

Rock River Recovery Education and Outreach Plan

Education and Outreach Section Index

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This education plan is still considered draft until integrated in to the full Rock River Recovery Plan. However many aspects of the education plan are expected to begin prior to the finalization of the full plan.

Comments, suggestions can be sent to either Suzanne Wade: suzanne@rockrivercoalition.org or Michael Vollrath, DNR Rock River TMDL Implementation Coordinator at Michael.vollrath@wisconsin.gov.

Rock River Recovery Education and Outreach Plan Purpose

The purpose of this Education and Outreach Plan is to assist in the communication, coordination and implementation of educational efforts leading to improved water quality in the Rock River Basin. Primarily this plan addresses educational needs to achieve the reductions in phosphorus and total suspended solids as identified in the report, approved by the EPA in 2011: **TOTAL MAXIMUM DAILY LOADS FOR TOTAL PHOSPHORUS AND TOTAL SUSPENDED SOLIDS IN THE ROCK RIVER BASIN**. This is also known as the Rock River Basin TMDL Report.

The ultimate goal of the Rock River Recovery effort is improvement within the basin for all water resources including wetlands, shorelines, and groundwater, and for basin lakes and rivers to meet their designated uses. The accomplishment of this plan can be an economic driver and improve the quality of life for citizens living in the basin. The education and outreach effort can help assist in successful implementation of the Rock River Recovery Plan.

Educational efforts are already ongoing in the basin regarding the TMDL and sediment and phosphorus reductions, including aspects identified in this plan. The educational effort will continuously be adapted to take advantage of changing technologies, local efforts and new champions as well as to address emerging needs and issues.

Annually the educational effort will be evaluated and updated. As written it is expected to take 5-10 years for full implementation, at which time a new plan based on current technologies, information and needs assessment should be drafted.

This education plan recognizes several major audiences; since the recovery plan is primarily driven by reaching permit reduction requirements; this education plan initially addresses educational needs for the regulated community: municipal wastewater treatment plants, municipal separated storm sewer systems (MS4s) and industrial dischargers.

However, the Rock River Recovery plan cannot be successful without the support and adoption of practices by the agricultural community, thus their educational needs are listed second in this plan.

Finally the full support of basin citizens, acknowledging their impact on water quality and willing to put in place practices to improve water quality, is critical to achieving water quality goals. A supportive citizenry can be a force that braces the resolve of the permitted community and elected officials, while building a norm within the basin regarding individual actions in support of clean water.

The Rock River Recovery effort can bring together people who traditionally work independently from each other, including agencies, agriculture, permitted entities, non-profit organizations and interested public resulting in improved water quality. Education is critical to make this a reality.

TMDL Implementation Education and Outreach Sector Team

The Education and Outreach Sector Team of the Rock River Basin TMDL Implementation Team is the primary author of this plan and will help guide its implementation. The 2012 team consists of individuals from the DNR, UW-Extension (state and county), Rock River Coalition, Town and Country RCD, Dane and Waukesha county land and water conservation departments, agriculture and the City of Fitchburg.

Recommendation 1: Further develop education plan and build support for educational efforts.

This recommendation includes the basic planning and building of support for this effort, a portion of which needs to be completed before the plan can become finalized. Once completed, they would be removed from the final plan.

1. Meet with other Rock River Recovery sector teams and key partners such as the Rock River Municipal TMDL Group, stormwater groups, Clean Lakes Alliance, Rock River Coalition etc.) to:
 - a. Further refine this education and outreach plan.
 - b. Develop strategies for achieving the recommendations in this plan.
 - c. Develop a strategy for civil engagement including demystifying the effort, providing ways for people to connect with the project and insure that everyone knows their opinions are valued.
2. Guide the development of the education plan including message development and other components such as material development, workshops and forums. (Note on messages, the DNR must approve any messages that is distributed in their materials.)
3. Develop facilitated meetings on identifying barriers to full plan implementation and develop possible solutions.
4. Develop an annual education plan, based on this plan, identifying major focus and resource needs for the year.
5. Develop a communication process to insure regular communication between sector team members updating them on progress and encouraging cross-sector problem-solving and project development.
6. Host meetings with DNR TMDL sector teams and central office policy makers to discuss priorities and implementation steps.
7. Hold annual meeting and/or workshops for all sector team members and partners to discuss progress, issues, and questions, and discuss future directions.
8. Identify ways to fund special activities.

The Education and Outreach Sector Team is currently run by three volunteer chairs: Ruth Johnson, Jim Congdon and Suzanne Wade. We recommend that DNR and UWEX discuss long-term staffing models as the current method is unlikely to be sustainable beyond the middle of 2013.

It is the Education and Outreach Sector Team's recommendation that either the DNR or UWEX be the institutional leader for the educational effort, chairing the educational sector team and overseeing implementation of the education plan.

At this time we have not identified who will develop material or organize forums and workshops, etc. Options beyond having DNR or UWEX providing staff to develop the educational materials, is to contract for this, either through another organization or with an individual. Alternatively, other governmental entities, nonprofits or other organizations could accomplish specific projects or actions through their current efforts, by writing grants or other fundraising efforts.

Side bar boxes found in each section provide suggestions on how these actions can be accomplished, with a focus on identifying the individual or groups responsible.

TMDL Permittees: Municipal Waste Water Treatment Plants (WWTP), Industrial Dischargers, Municipal Staff, Elected Officials and Municipal Separate Storm Sewer Systems (MS4s),

This section addresses the education needs of a variety of audiences related to meeting DNR WPDES permits, including issues of communication, collaboration and support.

The focus is on first insuring that all those who are the lead in implementing their permit understand the requirements, possible methods of reaching compliance, including adaptive management and pollutant trading, timelines, contacts and restrictions. Secondly it offers educational activities that focus on coordination and developing partnerships.

It is critical to the success of the Rock River Recovery effort that those with a discharge permit are kept up-to-date on the program and offered assistance in their outreach to the agricultural community and the agencies and businesses that support them.

Industrial and Municipal Waste Water Dischargers: Municipalities, Industries, Consultants

Recommendation 1: Ensure all permittees and their consultants understand the TMDL program, pollutant trading, adaptive management and local opportunities for partnerships.

- Continue meetings between DNR staff and permittees. Topics would vary depending on how engaged the permittee has been in the process, but could include: history, allocations, adaptive management, pollutant trading and compliance. The permittee should be able to freely ask questions and provide suggestions on how they can best meet requirements given their specific situation.
 - Meetings should be held at permit reissuance, and annually, thereafter, at least during early implementation.
 - Meetings could involve several permittees and key others, such as Land and Water Conservation Department staff.
 - After initial meetings, could expand to include partners and agriculture representatives. Meetings with agriculture, especially LWCD should help build an understanding of the opportunities adaptive management provides.
- Develop information on working with agriculture, key contacts, best management practices, methods other permittees have used to engage agriculture producers, agreement language, maintenance issues and other key questions.
- Develop educational components for a water quality credit exchange program (part of water quality trading effort) including: development of

DNR implementation staff should take the lead in these educational efforts. They should be sure to communicate back to the other sector teams the results of their meetings, especially if new materials need to be developed, such as fact sheets and web pages.

The RRR Education and Outreach Chair would also act as a convener for these and other meetings listed in the plan.

If a broker is used as part of adaptive management or trading approaches to meeting TMDL compliance, then the broker could take on some of the educational roles outlined here and under agriculture.

The development of the exchange (bullet 3) would likely need to be staffed outside the DNR, however educational activities could be done by governmental or university staff.

promotional material and developing outreach strategies to agriculture about the exchange.

- Educate consultants to the permittees to ensure correct information is being shared.
 - Possible methods include webinars about the TMDLs, compliance and adaptive management.
 - Insure that on-line information is accurate and up-to-date since consultants are likely to do self-guided on-line research, read the full TMDL report and make calls to educate themselves.
- Work with the Rock River TMDL Group on annual educational needs, provide information and updates at their meetings.
- Encourage DNR webinars to focus on technical aspects of meeting TMDL requirements, updates and allowing for Q&A sessions.

Municipal Staff

The focus of this section is on staff who are not directly involved with the permit, but need to understand the program in enough detail to explain it to the public and to accurately explain it to decision-makers. This includes clerks, top administrative staff, administrative assistants, technicians, engineers and other public works or utility staff.

Recommendation 1: Ensure that staff and administrators are familiar with the TMDL and can represent it to the public and key leaders

- Develop support material for technical staff to use with municipal elected, professional and administrative staff including lead administrator, clerks, administrative assistants, general public works and utility staff and others who interact with elected officials and the public municipal staff.
- Encourage presentations at meetings that staff from various departments attend.
- Encourage municipalities to apply for Wisconsin Water Star status, to help raise awareness of possible actions they could be taking and to provide the municipality with a way to demonstrate their accomplishments for water quality.

