Yahara WINs Executive Committee Meeting 12/11/2018

Agenda item: Discussion Items

Attachment(s):

- Clean Lakes Alliance – Yahara WINS – Revised 2018 MOU
- Rock River Coalition Contract
- MMSD WPDES Permit Summary
- Final Yahara WINS Strategic Communication Plan
Amendment of the Memorandum of Understanding
Between Yahara Wins and Clean Lakes Alliance

Recitals

1. The Yahara Watershed Improvement Network Intergovernmental Agreement Group (Yahara Wins) and the Clean Lakes Alliance are parties to a Memorandum of Understanding (MOU), with an initial term of January 1, 2017 through December 31, 2017.

2. The MOU was amended per letter agreement on February 12, 2018 and extended to December 31, 2018. A copy is attached and incorporated by reference.

3. The Clean Lakes Alliance agreed to a funding level to Yahara Wins in 2018 of $100,000 of which $25,000 has been expended in 2018

4. Except for the amendments identified below, all other conditions of the MOU remain in effect.

Amendments

1. Section 5.d. is created to read:

   d. Funding provided by Clean Lake Alliance in 2018 that was not expended in 2018, can be carried over and used in 2019 for the following purposes:

      (1) $25,000 will be designated for the 2019 Yahara Pride Farms compost project
      (2) $50,000 will be designated to supplement the activities undertaken pursuant to the 2018 Columbia County service agreement to fund on the ground practices in 2019. This funding is in addition to and not part of the Yahara Wins budget for Columbia County in 2019.

Signatures
IN WITNESS WHEREOF the parties hereto have set their hands at Madison, Wisconsin.

For the Clean Lakes Alliance

___________________________________  ___________________
James Tye  Date
Executive Director

For Yahara WINS

_____________________________________
Martin Griffin
Yahara WINS Executive Committee President

_____________________________________
Jeffrey S. Rau
Yahara WINS Executive Committee Treasurer
February 12, 2018

Martye Griffin, Executive Committee President
Mr. Dave Taylor, Consulting Director
Yahara WINS
1610 Moorland Road
Madison, WI 53713

RE: Extension of and Amendments to Yahara WINS and Clean Lakes Alliance Memorandum of Understanding

Dear Mr. Griffin and Mr. Taylor,

On behalf of the Clean Lakes Alliance, we are writing to extend the Yahara River Watershed Improvement Network Intergovernmental Agreement Group ("Yahara WINS") and Clean Lakes Alliance Memorandum of Understanding, dated January 27, 2017, (the "MOU") for the period January 1, 2018 to December 31, 2018 with the following changes discussed below.

As per our discussions, and in order to accommodate our board and committee schedules, we understand that the parties to the MOU have agreed to amend Section 2.b. effective December 1, 2017, as follows:

The right of the Clean Lakes Alliance to extend this agreement may be exercised by the delivery of written notice to Yahara WINS on or after the date on which Installment 3 is contributed to Yahara WINS and within 30 15 days of the expiration of the agreement.

In addition, in order to clarify our coordinated approach for strategic communications on phosphorus reduction, we propose to amend Section 7. Strategic Communication, to add a provision, 7.b. as follows:

7.b. Yahara WINS shall acknowledge Clean Lakes Alliance when projects that are being funded or co-funded through this agreement are included in press releases or media events initiated by Yahara WINS.

Please sign where indicated below and return an electronic copy to my attention via email by February 28, 2018, to confirm the above extension of and amendments, to the MOU. Please let us know if you have any questions at (608) 255-1000.

In Partnership,

James Tye, Executive Director
Clean Lakes Alliance

Dea Larsen Converse
Community and Watershed Resources Manager

[Signature]
Name: [Martin Griffin]
Title: President, Yahara WINS

[Stamp]

Yahara WINS

Friends of Clean Lakes Board

[Signature]
Name: [Jenny Kohn, Chair]
Title: Community Advocate

[Signature]
Name: [Dea Larsen Converse]
Title: Community and Watershed Resources Manager

Encl.
Extension and Amendment of the Memorandum of Understanding
Between Yahara WINS and Clean Lakes Alliance

Extension
1. The Yahara Watershed Improvement Network Intergovernmental Agreement Group (Yahara WINS) and the Clean Lakes Alliance are parties to a Memorandum of Understanding (MOU), with an initial term of January 1, 2017 through December 31, 2017 and up to four Extension Terms.

