

DATE: August 18, 2005

FILE REF: 3500

TO: Mark McDermid - Bureau Director, Cooperative Environmental Assistance

FROM: Ken Johnson - SCR

SUBJECT: Request for Hearing on the GTCWI Charter

I am requesting final approval and hearing for the Green Tier Clean Waters Initiative Charter (GTCWI) that has been in development the last year. While we envision the Charter focus expanding over time the immediate goal of the Charter is to reduce the overall sediment delivery to Dane County's lakes and streams beyond that that is currently required by state and local statutes. Key elements in the Charter are:

1. A partnership effort between the regulatory community (Dane County, the City of Madison, the City of Sun Prairie, the Department of Natural Resources South Central Region) and the building community (Veridian Homes LLC)
2. Establishment of a Charter Board to deal with routine operational needs of the partnership as well as yearly self assessment and reporting
3. Routine shelf reporting through periodic third party audits and a weekly virtual inspection program
4. Establishment of a contractor training program
5. Provisional admittance to the Charter for new builders conditioned on a demonstration of compliance with the Charter
6. A Charter compliance schedule that determines continued eligibility with the Charter
7. Establishment of a single point of contact for participating builders
8. Early involvement by the regulatory community in the planning phase of developments
9. Establishment of minimum performance standards for subdivisions and individual lots
10. Establishment of a dispute resolution process.

The Charter Board of Directors will essentially be comprised of the principal authors of the Charter (the City Engineers, the Director of Dane County Land and Water Conservation Department, the Lower Rock River Basin Supervisor and a Vice President from Veridian Homes LLC). This fairly high level of administrative involvement assures that the Charter will continue to receive support as it grows and expands.

As a direct result of implementing this Charter, Dane County's streams and lakes will see a reduction of erosion from participating builders beyond that required by current state and local statutes. This reduction will have a direct environmental affect. Since, Veridian Homes LLC builds about 25% of all the homes in Dane County this affect stands to be substantial.

Currently, the Charter includes one Builder and four municipalities. There has already been interest from two other municipalities in the progress of this Charter. It is my belief and hope that the number of participating municipalities will expand as we demonstrate a successful working relationship. Further, I expect that the marketing advantage and ease of operation/relationship with the regulatory community will encourage other builders to seek membership within the Charter.

I believe the Charter in its current format represents a new way of doing business with the building industry that will result in vastly superior performance. Still, the current structure of the Charter allows any member to remove itself by simply noticing the Board. While I personally believe the Charter will be successful, the risk involved is modest at best and the rewards potentially huge. I recommend that the Department embrace this proposal and approve the Charter for a period of five years.