The Director of Public Works should be the main source of education for this level of staff education.

The role of the RRR Education and Outreach Sector Team is to help develop materials, provide feedback and be a repository for sample materials developed by municipalities or other TMDL locations.

Elected Officials

Recommendation 1: Keep in regular communication with elected officials.

- Communicate following established pathways
 - Encourage municipal department heads to invite appropriate DNR program staff to departmental meetings and committee meetings.
 - Attend targeted meetings such as town's association meetings and other forums where elected officials are already present. (Note: elected officials are often members of chambers and other civic organizations and may be reached when giving

Staff from affected municipal departments, such as public works, utilities, land conservation and planning should be the main educational contact for their municipal boards and elected officials. The Rock River Recovery educational team should work to support their educational needs. In addition DNR staff should look for opportunities to present to elected officials.

- presentations to these groups. A county board supervisor is often also a town board member.)
- Use direct phone calls, letters and meetings as often as possible, don't rely on Internet or technology based methods of contact.
 - Use alerts when there is a change on how they need to manage operations or if it impacts costs.
 - Use 'weeklies', which carries all the local forum information to promote workshops or forums.
 - Send information to town clerks with information on who to direct the materials to for general mailings/emails.
- **Look for partners who regularly and positively connect with elected officials as a messenger for the program: UWEX Local Government Center, regional planning organizations, League of Wisconsin Municipalities.**
 - **Develop materials with a focus on items of interest to elected officials for use during committee meetings. These items should include information on regulation, benefits, financial impacts, staffing implications, examples of success stories, alternatives and partnership opportunities.**
 - Encourage participation in projects (such as drinking water testing efforts, Send Your Legislator Down the River, Rock River Trail or River Clean-ups) to raise awareness of water issues and engage elected officials.

Why use Adaptive Management or Water Quality Trading

Historically regulatory approaches to address phosphorus have focused on reductions from point sources, either municipal or industrial waste water treatment. This approach can be economically prohibitive when removing low levels of pollutants. Watershed Adaptive Management and Water Quality Trading are options intended to reduce costs of phosphorous control. With these options, operators of facilities which discharge phosphorous will be able to partner with other dischargers of phosphorous, for example, farmers, to reduce discharges by an equivalent, or greater amount, than required by the permit. Both adaptive management and water quality trading may be lower cost alternatives to mechanical or chemical treatment, additionally they often result in other watershed benefits, including better wildlife habitat and increased flood control.

As stated by an interviewee in the summer of 2012: "Watershed adaptive management as a means to reach permit goals allows a path to fishable, swimmable waters never available before."

However, there are distinct differences between the two programs, as shown by the following taken from the DNR website in September 2012.

Adaptive management vs. Water quality trading

- Adaptive Management and Water Quality Trading are two compliance options for phosphorus. These options are similar in that they both strive to achieve compliance with phosphorus requirements in the most economically efficient manner possible. This typically includes reducing nonpoint and/or other point source pollution in a watershed. Despite this similarity, there are several differences between Adaptive Management and Water Quality Trading.
- Potential Pollutants: Trading may be utilized for many pollutants of concerns; Adaptive Management was created solely for phosphorus reduction in Wisconsin.
- Trading and Adaptive Management have different end goals: Adaptive Management focuses on achieving water quality criterion for phosphorus in the surface water; Trading focuses on attaining compliance with a permit limit.
- The Scale of Adaptive Management and Trading: Adaptive Management focuses on reduction strategies in a watershed; Trading only allows upstream reductions typically.
- Calculating Offsets: Trading offsets require trade ratios and margins of safety; Adaptive Management does not.
- Timing: Trading credits must be generated before use; Adaptive Management focuses on permit cycles.
- Monitoring: Adaptive Management requires in-stream monitoring and annual reports; Trading does not.
- Eligibility requirements under Adaptive Management and Trading are different.

MS4's: Urban Stormwater Education and Outreach

In permitted municipal separate storm sewer systems (MS4s) in the Rock River Basin, education and outreach is guided by their permit under Subchapter I of NR 216, Wis. Adm. Code, which requires the development and implementation of an I&E program to facilitate the proper management of materials and behaviors that may pollute storm water. Thus, this forms the backbone for the urban audiences in the Rock River Recovery Plan education and outreach section. Although, currently their activities do not connect directly with the recovery effort or the goals of the TMDL report, it would be easy to add this component.

The types of activities and behaviors the above regulatory programs are intended to address include improper disposal of waste and dumping of materials, effective construction site erosion control and long-term storm water management, lawn and garden fertilizer and pesticide application, yard waste management and disposal, pet waste disposal, and other business and household practices that may contaminate storm water runoff.

In the Rock River Basin, most MS4s, along with the University of Wisconsin- Madison and University of Wisconsin-Whitewater, have joined together in one of three groups to develop local education programs. They are: the Madison Area Municipal Stormwater Partnership (MAMSWaP) composed of 22 permittees, The Rock River Stormwater Group with 16 members including permitted municipalities, UW-Whitewater, one non-permitted municipality and several non-profits, and the Waukesha Stormwater Education Group with 25 members. Additionally, Washington County and its municipalities have teamed together on a Clean Ways for Waterways campaign, Hartford is its sole municipality located within the Rock River Basin that is part of this effort. The City of Waupun is a member of the Northeast Wisconsin Stormwater Consortium (NEWSOC).

Recommendation 1: Build on existing structure, but unify the message.

The actions being accomplished by the stormwater groups are exemplary and should be continued and built on. Each group has an annual action plan, which has been merged into a chart in Appendix B. The chart shows both areas of overlap as well as unique programs that might be able to be duplicated in other areas of the basin.

Key leaders of the three existing stormwater groups, along with the DNR TMDL staff, UWEX educators and other partners should:

- Meet to explore ways of utilizing the same messages within the Rock River Basin. They should strive to maintain their individuality and identity but look at ways to use the same messages and materials while fostering a connection to the Rock River Basin. In addition to increasing the effectiveness of the Rock River Recovery effort it would also be fiscally responsible, taking less time and resources to develop one message and materials that are adaptable for different areas of the basin.
- Determine specific messages or behaviors that they agree to focus on during a year. The groups would develop an action plan for the message and behavior, outlining areas of shared responsibility. Media markets overlap, so all focusing on the same behavior or concern would help reinforce the message.

The three stormwater groups each have staff to organize and run their programs:

MAMSWaP: Marcia Hartwig, Dane County Lakes and Watershed Commission

Waukesha County Stormwater Group: Jayne Jenks, Waukesha County Land and Water Resources Department

Rock River Stormwater Group: Meg Kelly, Biodiversity Project.

Andy Yench, UWEX NRE is currently providing assistance to the Waukesha County Stormwater Group and the RRSO. Mindy Habecker, Dane County UWEX CNRED education is on the MAMSWaP education committee.

We recommend that the role of the Rock River Recovery is to assist these groups and to work with Andy and Mindy to orchestrate the annual meetings.

- Connect the urban runoff message to the Rock River Recovery effort as one aspect of a unifying message.
- Explore use of existing media campaigns for messages and PSA's (Public Service Announcements) that could be adapted and used basin-wide. (Love Your Lakes Don't Leaf them in Dane County, Sparkles the Water Spaniel in Milwaukee and others being used in the Chippewa Valley or Minnesota or the campaign being developed by the Clean Lakes Alliance.)
- Collaborate on workshops for municipal staff, contractors, landscape architects and other similar professionals to reinforce the message and to reduce redundancies and inefficiencies.
- Host informational sessions for all involved with stormwater education to explore new research, educational methodology, social marketing and new approaches (such as having Roger Bannerman present his research on infiltration).
- Examine joint evaluation methods for the stormwater education effort.

Recommendation 2: Expand urban stormwater efforts to all areas of basin.