2. Per Section 2b. of the MOU, Clean Lakes Alliance agrees to exercise its right to extend the term of the MOU by one Extension Term, with the Extension Term beginning on January 1, 2018 and ending on December 31, 2018.

3. Clean Lakes Alliance funding level to Yahara WINS in this Extension Term will be $100,000

4. Except for the amendments identified below, all other conditions of the MOU remain in effect.

Amendments
1. The last sentence in 2b is revised to read: “The right of the Clean Lakes Alliance to extend this agreement may be exercised by the delivery of written notice to Yahara WINS on or after the date on which Installment 3 is contributed to Yahara WINS and before 15 days prior to the expiration date of this agreement”

2. A new section 7.b. is added, which reads as follows: “Yahara WINS shall acknowledge Clean Lakes Alliance when projects that are being funded or co-funded through this agreement are included in press releases or media events initiated by Yahara WINS.”

Signatures
IN WITNESS WHEREOF the parties hereto have set their hands at Madison, Wisconsin.

For the Clean Lakes Alliance

[Signature]
James Oye
Executive Director

[Signature]
[Date]

For Yahara WINS

[Signature]
Martin Griffin
Yahara WINS Executive Committee President

[Signature]
[Date]
Memorandum of Understanding

1. Parties
The parties to this agreement are the Yahara River Watershed Improvement Network Intergovernmental Agreement Group ("Yahara WINS") and the Clean Lakes Alliance.

2. MOU Term
   a. The term of this MOU is January 1, 2017 through December 31, 2017.
   b. Unless otherwise terminated by either party as provided in Section 9 of this agreement, the Clean Lakes Alliance shall have the right to extend this agreement for up to four additional one year terms (each an "Extension Term"). Each Extension Term shall begin on January 1 and end on December 31 of the year following the year during which the extension option is exercised. The right of the Clean Lakes Alliance to extend this agreement may be exercised by the delivery of written notice to Yahara WINS on or after the date on which Installment 3 is contributed to Yahara WINS and before 30 days prior to the expiration of this agreement.

3. Recitals
   a. Yahara WINS and the Clean Lakes Alliance have a mutual goal of reducing phosphorus loads in the upper portion of the Yahara River Watershed, generally defined as TMDL stream reaches 62-64 identified in Figure 1 (the "Target Areas"), in order to meet the phosphorus reduction goals outlined in the Yahara CLEAN (Capital Lakes Environmental Assessment and Needs) Strategic Action Plan for Phosphorus Reduction (2012) by the end of the 20 year adaptive management timeline.

   b. The Clean Lakes Alliance Executive Board has allocated $100,000 in its 2017 budget as a contribution to Yahara WINS to be used to encourage farms to adopt conservation practices and/or engineered solutions that result in verifiable phosphorus reductions (the "Reduction Activities") in the Target Areas.

   c. The Clean Lakes Alliance may allocate $100,000 annually in subsequent years for continuing support to Yahara WINS based on the outcomes in the initial year of funding.

4. Financial Contribution
   a. The Clean Lakes Alliance annual financial contribution to Yahara WINS will be made in four (4) equal installments according to the following schedule:

   - Installment 1: $25,000 due by March 15
   - Installment 2: $25,000 due by June 15
   - Installment 3: $25,000 due by September 15
   - Installment 4: $25,000 due upon receipt of the Yahara WINS Annual Activities Report

Yahara WINS-CLA Memorandum of Understanding
c. Yahara WINS will invoice Clean Lakes Alliance for each installment. The invoice will include a brief description of the work done during the invoice period.

5. Use of Funds
   a. All funding provided in this agreement shall be used for Reduction Activities in the Target Areas. Further, the Clean Lakes Alliance encourages that for calendar year 2017, funding provided in this agreement be used primarily for long term capital projects, with a suggested, but not required, percentage as follows:

   - 70% for grassed stream side buffers, berms, swales, diversions and water retention basins
   - 30% for strip and vertical tillage, low disturbance manure injection, no-till and contour strip cropping and nutrient management planning

   b. Funding provided in this agreement may be used to leverage existing county and federal funds to eliminate funding gaps in connection with encouraging more farms in the Target Areas to engage in Reduction Activities.

   c. Funds used by Yahara WINS for Reduction Activities in the Target Areas shall be supplemental to cost share practice funds routinely included in the Dane County Capital and Operating budgets and the Yahara WINS approved 2017 and five year operating budgets.

