
 - ▶ city@badgerherald.com
 - ▶ calendar@isthmus.com



Step No. 2: Call the right people

- ▶ Email and Call to assignment editors (decision makers)
 - ▶ Ryan Lobenstein, WMTV-TV, rlobenstein@nbc15.com
 - ▶ Jessica Arp, WISC-TV, jarp@wisctv.com or Steph Fryer, WISC-TV, sfryer@wisctv.com
 - ▶ Dani Maxwell, WKOW-TV, dmaxwell@wkow.com
- ▶ Email to reporters/anchors you've worked with
 - ▶ They pitch it!
 - ▶ Anchors also have heavy influence on news of the day, and live segments in studio
 - ▶ Maintain a relationship



Step No. 3: Pitch Appropriately

- ▶ Keep it tight/concise, they don't have time to read or listen
- ▶ Hit on the 7 criteria when emailing or calling
- ▶ Explain the why should people care
- ▶ Pitch at the right time
- ▶ Wait for a call back! Follow up!



Questions?

- ▶ Hannah Mohelnitzky, City of Madison Engineering Division
- ▶ Hmohelnitzky@cityofmadison.com