- Encourage stormwater permit holders in Walworth County's portion of the Rock River Basin to join the Rock River Stormwater Group. Currently Waupun is a member of the North East Wisconsin Stormwater Consortium (NEWS); they should also be encouraged to join in some manner with the RRSW.
- Encourage municipalities with a WPDES wastewater permit, but not a stormwater permit, to join a residential educational effort, either through one of the stormwater groups or through another entity such as the Clean Lakes Alliance, a county lakes association or the Rock River Coalition to ensure that their residents receive the water quality message needed for the Rock River Recovery. While this is not a permit driven recommendation, it will help with the basin-wide outreach necessary to make the Rock River Recovery effort a success.
 - Several models are available for this; the RRSW currently allows municipalities who do not have a stormwater permit to join for an annual fee of \$1,000. Examples of communities that should be encouraged to participate include:
 - Columbia County: Columbus, Fall River, Arlington, ...
 - Dane County: Oregon, Cambridge, Rockdale...
 - Dodge County: Mayville, Horicon, Hustisford, Juneau, Fox Lake, Brownsville, Randolph...
 - Jefferson County: Johnson Creek, Lake Mills, Waterloo, Sullivan, Palmyra...
 - Fond du Lac County: Brandon ...
 - Rock County: Evansville, Edgerton ...
 - Walworth County: Darian, (Delavan, Elkhorn,)
 - Washington County: Hartford, Slinger, Lomira, Theresa, Addison, Allenton, ...
- Meet annually or biannually with the three stormwater groups, the Rock River TMDL Group (municipal and industrial dischargers and MS4s), DNR and other major partners to discuss mutual needs, concerns and ways of partnering, particularly as it relates to education that crosses municipal boundaries.

The Rock River Stormwater Group should consider hiring through Biodiversity Project, or working with another group such as the Rock River Coalition or Rock River Trails, for an educational assistant to host displays, give presentations and in general be a local educational presence. Both the MAMSWaP and Waukesha County permittees already have this service.

Internal DNR

These recommendations are primarily in relationship to permits and therefore are included in this section.

Recommendation 1: Foster frequent communication between DNR staff at the field, region and central office.

- Develop regular means of communicating between those making policy and those responsible for implementation to insure that all staff understand the end goal, what their role is, what their responsibility is and how they can help make it happen. Also develop a mechanism for communication between different TMDL project managers and implementation teams (e.g., Fox River, Lake St. Croix, Milwaukee, etc.) Including:
 - TMDL 101 presentation, given as part of a webinar so the program can be archived for viewing again or as new staff come on board.
 - Education on adaptive management, pollutant trading, permit expectations and timelines.
 - Information on how to integrate other agencies and organizations, such as lake groups and other non-profits into the effort.
 - Ideas on how different TMDL efforts in the state can working together, sharing ideas and learning from each other's experiences.
- The Rock River Recovery TMDL Implementation Team and sector teams should regularly discuss issues, accomplishments, program directions and ways of working together.

Recommendation 2: Improve communication between DNR, permittees and partner groups.

- Develop a means for communicating DNR expectations to the regulated community. Develop a mechanism, or process, to discuss and possibly utilize, innovative ideas intended to RRR pollution reduction goals (such as offering credits for exemplary educational programs, new agriculture BMP's etc.). Increase awareness of DNR and permittees of opportunities that partner groups may offer to help with implementation
 - Help regional DNR staff to understand how outside groups could help, and how to engage them in the effort.
 - Write articles for media, the Rock River Reflections newsletter and other newsletter on ways that partner groups have worked to foster implementation of the TMDL.
 - Highlight partner opportunities at annual basin meeting.

Agriculture Producers and Businesses

Even when those with a permit meet full compliance, often times, significantly more phosphorus reduction is needed for water quality goals to be met. The Rock River Recovery effort needs agricultural producers to significantly reduce the amount of phosphorus and sediment being delivered to basin streams, wetlands, rivers and lakes to be successful.

Adaptive management and pollutant trading allows for a new relationship between permittees and agriculture. Thus agriculture and agricultural businesses are a key stakeholder group and educational target for WWTPs and MS4s.

Generally, achieving water quality goals in the rural areas of the basin is based on agricultural enterprises voluntarily complying with, and adhering to, NR 151 performance standards and prohibitions to control polluted runoff from all cropland and livestock operations. Conservation practices used to meet the performance standards are identified in [Chapter ATCP 50, Wisconsin Administrative Code](#).

Recommendation 1: Build partnerships between agricultural program and education providers.

- Help establish new collaborative efforts between organizations, agencies and higher education to help reach farmers about these efforts. Examples of partners include: UW-Extension, DATCP, Land and Water Conservation Departments, NRCS, professional farm organizations and non-profit organizations.

Recommendation 2: Build on existing efforts, and replicate in a systemic way, successful efforts in other parts of the basin.

- Utilize and increase the number of one-on-one contacts.
- Strategize ways to increase ability of Land and Water Conservation departments and NRCS offices to make one-on-one contacts:
- Host various types of agricultural gatherings including farmer forums, similar to the watershed forums (under Basin-wide Outreach recommendations) as well as more traditional programs.
- Develop farm pride watershed groups, based on successful aspects of the Yahara Pride Farmers groups or other groups such as Iowa Farmer Councils or the councils being developed in northwest Wisconsin.

Recommendation 3: Offer frequent programs and educational opportunities on best management practices.

Farmers are interested in learning about ideas that can improve their business. For the Rock River Recovery effort the focus should be on gateway practices that are likely to lead to implementation of additional practices as well as new, innovative practices or practices with new cost-share opportunities. One goal of the education effort is to create a buzz around the Rock River Recovery effort and effective practices and new opportunities.

- Host frequent Nutrient Management Plan (NMP) training in different settings and hosted by different agencies/organizations

Continued discussion is needed between all the agencies on options to meet agricultural training and education needs.

One successful model is to hire someone to do this outreach such as Nancy Drummy did in Dodge County, and Erv Lesczynski does, in the headwaters area of the basin.

MALWEG and other grant sources may help fund training efforts.

UWEX Agriculture Agents should be approached to discuss ways they can help with the educational needs for agriculture. Note: UWEX agents tend to focus on practice implementation rather than on regulation.

to increase farmer attended NMP training.

- Develop materials and methodology to help trainers explain the Rock River Recovery effort.
- Develop farm training programs at area Technical Colleges that includes NMP as occurs currently in southwestern Wisconsin.
- Encourage UW short courses to offer information about meeting the phosphorus index and developing a nutrient management plan.
- Explore and promote new cost share programs, such as the cover crop planting in Dane County, with a focus on relatively simple practices for water quality improvement.
- Explore and promote successful new practices such as those resulting from research for small farm manure-to-biofuels practices.

Recommendation 4: Focus agricultural educational offerings in areas prioritized in the plan or where adaptive management programs are being pursued.

- Focus educational activities such as group gatherings or one-on-one visits in areas where adaptive management is being implemented and in regions that have the highest rates of phosphorus delivery and TSS.
- Increase basic educational activities in regions of the basin where there hasn't been any previous focus on water quality such as was provided through the Priority Watershed Program, EQIP project areas or the Conservation Security Program.

Recommendation 5: Increase awareness of the Rock River Recovery effort and identify economic drivers for agricultural business providers to encourage inclusion of water quality messages and practices into their business plan.

Examples of agriculture businesses include crop consultants, chemical and seed dealers, custom applicators, bankers/lenders, nutrient management planners.

- Give presentations to agricultural businesses, either individually or in groups, to explain the recovery effort, history, drivers, expectations and program components.
- Hold discussions with agricultural businesses to discuss how their business could be part of the program, particularly as it comes to the delivery of services.
- Offer CEU's for educational programs when crop consultants are a target audience.
- Explore ways of educating individuals from other agriculture businesses such as lenders and equipment dealers on the effort.

Recommendation 6: Hone messages focused on agricultural producers including agriculture's connection with the community as a whole, its impacts, benefits and management practices.

- **Develop messages and materials that highlight how agricultural actions made by an individual farmer affect the community as a whole. Appendix D contains a listing of messages for farmers, in general they come down to the following:**
 - Farm practices are a major source of phosphorus and sediment.
 - All farms contribute to the problem, in varying degrees, all need to do something
 - The river connects us and ties us together
 - Take time to determine best practices for you and water quality: Then put it into action.

- Many practices both save you money and improve our water quality. (economics and farm improvement)
- Rock River Recovery: a locally led initiative.

Recommendation 7: Develop materials and determine delivery methods for different farm audiences or partner with other groups who are effectively using technology to reach agricultural audiences.

- Work with county Extension agents on the best method to reach different segments of their county's agricultural producers.
- Explore the use of a wide variety of delivery methods and materials including: Social media: An increasingly important tool for communication should be explored for farm audience; web pages; Fact sheets; Webinars; On-line classes and discussion groups

Recommendation 8: Identify partners and influentials from the agricultural community.

- Engage farm organizations in the program, with specific requests for partnering, helping sponsor events, hosting meetings and having speakers at their meetings and articles in their newsletters.
- Approach key agricultural leaders early about the effort and encourage active support of the recovery effort.

As part of the development of this plan, a series of interviews were held during the summer of 2012. They represent a rich history and experience in working with agricultural producers. Some of these insights are including in Appendix C.

Basin-wide Outreach

A basin-wide effort provides a foundation that efforts targeted at specific audiences or locations can build on.