6. Reporting Requirements
   a. Semi Annual and Annual Activities Report – Yahara WINS shall prepare and submit a semiannual and an annual activities report to Clean Lakes Alliance describing phosphorus reduction projects implemented using funds provided under this agreement. The activities report should include practices funded, practice units, modeled phosphorus reductions, and funds expended therefor. The semiannual activities reports shall be submitted to Clean Lakes Alliance on or before July 31st of each year. The annual activities report shall be submitted to Clean Lakes Alliance on or before March 31st of the following year.

   b. Dane County Draft Annual Report. For any year during which this agreement is in effect, and for any year following a year during which Installment 3 was paid to Yahara WINS, Yahara WINS will provide, on or before March 31st, either directly to Clean Lakes Alliance or by making publicly available through their website, the Dane County draft annual report. Clean Lakes Alliance recognizes that information in the draft report is draft and potentially subject to change and will provide, within a week of receiving the Dane County Draft Annual Report, a preprint draft of relevant sections of the annual State of the Lakes Report to the Director of the Dane County Land & Water Resources Department and the President of the Yahara WINS Executive Committee for their review and verification.
7. Strategic Communication
   a. Yahara WINS and the Clean Lakes Alliance agree to work together to develop a coordinated approach for reporting to the public on phosphorus reduction to the lakes for practices funded under this agreement. This shall include working on a method of translating phosphorus load reductions used for the purpose of demonstrating compliance with the Rock River Total Maximum Daily Load (TMDL), which is calculated by TMDL stream reach, into phosphorus load reductions delivered to the lakes in the Yahara River Watershed. To facilitate developing this methodology, Yahara WINS agrees to participate in at least two meetings before March 31st.

8. Liability
   a. Each party to this agreement is a separate and independent entity and shall be responsible for the consequences of its own acts, errors or omissions and those of its employees, boards, commissions, agencies, officers and representatives and shall be responsible for any losses, claims and liabilities which are attributable to such acts, errors or omissions, including providing its own defense. Yahara WINS shall have exclusive authority to determine the manner and methods employed by Yahara WINS in the performance of the activities contemplated by this agreement. Yahara WINS is not, nor will it claim to be, acting as the agent of the Clean Lakes Alliance by virtue of the performance of any activities contemplated by this agreement.

9. Termination
   a. Either party may terminate this MOU without cause upon a 90 day advance written notice to the other party. In the event that the Clean Lakes Alliance terminates the agreement, the Clean Lakes Alliance agrees to make all Installment payments due to Yahara WINS for that calendar year up to the effective termination date, and Yahara WINS agrees to use any funds paid prior to the effective termination date in the manner provided in Section 5 of this agreement. In the event that Yahara WINS terminates the agreement, Yahara WINS agrees to provide the Clean Lakes Alliance with all reports due under Section 6 of this agreement for the calendar year in which the last Clean Lakes Alliance financial contribution was received.

10. Notice
    a. Whenever any provision of this Agreement requires the giving of written notice, it shall be deemed to have been validly given if delivered in person to or if delivered at or sent by registered or certified mail postage prepaid to:

    For Yahara WINS: Yahara WINS Executive Committee President, Madison Metropolitan Sewerage District, 1610 Moorland Road, Madison, Wisconsin 53713.

    For the Clean Lakes Alliance: James Tye, Executive Director, Clean Lakes Alliance, 150 East Gilman Street, Suite 2600, Madison WI 53703.
11. Signatures
IN WITNESS WHEREOF, the parties hereto have set their hands at Madison, Wisconsin.

For the Clean Lakes Alliance:

[Signature]
James Yee
Executive Director

[Signature] 1/27/17

For Yahara WINS:

[Signature] 11/26/17
David S. Taylor
Yahara WINS Executive Committee President

[Signature] 1/26/17
Jeffrey S. Rau
Yahara WINS Executive Committee Treasurer
Figure 1: TMDL Stream Reaches
Contract between Yahara WINs and the Rock River Coalition, Inc.