One focus of this plan is the development of partnerships and is critical to long-term success. Just as the original 1998 DNR Rock River Basin partnership effort brought together more than 200 organizations, businesses and agencies in a variety of award winning efforts, these new partnerships could be the linchpin for new efforts and successes in the basin.

Messages need to be unified, come from a variety of trusted sources, and come regularly and continuously over years. A well-planned effort will ensure that all groups and individuals who are interested in improved water quality can understand their role in the effort and how it fits in with the roles of other partners.

Basin-wide strategy with regional emphasis

While the efforts in this plan are listed as basin-wide, it is important that the messages and materials reflect the unique nature of different regions of the basin. Messages and materials need to be tailored to the desires and interest of the audiences, reflecting their values as it relates to water quality. We feel that can be done best by modifying our materials whenever possible to reflect the following regions history, partnerships and geography:

Yahara River and Madison Lakes: This portion of the basin has had tremendous amount of work in the past and is currently the focus of several large efforts. Care will need to be taken when discussing the Rock River Recovery in these areas so as not to confuse people about how it is connected to the Yahara WINs project, Yahara CLEAN, Yahara Pride Farmers Group, and the Clean Lakes Alliance efforts. Agriculture in this area is dominated by livestock operations, primarily dairy, while the Madison lakes and urban area anchors the southern edge of the region.

Rock River Headwaters Area: This is roughly the area that drains to Lake Sinissippi and includes the south, east and west branches of the Rock River. It includes a large portion of Dodge County, plus the Rock River drainage areas in Green Lake and Fond du Lac counties and a portion of the drainage from Washington County. This is an overwhelmingly agricultural area and has been the focus of a number of educational and cost-share programs. It is also an area where many agricultural producers are reluctant to participate in government cost-share programs for various reasons, but one being the history of the establishment of the Horicon Marsh. The area has a large amount of karst (fractured limestone) bedrock which is susceptible to groundwater contamination.

Adjacent to this area and similar in its rural, agriculturally dominated nature are the Crawfish and Beaver Dam river watersheds to the west and the Rubicon River watershed to the east. Although these watersheds have a few critical differences including having more recreational land uses and not having the divisive history of the Horicon Marsh, it might be prudent to include them in this area, rather than the main branch of the Rock.

Lake Country of Waukesha, Walworth and Washington counties: The eastern edge of the basin has a rich landscape of lakes and rolling glacial hills, dotted with small communities that are often lake focused, or are bedroom communities to the Greater Milwaukee Area. The county land and water conservation efforts are generally focused on lake issues or on land development issues in these regions.

Southern Region of Rock River Basin: The central part of the basin from Watertown down to Beloit as well as major tributaries including the Bark, Turtle, Oconomowoc, Ashippun and lower Yahara rivers and Koshkonong and Badfish Creeks, has a mixture of mid-sized urban and rural areas. A number of lakes including Whitewater, Rock and Ripley as well as Lake Koshkonong can be found in this area of the Rock River Basin. This region has more industrial and manufacturing businesses than other parts of the basin and cash grain operations dominate, although there are a number of dairies and several CAFO's as well.

Recommendation 1: Define Rock River Recovery and develop unifying vision and build support.

The Rock River Recovery Plan should have one key leader to develop and implement the education plan. This person, while the lead, should develop an extensive partnership network to help implement the educational components and help develop the unifying vision and messages for the basin.

The basic planning and building of support for this effort should include:

- Finalize message language: A foundation to begin this discussion is the message comments from interviews compiled in the summer of 2012. They focus on several areas: Developing a sense of community – we're all in this and we all need to work on it; impacts of phosphorus and sediment; project benefits/vision; and practice implementation. The message also needs to be tailored to the audience and individualized. The full list of messages can be found in Appendix D.
- Develop graphics and support materials including, but not limited to, new fact sheets, sector fact sheets, website, electronic presentation and display.
- Hold annual meeting for all sector team members and partners to discuss progress, issues, and questions, and to look for ways of working cross-sector and to assist in determining future directions.
- Garner testimonials from opinion leaders – especially for general public, and select audiences.
 - Key urban audience are men ages 14 – 36, statistically, they're the ones doing yard work and likely may not be thinking of the impacts, opinion leaders for them might be sports-related celebrities like Matt Kenseth, Brett Bielema, Steve Stricker, Tony Romo, etc.
 - Farm producers might listen to individuals such as Pam Jahnke, the Fabulous Farm Babe, or Department of Agriculture, Trade, and Consumer Protection (DATCP) Secretary Ben Brancel.

The past model for staffing this type of educational effort has been to use UWEX Basin Educators, now Regional Natural Resource Educators. Since that is unlikely in the near future, local groups may want to address specific aspects of the basin-wide outreach effort.

The DNR and UWEX could host brainstorming and planning sessions with key educational leaders/organizations to develop a strategy for how this important work will get completed.

The DNR could offer contracts, matching grants, or have a grants program, specifically to meet education goals as stated in the plan.

Recommendation 2: Build on existing educational efforts in the basin.

- Encourage agencies, universities and non-profit groups in the basin that are interested in water quality, recreation and wildlife habitat to use the Rock River Recovery effort as an opportunity to unify the message and focus educational efforts. This includes:
 - Lake groups, river/watershed groups, agricultural entities, conservation groups (Ducks Unlimited, Trout Unlimited, Madison Permaculture Guild), recreational groups (Rock River Trail, Glacial Heritage, friends of parks groups, other user groups such as canoe, trail, waterskiing, and fishing groups).

- Agencies would include DNR, DATCP, United States Fish and Wildlife Service (USFWS), United States Geological Survey (USGS), Wisconsin Geological and Natural History Survey (WGNHS), Natural Resources Conservation Service (NRCS), county land and water conservation departments (LWCD's), and Wisconsin Department of Transportation (WDOT).
- Universities include UW-Madison, UW-Whitewater, UW-Extension, UW-Rock County, Beloit College, Edgewood College and the Wisconsin Technical College System.
- Develop funding for a mini-grants program for non-profits in basin to allow development of water quality-based projects.

Recommendation 3: Actively solicit partnerships with the business community.

Note: this is in addition to work that municipal permittees may be doing as part of their stormwater education efforts or in meeting discharge reductions for phosphorus.

- Promote business partnerships at all levels. The Clean Lakes Alliance has demonstrated how effective this can be in one part of the basin. Similar opportunities exist throughout the basin and should be searched out and encouraged. At a minimum Green Tier and ISO 14,000 (international environmental standard) businesses should be approached for a discussion on how they could promote or otherwise interact with the effort.
- Develop a database of existing businesses with Green Teams; offer to meet with the teams to plan water quality-based activities.
- Encourage the development of Green Teams in area businesses.
- Reach out to businesses and key groups to garner support: financial, logistical, and conceptual - before major public outreach begins.

Recommendation 4: Develop a focused educational presence with local business entities and community leaders.

- Meet with area chambers of commerce, ask to be on their program and have articles in their newsletters.
 - Inform urban leaders and other opinion leaders about the RRR effort including information on the efforts that agriculture, municipalities and industries are doing to meet the recovery effort as well as barriers, costs, benefits. Secondary goal for this is to reduce finger-pointing and establish the message that it's a community issue not just one sector.
- Meet with business organizations such as Rotary, with a goal of becoming a welcome face by business leaders.
- Meet individually with large businesses and with Green Tier businesses and their staff to explain the RRR effort and explore ways that their Green Tier status and the RRR effort can work together.

Recommendation 5: Host educational forums and other educational events.

- Host forums in several subwatersheds in the basin, in partnership with local stakeholders. One goal of the forums would be to help the different parties better understand each other, requirements, hurdles/barriers, viewpoints, costs and goals. If two forums were held each year, it would take around 5 years to reach all subwatersheds. (The Yahara River and Lakes were not included in the following list as they already have active stakeholder groups and agencies who host educational forums, seminars and workshops.)
 - Subwatersheds that lend themselves to such a forum include:

- Bark River with Scuppernong and Whitewater creeks (possible with Bluff and Allen creeks)
 - Turtle Creek
 - Beaver Dam River
 - Rock headwaters region
 - Oconomowoc and Ashippun rivers and Mason Creek
 - Rubicon River
 - Maunasha and upper Crawfish rivers
 - Koshkonong Creek (follow-up forum)
- Develop regularly held fun, ‘splashy’ event(s), that helps make the Rock and its tributaries a positive amenity to people in the basin.
 - Develop a listing of groups and their major actions and look for ways to build on each other’s activities. A small listing of groups includes: Rock River Trail, Rock River Coalition (20 year anniversary 2014), Town and Country RCD (grazing, local foods effort), Yahara Watershed Improvement Network, other local lakes groups and watershed organizations.

Recommendation 6: Honor positive work.

- Establish a recognition program
 - Ubiquitous with a focus on making the award a wide-spread, recognized designation.
 - Develop different levels of recognition,
 - Lower levels could be a designation with sign or placard, that is given to many whether individual, farmer, group or business
 - At higher levels, award should be an item of value, which people would be pleased to get and would work to receive. One suggestion may be a tangible, wearable symbol of the recovery effort such as a lapel pin in the shape of a river.
 - Include big splashy recognition events
 - sponsored by a local hero, respected business or organization,
 - organized geographically with different award ceremonies in different areas of the basin.
 - Build off the honorees, having the first awardees recommend a specific number of others to receive the same recognition. This could work like a pyramid, first 50 nominate 10 each for 500, and they nominate 10 for 5,000 with a fourth generation goal of 50,000. Need method to manage nominations to ensure quality.

Several groups are working on this idea including Tall Pines Conservancy with Mason Creek, the Rock River Coalition (biennial awards program, and possibly 20 year anniversary program)

In addition many other groups have award programs, but they are not focused on the Rock Basin and would not likely lend themselves to achieving the goal of a unifying effort.

Recommendation 7: Enact actions that keep the Rock River Recovery effort in the news and on people’s mind.

- Promote, augment and develop public participation opportunities including actions such as citizen stream monitoring, stormdrain marking and/or stenciling, clean-ups, restoration activities and other volunteer projects.

- Promote public participation in decision-making, encourage participation during each step of the implementation process.
- Develop a method to highlight steps towards success along the lines of the United Way thermometer, while managing expectations as noticeable water quality changes will take time and significant implementation of practices.
- Host an interactive website that is dynamic and frequently updated. This should include a central clearinghouse for information on the Rock TMDL as well as information on allocations, monitoring results, BMP implementation.
- Develop frequent news articles – media outreach is critical, as it reaches all audiences with the same message. Gets the effort on people’s minds, highlight steps towards success.
- Highlight Social Media with Facebook updates and twitter feeds,
- **Develop Google Earth tour**
- Keep current on technological and social media changes and utilize them in the effort, as appropriate
- Explore partnerships with universities for use of new media.
- Develop materials that can be used by schools, in particular agriculture, environmental science and appropriate social studies classes.

This education plan is still considered draft until integrated in to the full Rock River Recovery Plan; however it is can be used as a standalone document as well.

Comments, suggestions can be sent to either Suzanne Wade: suzanne@rockrivercoalition.org or Michael Vollrath, DNR Rock River TMDL Implementation Coordinator at Michael.vollrath@wisconsin.gov.

Appendix A

Audiences and Objectives

Audience: General Public

General public is a term used for all people living and working in the basin.

- Objective 1.1. All audiences will understand the impacts of phosphorus and sediment on the Rock River and its tributaries, lakes and wetlands.
- Objective 1.2. All audiences will understand why it is important to decrease stormwater runoff and the effects of impervious surface on runoff (heat, quantity, pollutants, and extreme variations in flow).
- Objective 1.3. All audiences will understand where stormwater drains go to and will not dump material into them.
- Objective 1.4. The general public will know performance standards, state regulations or local ordinances, and whom to call when someone is violating these standards, regulations or ordinances.
- Objective 1.5. All audiences will understand how the amount of runoff impacts habitat, groundwater and surface water.
- Objective 1.6. All audiences will evaluate opportunities to reduce imperviousness and increase infiltration.
- Objective 1.7. All audiences will understand the environmental consequences of illicit discharges and who to contact for enforcement or remedy.

Audience: Elected Officials

Elected officials, especially those serving on land use, and zoning committees have unique educational needs that will allow them to make policy and legal decisions regarding the Rock River Recovery effort. Town and county elected officials are particularly important in working with the agricultural and development communities while city and village officials need to understand the recovery plan effort and what the permit implications are.

- Objective 1.8. Public policy decision-makers will understand the program, including compliance requirements and impact on budgets and permits
- Objective 1.9. Public policy decision-makers will know the potential positive and negative impacts of the Rock River Recovery effort on their community, local residents, farmers and businesses.
- Objective 1.10. Public policy decision-makers will understand the purpose and value of the recovery effort to the Rock River, its tributaries, lakes and wetlands.

Audience: Homeowners, Landlords and Small Business Owners

Property owners and managers need specific knowledge and skills in order to implement practices that improve the quality and reduce the quantity of storm water runoff. Small businesses are here defined as self-standing businesses, responsible for the management of their own parking lot and landscaping. They are frequently owner-operated and include restaurants, gas stations, dry cleaners, printers and other specialty shops. They are not part of a strip mall or other large development.

- Objective 1.11. All audiences will know where to get information on implementing Best Management Practices (BMPs) and will be able to use the appropriate BMPs such as directing downspouts to pervious areas, reducing impervious areas, developing rain gardens, using rain barrels and having proper landscaping techniques around their home or business.
- Objective 1.12. During retrofitting and redevelopment, homeowners, landlords and small business owners will install practices to decrease volume and peak flows and to improve water quality.

Objective 1.13. Homeowners, landlords and small business owners will choose developers and hire contractors who will meet or exceed standards.

Audience: Agricultural Producers: traditional livestock and cash grain

Objective 1.14. Agriculture producers will understand the agriculture phosphorus standard, the economic and environmental benefits it provides, and will meet or exceed the phosphorus index.

Objective 1.15. Agriculture producers will attend nutrient management plan training, develop their own plan and implement it.

Objective 1.16. Agriculture producers will understand and implement the cropland soil erosion performance standard.

Objective 1.17. County staff will understand and will be able to use soil erosion assessment tools e.g. RUSLE 2, SNAP Plus.

Objective 1.18. County staff will have sufficient knowledge and educational materials to educate landowners, bankers and others about the TMDL, the phosphorus standard and benefits to farm operations.

Objective 1.19. Local staff will develop an implementation strategy for the TMDL/Rock River Recovery effort and will incorporate it into their LWRM plans.

Objective 1.20. Agriculture producers will understand how their operations are doing environmentally and where and how they can improve.

Objective 1.21. Agriculture producers will understand what the Rock River Recovery effort is and how their farm operation fits into the goals.

Objective 1.22. Agriculture producers will understand what adaptive management is and pollution trading and how they can improve the environmental aspects of their operation using these opportunities.

Audience: Agricultural support businesses (crop consultants, co-ops, fertilizer dealers, equipment sales, banks)

Audience: Consultants, Developers, Home Builders and Contractors

The following objectives relate specifically to those individuals who plan and implement land developments and those individuals who are involved in new construction and redevelopment.

Objective 1.23. Homeowners and their contractors will know the importance of using effective BMPs and will properly install and maintain effective BMPs.

Objective 1.24. Consultants and developers will know storm water rules and the regulatory process.

Objective 1.25. Consultants will prepare designs that meet or exceed performance standards.

Objective 1.26. Consultants and developers will design construction sites to minimize erosion and storm water runoff. Contractors and builders will install and maintain these erosion control and storm water BMPs.

Objective 1.27. Developers will understand the financial and other benefits of complying with performance standards.

Objective 1.28. Developers will understand elements of and implement low-impact/conservation design development.

Objective 1.29. Homebuilders will follow plans and not interfere with site storm water and erosion controls and will follow construction sequencing plans to protect storm water quality and prevent regulatory concerns.

Audience: Municipalities and Municipal Staff

The following objectives refer to professional, career staff employed by county, city, town and village governments. They may be employed in planning, zoning, land conservation, parks, public works or other departments with land use or land management responsibilities.

- Objective 1.30. Municipal staff and consultants will be able to evaluate BMPs for effectiveness.
- Objective 1.31. Municipalities will hire engineering firms that understand and use proper storm water retrofitting.
- Objective 1.32. Municipalities will communicate standards and expectations for compliance to landowners, developers, contractors and consultants.
- Objective 1.33. Municipalities will review plans and enforce standards in plans.
- Objective 1.34. Municipalities will provide demonstrations of new and innovative practices that meet or exceed compliance to their permit.
- Objective 1.35. Municipal staff and consultants will be aware of and suggest designs that minimize erosion from construction sites.
- Objective 1.36. Municipalities will take action to encourage “green” developments.
- Objective 1.37. Municipal staff will know how to identify illicit discharges, understand the environmental consequences of illicit discharges and who to contact for enforcement or remedy.
- Objective 1.38. Municipal staff will know what is expected for compliance with the TMDL.
- Objective 1.39. Municipal staff will know what adaptive management and pollutant trading mean and how to utilize either of them to help meet compliance

Audience: Managers of Large Commercial, Industrial or Municipal Facilities

Staff that manage large commercial, industrial and municipal properties such as manufacturing facilities, malls, golf courses, zoos, gas stations and fleet handling facilities have distinctive educational needs due to potential runoff from fertilizers, pesticides, heavy metals, petroleum products and other chemicals. Therefore, specific educational objectives are needed, but, more importantly, unique educational programs are needed to educate this audience. Other audiences that need similar education will also be addressed by this section, which include lawn care companies, painters, boat storage and cleaning firms, mobile cleaning operations and any business with outdoor storage.