The Rock River Coalition, Inc. (RRC) will provide services to Yahara WINs as set forth in the chart below. The period of this agreement shall be January 1, 2019 to March 31, 2020. The RRC employee who will perform the work will be Nancy Sheehan.

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Volunteer Recruitment and Training</td>
<td>3,150</td>
</tr>
<tr>
<td>Volunteer Management</td>
<td>9,660</td>
</tr>
<tr>
<td>Project and Data Management,</td>
<td>7,735</td>
</tr>
<tr>
<td>Sharing and Reporting</td>
<td></td>
</tr>
<tr>
<td>Software, Equipment, Mileage and</td>
<td>4,384</td>
</tr>
<tr>
<td>Travel</td>
<td></td>
</tr>
<tr>
<td><strong>Total for Year 7</strong></td>
<td><strong>24,929</strong></td>
</tr>
</tbody>
</table>

Yahara WINs agrees to advance Rock River Coalition, Inc. the contract amount for Year 7 ($24,929) after approval of this contract. Funds will be expended consistent with the services shown in the above table and detailed in the funding proposal. The cost breakdown in the above table is approximate and funds can be shifted between categories. Time extensions, additions to project tasks, and increases to the budget can be made by mutual agreement of RRC and Yahara WINs. These changes will be documented in an amended contract. Any funds not expended will be reimbursed to Yahara WINs.

**Contract Contacts**
Billing: Tara Callis, info@rockrivercoalition.org, 920-650-0966
RRC Chair: Eric Compas, compase@uww.edu, 262-472-5126
Yahara WINs contact: Martye Griffin, marting@madsewer.org, 608-709-1813

For the Rock River Coalition:

Eric Compas
Date 11/29/18

For Yahara WINs:

Martye Griffin
Date

Jeffrey Rau
Date
COMMISSION AGENDA REPORT
Meeting of November Fifteenth two thousand and eighteen

Overview of Draft WPDES permit and reissuance process

Lead Staff: Martin Griffin

Requested Action: No action requested – Informational Item.

Attachments:
- Public notice document
- Draft Permit
- Variance request document
- Adaptive Management Plan
  <https://dnr.wi.gov/topic/wastewater/documents/MadisonMetAMP.pdf>
- Permit Fact Sheet document

Financial Impact:
Yes, but undetermined. Additional costs realized as part of new permit requirements will be absorbed as part of District Operating budgets.

Background:
The federal clean water act of 1972 required point sources dischargers to undertake water pollution control responsibility. As a result, The Wisconsin Pollutant Discharge Elimination System (WPDES) permit program was created as a way for the State (Wisconsin DNR) to issue permits with Federal oversight by US EPA.

Due to the fact that Wisconsin regulates discharges to State surface waters, in order for the District to legally discharge recycled water to Badfish and Badger Mill creeks, a WPDES permit is required. In addition, the permit also regulates the land application of biosolids as a discharge to groundwater. This requirement directly impacts our biosolids recycling the District undertakes through the application of Metrogro as a fertilizer to be used on farm fields. Having a valid WPDES permit is critical to the existence of the District.
As a part of the permit issuance process, the draft permit is required under law to be public noticed by the WDNR signaling their intention to authorize a discharge. The public has 30 days from the date of the public notice to submit comments to the WDNR. In addition to a public notice, the State on their own can hold a public informational hearing, or by request. The informational hearing is for the purpose of giving all interested persons an opportunity to make a statement with respect to a permit issuance to be considered in the final decision. Comments on a wastewater permit must be made within 7 days of the hearing date. After the hearing and comment period ends, the State prepares a Notice of Final Determination which summarizes what action DNR took in response to public comments.

It should be noted that the permit process does allow for variances to the water quality based effluent limits that are included as part of a permit. To receive a variance, the permittee must demonstrate that attaining a water quality standard is not feasible. For the permit that is currently scheduled for public hearing, the District requested 2 variances: one for Mercury and one for Chlorides.