- Objective 1.40. Business owners/operators and municipal staff will understand storm water rules and regulations, and why proper business and municipal storm water practices are important,
- Objective 1.41. Business owners/operators, municipal public works and park staff, or their contractors, will be skilled in and utilize appropriate BMPs.

Appendix B

Merged work plans of Rock River Basin area municipal stormwater groups:

The last column designates which of the groups list this action in their plan.

WC = Waukesha County Stormwater Group (2012 annual plan)

RRSG = Rock River Stormwater Group (2011 and 2012 annual plans)

MAM = Madison Area Municipal Stormwater Partnership (five year plan)

All: a version of the action is being done by all three groups

Urban Stormwater Education and Outreach Actions by Permit Section of Stormwater Groups in the Rock River Basin

	Audience	Activities	Potential Pathways, messengers and/or messages	Measures of Success	Who
<p>2.1 Public Education and Outreach - The permittee shall implement a public education and outreach program to increase the awareness of storm water pollution impacts on waters of the state to encourage changes in public behavior to reduce such impacts. The program shall establish measurable goals and, at a minimum, include the following elements:</p>					
	Elected officials	Electronic presentation (PowerPoint) given to elected officials in county about MS4 requirements		# of municipalities reached # of questions	WC
	General public	Website: http://www.cleanwaterbrightfuture.org , http://www.myfairlakes.com , http://www.waukeshacounty.gov/defaultwc.aspx?id=39368	Municipalities maintain links to their group's site and promote it in materials. Sites include information or links to rules, ordinance, resources, practices, programs. Interactive map of watershed - promote	# of significant webhits (measured in duration)	All MAM
<p>2.1.1 Promote detection and elimination of illicit discharges and water quality impacts associated with such discharges from municipal separate storm sewer systems.</p>					

Industrial operators/carpet cleaners or other target audience based on research	Distribute DNR small business publications to business and industrial parks Promote DNR small business evaluation tool	Business managers Business park managers	# of businesses reached # of materials distributed	RRSG
Municipal Staff	Municipalities hold internal in-field, individual consultations and lessons as needed. One RRSg meeting focus	Municipal staff, supervisors, or engineers	# of meetings held	RRSG
Businesses	Attend chamber event and articles in chamber newsletters on illicit discharge and other clean water practices	Chambers of commerce	# of chambers # of articles	WC

2.1.2 Inform and educate the public about the proper management of materials that may cause storm water pollution from sources including automobiles, pet waste, household hazardous waste and household practices.

See 2.1.1				
General public	Assess knowledge, attitudes and behaviors through a mailed survey to about 500 residents		Completed report used to evaluate education effort	MAM
General public	Media campaign: web and radio, PSA's	UWEX Environmental Resources Center Evaluation Unit	Number of hits and number of listeners	MAM
General public	Newspaper press releases Community newsletters, Rock River Reflections		# of releases sent	All
General public	Create and distribute articles to friends groups, community groups and neighborhood association newsletters		Number of groups materials are sent to; number of articles sent	MAM
General public	Tax bill inserts	Communities provided with inserts,	# of communities involved, # of inserts sent out	WC
General Public	Presentations to civic and community groups	Communities promote service, county gives presentations	# of presentations # of groups	WC MAM
General public	Promote others' presentations or events related to stormwater		Number of events promoted	MAM
Youth	Presentations to school and youth groups	Communities promote service, county gives presentations	# of presentations # of groups	WC
General public	Displays/booths at community events	County develops displays and trains communities. Communities schedule and set-up.	# of times used # of groups	WC MAM
General public	Support and promote county household and agricultural hazardous waste	Communities promote	Lbs of waste	WC

	collection sites		collected	
General public	Promote storm drain stenciling	Citizen groups	# of groups stenciling	All
Student Groups	Stenciling or other student activity like a river clean up in Whitewater creek. Education Coordinator (EC) participates in planning meetings with Whitewater	Activity incorporated into Make a Difference Day, April 20, 2012. Theme is Rivers Milton – researching possibility of doing something similar. City clean up day possible	# of students participating	RRSG
Student group	Possible video competition in collaboration with UWW, PSA creation. Look into this or other collaborative projects with UWW	Student groups	# of students participating	RRSG MAM
Teachers	Project WET training	Communities promote, county teaches	# of participants # of lessons taught in schools	WC
Schools/Teachers	Assist schools applying for DNR Green and Healthy Schools program with the water and school grounds section	Communities promote	# schools worked with	WC
College students	Develop materials for college students, possibly in Madison Guide, Annual Manual, events, etc.		Number of students receiving material	MAM
General public	Continue supporting and developing educational programs and materials for proper salt and deicing material use		Number of attendees, brochures distributed	MAM
General public	Develop targeted messages on posters, decals, signs, placards, billboards, etc.		Number of items message is on	MAM
General public	Raise awareness and compliance of applicable ordinances (phosphorus, coal tar, etc.)		Number of attendees, brochures distributed	MAM
General public	Continue to work with the Earth Gauge Partnership (tips and info during local weather forecasts)		Number of times messages aired, number of viewers	MAM
General public	Remind city cable stations annually of available water quality videos; send new ones as they become available		Number of stations that receive information and	MAM RRSG

				number of times they report showing videos	
General public	Work with friends groups to develop and coordinate tours, potential topics: rain garden, conservation design, BMPs and Parade of Homes tours			Number of tours, number of partners, number of people on tours	MAM
Small business restaurants	Develop and distribute poster and letter. Evaluate use of poster	Mailed posters and letter to non-chain restaurants survey to restaurants		# of surveys sent and returned	RRSG
2.1.3 Promote beneficial onsite reuse of leaves and grass clippings and proper use of lawn and garden fertilizers and pesticides.					
See 2.1.2					
Homeowners - Reducing Lawn Chemicals "Reduce use, not on sidewalks"	Newsletter articles Brochure/mailling with calendar reminder stickers Water bills – small blurb in spring mailing Healthy lawn webpage on RRSg site	EC works with municipal editors Garden club/civic groups/municipal distribution (Janesville through Rotary Club) Jefferson, Milton include in mailing		# articles published # brochures distributed # people receiving mailing	RRSG
Homeowners "Keep grass and leaves out of the street." And "Chop it up and let it lie"	Duplicate effective measures from 2010 campaign, including sign posting, church bulletins Focus on grass clippings. Press release, newsletter article, possible mower sticker project and PSAs Pass out mower stickers Yard workshop	Collaborate with a library, garden club, or other existing group. Include lawn, composting, and other yard care topics		Increased use of signage Increased # of yards complying Workshop with 30+ attendees	RRSG
Municipal Staff "Keep grass out of streets"	stickers and handout for training packets	Information materials given by training staff in Beloit and Janesville Verbal, seasonal reminders for staff in other municipalities		Municipal Staff	RRSG
Homeowners	Workshop described above and outreach on using compost based on research of other programs. "4 ways to compost" flyer/tear away cards showing different methods of reusing and composting leaves, from easy to advanced. Municipal updates to reflect possible DNR changes online County owned drop-off site promoted	Community groups Environmental committees		# of people receiving compost message Lbs of compost at	RRSG RRSG