**Analysis:**
The last permit that was issued to the District was issued in 2010. WPDES permit terms are for 5 years. That means every 5 years the District goes through the permit reissuance process. For this particular permit term, it has taken around 3 years to complete the reissuance process. When a permit is reissued, at the time of reissuance, any changes in the law regarding statewide water quality based effluent limits that occurred since the last permit term must be reflected into the new permit to ensure that discharges meet standards necessary to achieve water quality standards.

The new permit differs from the previous permit in that it has *generic* changes that are due to general statewide water quality standards that are newly reflected in the permit and also *unique* changes that are specific to the District.

**Generic Changes:**
- **Phosphorus**: The discharge limit is lower than the previous permit and now matches the state water quality standard for phosphorus resulting in a new phosphorus compliance schedule for Badger Mill Creek outfall. The Badfish Creek outfall compliance will be met with Adaptive Management (see section on unique changes below).
- **Nitrogen**: Effluent monitoring for Total Nitrogen parameters is required for municipal majors discharging to the Mississippi River Basin. This means these parameters will now be required to be reported in our Discharge Monitoring Report.
- **Total suspended solids (TSS)**: New requirements related to TSS limits for Badfish Creek outfall. These new requirements are in accordance with the Rock River Total Maximum Daily Load (TMDL) that went into effect in 2011 and compliance will be met with Adaptive Management (see section on unique changes below).
• **Controlled Diversions, etc.** New monitoring and reporting requirements for sanitary sewer overflow, controlled diversions and bypasses, due changes in NR 210, Wis. Admin. Code.
• **Industrial Pretreatment:** New requirements for Pretreatment programs due to changes in NR 211, Wis. Admin. Code
• **Testing monitoring and reporting Requirements:** New and additional testing, monitoring and reporting requirements for:
  - Class A biosolids cake material and associated products made with that material
  - Chronic Whole Effluent Testing (WET) frequency
  - Effluent temperature reporting (15 minute daily vs. hourly)
  - Mercury sampling (grab samples vs 24hour flow proportional)

**Unique changes**
• **Adaptive Management Plan in permit:** Puts the watershed adaptive management approach as a way to achieve phosphorus and TSS permit compliance in our permit for Badfish Creek outfall.
• **Chloride Variance:** The previous permit had a chloride variance. The new permit continues that variance for water quality based effluent limits for chloride. Discharge variance limit is different in winter than summer recognizing the additional chloride inputs to surface water and sanitary sewer system in the winter. First permit variance in the state to our knowledge that is being granted on treatment impact to the environment versus the cost of treatment to rate payers.
• **Chloride Interim Limit and Target Values:** New interim limit and target value for Chloride. The District requested a variance to this new limit (see above). Although Chloride limits were in the last permit, in the new permit those limits are being lowered. In addition, the District will have separate winter and summer Chloride target values.
• **Mercury Variance:** The previous permit had a mercury variance. The new permit continues that variance to the water quality based effluent limits for mercury by keeping requirements in the permit that the District has to meet (e.g. Updated Pollution Minimization Plan, Annual Reporting, etc.)
• **Alternate effluent limit for temperature:** District successfully showed that an alternate temperature limit than the water quality based effluent limit will protect fish and habitat. Limit is higher. Saved the district from employing costly equipment to lower the effluent temperature.

**Next Steps:**
• Public Notice of intent to Reissuance the Districts WPDES permit was posted by WDNR on October 22nd, 2018
• Public Informational Hearing Scheduled for December 7th, 2018
• Staff currently reviewing permit language detail and will present District questions comments and concerns to WDNR before final permit issuance
WPDES Permit Changes

- Generic Changes
  - Phosphorus
  - Nitrogen
  - Total Suspended Solids (TSS)
  - Additional Testing, Monitoring, Reporting
### WPDES Permit Changes: Phosphorus

<table>
<thead>
<tr>
<th></th>
<th>Current Limit</th>
<th>Interim Limit (new)</th>
<th>Water Quality Based Effluent Limit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monthly Avg.</td>
<td>1.5 mg/L</td>
<td>1.0 mg/L</td>
<td>0.225 mg/L</td>
</tr>
<tr>
<td>6-month Avg.</td>
<td>0.6 mg/L</td>
<td></td>
<td>0.075 mg/L</td>
</tr>
</tbody>
</table>
# WPDES Permit Changes: Nitrogen

<table>
<thead>
<tr>
<th>Ammonia</th>
<th>No change in Limits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organic Nitrogen (TKN)</td>
<td>New Monitoring Requirements</td>
</tr>
<tr>
<td>Nitrite</td>
<td></td>
</tr>
<tr>
<td>Nitrate</td>
<td></td>
</tr>
</tbody>
</table>
**WPDES Permit Changes: Total Suspended Solids**

<table>
<thead>
<tr>
<th>Badfish Creek</th>
<th>No change in TSS Limits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Badger Mill Creek</td>
<td>No change in Monthly average limits</td>
</tr>
<tr>
<td></td>
<td>Addition of Weekly average limits</td>
</tr>
</tbody>
</table>
## WPDES Permit Changes: New Requirements

<table>
<thead>
<tr>
<th>Section</th>
<th>Requirement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Controlled Diversions</td>
<td>Monitoring &amp; Reporting</td>
</tr>
<tr>
<td>Sanitary Sewer Overflows</td>
<td>Monitoring &amp; Reporting</td>
</tr>
<tr>
<td>Industrial Pretreatment</td>
<td>New Program Requirements</td>
</tr>
<tr>
<td>Class A Biosolids</td>
<td>Testing, Monitoring &amp; Reporting</td>
</tr>
<tr>
<td>WET Testing</td>
<td>Testing Frequency</td>
</tr>
</tbody>
</table>
WPDES Permit Changes

- Unique Changes
  - Adaptive Management
  - Chloride
  - Mercury
  - Thermal (Temperature)
| Badfish Creek | Adaptive Management Plan = Phosphorus Compliance |
### WPDES Permit Changes: Chloride

<table>
<thead>
<tr>
<th></th>
<th>Current Interim Limit</th>
<th><strong>Winter Interim Limit (new)</strong></th>
<th>Summer Interim Limit (new)</th>
<th>Target Value (new)</th>
<th>Water Quality Based Effluent Limit</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Weekly Avg.</strong></td>
<td>481 mg/L</td>
<td>465 mg/L</td>
<td>430 mg/L</td>
<td>419 mg/L</td>
<td>395 mg/L</td>
</tr>
</tbody>
</table>
## WPDES Permit Changes: Mercury

<table>
<thead>
<tr>
<th></th>
<th>Current Limit</th>
<th>Target Value (new)</th>
<th>Water Quality Based Effluent Limit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily Maximum</td>
<td>5.7 ng/L</td>
<td>3.4 ng/L</td>
<td>1.3 ng/L</td>
</tr>
</tbody>
</table>
**WPDES Permit Changes: Thermal**

- Badger Mill Creek only

<table>
<thead>
<tr>
<th></th>
<th>Current Limit</th>
<th>New Requirement</th>
<th>Water Quality Based Effluent Limit</th>
<th>Alternate Effluent Limit</th>
</tr>
</thead>
</table>
Questions?
Thank you!
I. Situation Summary
The Yahara Watershed Improvement Network, known as Yahara WINS, is a groundbreaking initiative to achieve clean water goals for the Yahara Watershed. In this effort, community partners led by Madison Metropolitan Sewerage District are collaborating on a strategy called watershed adaptive management in which all sources of phosphorus in a watershed work together to reduce phosphorus.

The effort began in 2012 as a pilot and has now transitioned to a full-scale effort. To advance the adaptive management project and assist in meeting Total Maximum Daily Load related permit requirements, the group facilitates partnerships, conducts outreach, pools resources to fund phosphorus reducing practices in the watershed, analyzes stream samples and works with the Wisconsin Department of Natural Resources to address regulatory needs for the project.

During 2017, the last year for which statistics are available, documented phosphorus reductions of more than 40,000 pounds exceeded reduction targets for the year and achieved more than 40 percent of the total reduction of 96,000 pounds per year needed over the next 20 years.

The achievements of Yahara WINS and its partners reflect important progress in the watershed. Yahara WINS efforts to communicate project information in the past have been somewhat limited in terms of frequency and have primarily targeted intergovernmental agreement participants and partners. A more robust and strategic communications effort would support continued progress toward meeting the overall phosphorus reduction goal, among other things. Specifically, a strategic communication effort would:

- Provide critical and timely information (technical, environmental and social) to help keep member communities and other partners informed and engaged in this long-term effort;
- Help achieve broader community recognition and support;
- Provide avenues for member communities and partners to amplify and extend messages about their project successes;
Create opportunities for member communities and partners to participate in the communications effort;
Help maintain and potentially expand broader community investments directed toward water quality improvement; and
Help identify and secure new funding sources for the Yahara WINS effort.