		Composting workshop.		county site	WC
	Homeowners	Encourage leaf and yard waste composting to keep leaves and yard waste out of streets		Number of people attending compost trainings, hits on website, number of brochures distributed	MAM
	Homeowners	Encourage residents to conduct soil testing on their properties		Number of methods used to promote tests	MAM
2.1.4 Promote the management of streambanks and shorelines by riparian landowners to minimize erosion and restore and enhance the ecological value of waterways.					
	Shoreline property owners	Keep website updated with new information Promote workshops held by others, like counties for example	Website	# of workshops promoted by # of members	WC
	Individual shoreline property owners	Possible Water Star partnership – hold Water Star webinar about streambanks and promote past streambank webinars Letter to HOA mailing list Permit/city guide for residents who have questions or concerns: what to expect to do on the streambank – vegetation guidance and who to contact at DNR and what permits or permissions may be needed Presentation to RRSB members from DNR staff to clarify permitting and questions about streambanks	Watertown, Whitewater, Beaver Dam have a lot of privately held shorelines. Garden club, lake groups or other partner to distribute information Beloit may include industrial property owners Janesville, Fort and Milton have majority city-owned and maintained shores. Could use for internal training or pond bank outreach.		RRSB
2.1.5 Promote infiltration of residential storm water runoff from rooftop downspouts, driveways and sidewalks.					
	See 2.1.2				
	Internal RRSB	Conduct a feasibility study on municipal rain barrel and rain garden plant subsidy programs.		Report delivered and used for 2012 plan	RRSB
	Homeowners	Disconnect downspout outreach campaign. Flyer in home and garden stores or other public locations Topic for article and separate press release Downspout demonstration project		# of flyers distributed # of articles picked up in papers	RRSB
	General public	Rain garden workshops and reduced priced plants. Signs at demonstration rain garden	Graham Martin Foundation Municipalities promote, county develops program	#of rain gardens Amount of water infiltrated # attending	WC MAM

				workshop	
General Public	Continued use of website and portfolio for distributing information on rain gardens.				RRSG
General public	Continue promoting rain barrel programs			Number of rain barrels cards and flyers distributed, number of rain barrels sold	MAM
General public	Develop and promote non-construction BMP demonstration sites (grass swales, rain gardens, rain barrels, permeable pavement, etc.)			Successful implementation of BMP sites where general public can easily see them	MAM
Teachers	Promote storm water and rain garden curriculum			Number of requests for curriculum, evaluation through UW-Arboretum	MAM
2.1.6 Inform, and where appropriate, educate those responsible for the design, installation and maintenance of construction site erosion control practices and storm water management facilities on how to design, install and maintain the practices.					
Construction professionals	Maintain checklist, flow chart, and/or fact sheet for developers, contractors, landowners, and consultants			Number of requests or web hits, # of contacts between plan review staff & construction professionals	MAM
Construction professionals	Provide one-on-one contact during plan review process			Dane County and municipal staff reports on effectiveness of review process	MAM
Developers	Fact sheets: sequencing, plan development, how to follow plan and how to best inspect, shoreline and inspection/maintenance Continued use of developer materials including field guide, factsheets and folders	Municipal permit departments		# of members using factsheets # of field guides distributed	RRSG
Facility managers and maintenance staff Facility owners Homeowner associations that	How to maintain long term storm water facilities guide. Use or adapt UW Extension factsheet Create template maintenance agreement for RRSg members to use to start creating or filling out records of agreements in municipality. Include	Fort and Whitewater have lists, Milton creating, Janesville, Beloit, Town Beloit and Watertown use as needed in department Whitewater using in meetings with pond		# brochures distributed # managers or owners talked with	RRSG

	manage basins	operations and maintenance example Mailing or postcard to facilities – possible a mail-back postcard	owners as needed		
	Developers/ Designers	Promote other low impact development opportunities, like UW design courses Create mailing list of consultants that work in communities with a “tip of the month” – example: why not to use some approved devices like orifice plates	Any new or current professionals put onto list. When new designers come for permits, they will be added to list to help remind/guide as they work in the area.	# newsletters opened # newsletters sent	RRSG
	Builders and building professionals	Newsletter articles developed for building association (and similar groups) newsletters	Metropolitan Builders Association	# of articles	WC
	Homeowner Associations	Webpage on pond maintenance Pilot mailing on pond maintenance to one community.	Communities maintain weblink to site	# of hits Completion of pilot mailing	WC
	Municipal staff	Workshop to increase understanding and compliance with county ordinances. Provide BMP technical training and promote environmentally sensitive land development. (Also 2.1.7)	County develops, implements and evaluates. Permittees provide email lists, distribute materials locally and assist with program development	75 participants good or better rating of workshop	WC
	Construction professionals	Publicize changes to performance and technical standards		Number of times and ways message is sent	MAM
	Construction professionals	Promote NASECA’s conferences and field days		Number of events publicized	MAM
	Construction professionals	Publicize availability of Dane County’s Erosion Control and Stormwater Management Manual		Number of hits, downloads of manual, number interventions for non-compliant operations corrected	MAM
	Construction professionals	Create articles for MABA and other professional organizations’ newsletters		Agreement from professional organizations to include the information, number of articles distributed	MAM
		Create and provide focused presentations and demonstrations		Presentations developed and demonstrations implemented, number of times given/shown and number of	MAM

			participants	
2.1.7 Identify businesses and activities that may pose a storm water contamination concern, and where appropriate, educate specific audiences on methods of storm water pollution prevention.				
See earlier sections				
Multiple businesses and private audiences	Generic and customized courtesy ticket/citation Work with members, and survey other municipal enforcement staff for needs	Links to local ordinances and place to write in a note, what they should be doing. Can be used for homeowners, concrete drivers, restaurants, etc.	# of members using tickets Reduction in violation citation	RRSG
Internal RRSg	Research other stormwater groups successes and outreach to identify and remove cross connections Work with members, and survey other municipal enforcement staff for needs Outreach for cross connections in meeting topic Share research with RRSg about cross connections	Held during RRSg meeting		RRSG
Contractors/small project workers	Concrete washout requirements education	RRSG members meeting with inspection staff at regular meetings Distribute materials as needed		RRSG
Professionals	RRSG members, the RRSWEC and RRBE will promote training opportunities, developed by others, including snow removal and salt for construction or stormwater professionals	RRSG members	# opportunities promoted	RRSG
Municipal elected officials and administrators	Each municipality will encourage their elected officials to participate, when appropriate, in events and workshops			RRSG
Landscapers	Lawnmower outreach with stickers directing to point away from street.	RRSG members	# stickers used	RRSG
Industrial and Large Commercial Pollution Prevention.	Research needs and audience for industrial outreach. Presentation from DNR staff to members about possible topics: good housekeeping, No Exposure Certifications, what type of industry Incorporate into ID and enforcement meeting what to look for when at an industrial site	Beloit – meeting or presentation at some industrial meetings		RRSG
Private Sector	Promote the Dane County Lakes and Watershed Commission’s Waters Champion Award program and submit		Nominations given and selected	MAM

		nominations			
2.1.8 Promote environmentally sensitive land development designs by developers and designers.					
	Developers and designers	Create materials on “green infrastructure” and other sensitive designs to distribute when applicable Add smart growth information to website Promote other low impact development opportunities. Like UW design courses Create mailing list of consultant that work in communities “tip of the Month” – example – using approved like orifice plate	Factsheets including messages with financial benefits, economic case studies Any new or current professionals put onto list. When new designers come for permits, they will be on list to help remind/guide as they work in the area.	# of materials distributed # of sensitive designs used # newsletters opened # newsletters sent	RRSG
2.2 Public Involvement and Participation: The permittee shall implement a program to notify the public of activities required by this permit and to encourage input and participation from the public regarding these activities. This program shall include measurable goals for public involvement and participation and comply with applicable state and local public notice requirements.					
	Public	Quarterly Rock River Reflections articles written and issues distributed to municipalities. Four additional newsletter articles written and distributed to members and press. Articles formatted to send as press releases when appropriate Permittees maintain RRSg stormwater materials in public locations. Additional UWEX/DNR materials available in public places and as links on the website. RRSG members support other environmental groups when possible to build their capacity Possible support or sponsorship of Rock River Sweep or other event.	Articles to be used in internal municipal venues. Future of RRR unknown, but will use quarterly if available Jefferson – senior center newsletter twice a year, Watertown library newsletter possible. Beloit Friday <i>Beloit Report</i> on website, Town Beloit – annual newsletter, Whitewater online community paper	# of articles published in local papers # of articles published in municipal publications	RRSG
	General public	County trains and equips citizen stream monitors County helps with one-time stream monitoring field trip for youth.	Rock River Coalition monitoring program	20 sites in county with monitors	WC MAM WC
	Public/Developers	Events calendar regularly updated Professionals page with fact sheets and other materials created by EC. Links to newsletter articles, UWEX publications and other stormwater campaigns will be added	Website	Website maintained	RRSG

	General public	Provide organizations, community groups, youth groups with ideas, guidance and assistance with projects, maintain RRC environmental actions book on website, maintain list of resources for projects on website.		Number of groups helped, project results, changes in requests for equipment, # of high quality links	MAM
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Appendix C

Agricultural Comments from Interviews

Further information regarding Agriculture Recommendations, based on comments made during summer 2012 interviews.

Recommendation 1: Build partnerships between agricultural program and education providers

- Help establish new collaborative efforts between organizations, agencies and higher education to help reach farmers about these efforts. Examples of partners include: UW-Extension, DATCP, Land and Water Conservation Departments, NRCS, professional farm organizations and non-profit organizations.