The strategic communications plan identifies objectives and goals; core messages; target audiences and preferred channels; communication tools; a timeline for the year ahead and metrics to advance communications in support of Yahara WINS’ mission and goals.

Consistent with the collaborative approach of the Yahara WINS partnership, the communication strategy seeks to foster engagement with participants to leverage their ideas and communication capabilities for the benefit of all.

II. External and Internal Objectives and Goals
By engaging Madison Metropolitan Sewerage District staff and leveraging partner resources (e.g. individual community resources and collective resources through the Madison Area Municipal Stormwater Partnership, etc.), this strategic communications plan seeks to accomplish the following:

External communication goal: Build recognition, appreciation and support for Yahara WINS’ efforts to reduce phosphorus and improve water quality in the watershed.

Related objectives include:
• Enhance public awareness of the water quality challenges facing the region and the low-cost benefits of reducing phosphorus at the source;
• Inform audiences about the community, environmental and economic importance of Yahara WINS’ work and the regulatory requirements establishing phosphorus reduction goals;
• Gain attention for projects by individual communities and partner groups that are advancing the collective goals;
• Enhance public engagement with and political support for the investment necessary to achieve long-term watershed goals;
• Develop tactics and tools to aid fundraising; and
• Provide communications needed to achieve long-term watershed goals.

Internal communication goals: Strengthen engagement and collaboration among Yahara WINS intergovernmental agreement signatories and partners by providing clear, inspirational and actionable information.

Related objectives include:
• Enhance existing relationships and develop new relationships that advance Yahara WINS’ collaborative efforts;
• Identify opportunities to engage participants in the communications effort and leverage their ideas and communication capabilities for the benefit of all;
• Provide communication support to aid Yahara WINS participants in identifying shared interests and opportunities;
• Provide specific communications assistance to Yahara WINS members to help them promote the initiative within their respective communities;
• Create persuasive, convincing communications that reinforce the ability of participants to provide funding and flexibility for Yahara WINS; and
• Establish and sustain consistent communication processes that support governance and organizational effectiveness.

III. Core Messages
The following core messages will be reflected throughout Yahara WINS’ communications.

Core messages:
• Yahara WINS and its partners play a critical role in achieving water quality improvements at the watershed level.
• Yahara WINS brings urban and rural, public and private players together to make a difference in water quality.
• Yahara WINS helps bridge technical challenges and funding gaps to support innovative practices in the watershed.
• Yahara WINS serves as a critical tool helping all participating entities to meet permit compliance related to phosphorus and sediment.
• Yahara WINS represents the lowest cost approach to reach water quality goals in the Yahara Watershed.

IV. Target Audiences and Preferred Channels
To communicate effectively, Yahara WINS will cultivate target audiences through a series of robust communication channels.

Target audiences include:
• Yahara WINS executive team members (with expectations for pass-through to their organizations and communities);
• Yahara WINS partners and participating municipalities;
• Regulators;
• Farmers in the watershed;
• Additional stakeholder groups (e.g., Smart Growth Greater Madison; UW-Madison’s Office of Sustainability; Yahara Fishing Club);
• Potential donors;
• General public;
• News media;
• Elected officials; and
• National organizations and audiences (where doing so will help advance the Yahara WINS effort).

Providing credible information through multiple channels ensures participants receive recognition for their engagement as well as encouragement to continue their involvement. Using multiple channels also extends message reach and builds broader awareness of the organization among general audiences.

Yahara WINS primary communications channels will likely include:
• Newsletter (electronic and print);
• Internal and external meetings and presentations;
• Website;
• Email;
• News media;
• Social media;
• Video;
• Publications; and
• Signage and displays.

Other communication opportunities will be considered where reasonable and appropriate. Examples may include providing content for publications advanced by others (e.g. Yahara Pride, Dane County, Clean Lakes Alliance), and participating in and perhaps providing sponsorships for relevant events. Appropriately targeted advertising also may be considered.

V. Communication Tools and Support
While Yahara WINS maintains its own communications infrastructure, it also depends on the communication tools and expertise of its member organizations to reach the desired audiences. Going forward, Yahara WINS communication efforts will be closely coordinated with those of its partners. At the same time, partners and stakeholders will be asked to share the group’s information through their native channels, particularly when the message highlights their activities and involvement in the partnership.

Madison Metropolitan Sewerage District is currently providing critical support for Yahara WINS communication efforts and intends to continue to provide communications support going forward. Examples of support that the district can provide include:

• Communication project management expertise;
• Content production and editing;
• Graphics support;
• Style guidance for written communications and presentations;
• Establishment of best practices for handling media and public affairs contacts;
• Development of standard operating procedures for signoff of outgoing messages;
• Social media support;
• Computers, website hosting and software;
• Cameras;
• Phones;
• Signage; and
• Meeting facilitation equipment and supplies.

To ensure the success of Yahara WINS outreach, an important aspect of the communications plan involved surveying Yahara WINS member organizations to determine resources that the organizations, either individually or collectively (e.g. collaborating with Madison Area Municipal Stormwater Partnership) can offer to help support Yahara WINS in conjunction with Madison Metropolitan Sewerage District. Based on the results of the survey, examples of support partners can provide include:

• Submitting ideas for content, including advance notice for photo opportunities;
• Identifying staff or other resources that may be brought into the mix, as appropriate;
• Participating in informal communications work group activities;
• Providing timely comment, feedback and signoff;
• Using pass-through communication of Yahara WINS information to reach unique partner channels; and
• To the extent possible, providing contact lists to allow Yahara WINS to reach audiences both broad and deep.

VI. Timeline
The following summary identifies planned and potential communication activities for the year ahead that address internal and external challenges and advance the group’s strategic communication goals.

Highlights include:
• Annual report;
• Periodic newsletters;
• Foundational literature and basic tools;
  o PowerPoint;
  o Brochure/s;
  o Video and download capability;
  o Agreed-upon performance metrics;
  o Additional collateral as needed – FAQ, etc.;
• Website updates;
• The potential to host events, sponsor events or organize joint participation events;
  o Examples of events that might be considered include: field demonstrations; new project ceremonies; awards events; Dane County Fair; Shake the Lake; CLA events; Sun Prairie Corn Fest; Waunafest; Middleton Good Neighbor Festival; Madison music events; events at Dane County Parks including Schumacher Farm Park in Westport/Waunakee; local chamber events; service club events; and
• News releases (calendar/opportunities identification).

VII. Metrics
Appropriate metrics will be identified upon determination of specific communication activities for the coming year.
Appendix A
Communications workflow and processes

Communication products generated under this plan will vary in terms of importance, scope, focus, target audiences, messaging and content. Given the far-reaching impact that communication efforts and products can have on the overall success of the Yahara WINS effort, it is important that Yahara WINS establish a process for development, content approval and release of communication products. Content development and signoff processes for some types of communications are recommended below.

<table>
<thead>
<tr>
<th>Communication type</th>
<th>Typical initiator/requestor</th>
<th>Approval and notification</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meeting support materials, meeting notices, etc.</td>
<td>President, executive committee members</td>
<td>• President approval</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Notification to executive committee</td>
</tr>
<tr>
<td>Newsletters, annual report, development of foundational literature, etc.</td>
<td>Comms team, president, executive committee members, WINS group members</td>
<td>• President approval</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Notification to executive committee</td>
</tr>
<tr>
<td>Posting of established materials to WINS Facebook, Twitter or other social media sites</td>
<td>Comms team</td>
<td>• President notification</td>
</tr>
<tr>
<td>News releases, press conferences</td>
<td>Comms team, president, executive committee members, partners</td>
<td>• President approval</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Notification to executive committee</td>
</tr>
<tr>
<td>Possible event sponsorship, organization or advertising</td>
<td>Comms team, president, executive committee</td>
<td>• President and executive committee collaboration and approval</td>
</tr>
<tr>
<td>Fundraising and advocacy</td>
<td>Executive committee, president, comms team</td>
<td>• President and executive committee collaboration and approval</td>
</tr>
</tbody>
</table>