Recommendation 2: Build on existing efforts, and replicate in a systemic way, successful efforts in other parts of the basin.

- Utilize and increase the number of one-on-one contacts:
 - This is the most important educational method for agriculture; the contact should be first by a trusted professional, followed by contact with respected neighbors.
 - Strategize ways to increase ability of Land and Water Conservation departments and NRCS offices to make one-on-one contacts: Historically these offices have been effective when making farm visits, but due to increased responsibility and decreased staffing, their ability to do one-on-one farm visits has greatly diminished. Currently, many of these offices are not staffed sufficiently to take on new duties or increase the amount of time on personal farm visits. The effort in the Rock River Headwaters area is a great example of how one-on-one contacts by a trusted staff person can result in great success, and is one model of how this could be accomplished.
- Host various types of agricultural gatherings:
 - Farmers gathering together to share information is an age-old way of improving farm performance. There are many successful examples in the Rock River Basin including: Twilight meetings, grazing walks, UWEX agronomy field days, forage councils, young farmer groups, field days, farm expo/farm technology days, women in agriculture groups:
 - Field days, generally have an economic aspect to them, but they should include both a written discussion of costs and benefits as well as discussed in the field.
- Develop farmer forums, similar to the watershed forums (under Basin-wide Outreach recommendations), should be organized to allow farmers to discuss the recovery effort, learn about their watershed and develop their own proposals for plan implementation in small geographically focused groups.
 - The invitation should come from other farmers, whenever possible.
 - Should be targeted on a specific practice or suite of practices and farmers with the right circumstances to be able to implement the practice should receive personal invitations. With GIS, you can target specific practices to landowner, such as where there are steep slopes or highly erodible lands, where grassed waterways could help.
- Develop farm pride watershed groups, based on successful aspects of the Yahara Pride Farmers groups or other groups such as Iowa Farmer Councils or the councils being developed in northwest Wisconsin. Especially as a means to reach producers who are interested in practices, but are not interested in working with government programs.

Recommendation 3: Offer frequent programs and educational opportunities on best management practices.

Farmers are interested in learning about ideas that can improve their business. For the Rock River Recovery effort the focus should be on gateway practices that are likely to lead to implementation of additional practices as well as new, innovative practices or practices with new cost-share opportunities. One goal of the education effort is to create a buzz around the Rock River Recovery effort and effective practices and new opportunities.

- Host frequent Nutrient Management Plan (NMP) training in different settings and hosted by different agencies/organizations to increase farmer attended NMP training.
 - Snap-plus training allows farmers to see the amount of phosphorus being lost and what provides strategies for how their farm can reduce phosphorus loss. It provides them with a better understanding of how their management decisions are connected to water quality. The new Snap-plus program due out in September 2012 should make the process of developing a plan easier.
 - Develop materials and methodology to help trainers explain the Rock River Recovery effort.
 - Develop farm training programs at area Technical Colleges that includes NMP as occurs in southwestern Wisconsin.
 - Encourage UW short courses to offer information about meeting the phosphorus index and developing a NMP.
- Explore and promote new cost share programs such as the cover crop planting in Dane County as an example of a new, relatively simple practice for water quality improvement.
- Explore and promote successful new practices such as those resulting from research for small farm manure-to-biofuels practices.

Recommendation 4: Focus agricultural educational offerings in areas prioritized in the plan or where adaptive management programs are being pursued.

- Focus educational activities such as group gatherings or one-on-one visits in areas where adaptive management is being implemented and in regions that have the highest rates of phosphorus delivery and TSS.
 - Within these regions prioritize projects and target landowner contacts: base early contacts on feasibility for practice success, landowner likelihood of implementing and the landowners influence on neighbors.
- Encourage a focus of education from other organizations such as grazing organizations, RCD, Pioneer or Discovery farms in these areas.
- Increase basic educational activities in regions of the basin where there hasn't been any previous focus on water quality such as was provided through the Priority Watershed Program, EQIP project areas or the Conservation Security Program.

Recommendation 5: Increase awareness of the Rock River Recovery effort and identify economic drivers for agricultural business providers to encourage inclusion of water quality messages and practices into their business plan.

Examples of agriculture businesses include crop consultants, chemical and seed dealers, custom applicators, bankers/lenders, nutrient management planners.

- Give presentations to agricultural businesses, either individually or in groups to explain the recovery effort, history, drivers, expectations and program components.
- Hold discussions with agricultural businesses to discuss how their business could be part of the program, particularly as it comes to the delivery of services. Focus should be on barriers and ways to overcome the barriers as well as business needs.

- Offer CEU's for educational programs when crop consultants are a target audience.
- Explore ways of educating individuals from other agriculture businesses such as lenders and equipment dealers on the effort.

Recommendation 6: Hone messages focused on agricultural producers including agriculture's connection with the community as a whole, impacts, benefits and management practices.

Appendix C contains a listing of messages for farmers, in general they come down to the following:

- Develop messages and materials that highlight how agricultural actions made by an individual farmer affect the community as a whole.
- Farm practices are a major source of phosphorus and sediment.
 - Use interactive maps, or maps from report to show critical watersheds
- All farms contribute to the problem, in varying degrees, all need to do something
 - Data, examples of problem and areas where agriculture practices improved water quality.
 - Finger pointing can kill collaboration
 - If everyone isn't working on the problem, it can have a negative effect on those farmers who are doing something.
- The river connects us and ties us together
- Take time to determine best practices for you and water quality: Then put it into action.
- Many practices both save you money and improve our water quality. (economics and farm improvement)
- Rock River Recovery: a locally led initiative.

Recommendation 7: Develop materials and determine delivery methods for different farm audiences or partner with other groups who are effectively using technology to reach agricultural audiences.

- Work with county Extension agents on the best method to reach different segments of their county's agricultural producers.
- Explore the use of a wide variety of delivery methods and materials including: Social media: An increasingly important tool for communication should be explored for farm audience; web pages; Fact sheets; Webinars; On-line classes and discussion groups

Recommendation 8: Identify partners and influentials from the agricultural community.

- Engage farm organizations in the program, with specific requests for partnering, helping sponsor events, hosting meetings and having speakers at their meetings and articles in their newsletters.
- Approach key agricultural leaders early about the effort and encourage active support of the recovery effort. They should receive frequent updates and be asked their counsel on how to approach area farmers.

Appendix D

Rock River Recovery Summary of Interview Comments on Messaging

24 interviews, with 26 individuals, were conducted by Suzanne Wade from July 26 through September 5, 2012. Twenty were conducted during 45 minutes sessions over the phone; four were conducted in-person. The interview questions varied slightly depending on the person's background. Below are examples of the most common question sets. Below are just the message comments. Suggestions for messengers and methods have been integrated into this section. The report also includes partnership suggestions from the interviews and non-educational suggestions for the TMDL. To receive the full report contact Suzanne Wade at suzanne@rockrivercoalition.org.

Audience: General Public

Sense of Community Message Comments

- Messages based on working together, stopping the finger pointing.
 - We're all in this together."
 - "We all have a part of it."
 - "Do this together and we can enjoy this resource." But problem with this is that farmers don't use the resource.
 - "All contribute, all need to do something."
 - Everyone doing their part, (cumulative message)
 - With the TMDL everyone is part of the solution and everyone has to work together to solve existing water quality issues that affect the overall community. Working together helps each other: WWTP, MS4s and farmers.
 - "The water quality problems can't be solved by agriculture alone or by point sources alone. Both need to actively reduce sediment and phosphorus to make a real difference."
 - Everyone is part of the problem and everyone has to work together to solve it.
 - Message should stress improve things for the next generation. "Clean Water. Bright Future" a good message (catch phrase for the Rock River Stormwater Group).
 - Take care of the water and pass it on - all the way down the Mississippi
 - A healthy river is the heart of a healthy community (from River Alliance)
 - Reducing phosphorus and sediment will improve lakes and streams for future generations.
- Other suggested messages:
 - Treasuring this special place.
 - tell of historical accounts of a cleaner river
 - Wetland and floodplains provide relief from drought and floods
- Need catchy positive phrase for entire campaign
 - The Rock River: our Natural Gem (Treasuring our natural gem, protecting our natural gem, Recovering our Natural Gem, restoring our natural gem)
 - The Rock River: our Precious Gem (instead of natural)
 - Rock River Recovery – One River. One Place. One Community.
 - Don't forget the 3 R's – Rock River Recovery!
 - Get some R&R on the RR
 - Rock n' Roll on the Rock
- Use history of a cleaner Rock to help envision future; use mussels, economic benefits of the Rock.

- Need to work with all user groups/all communities so all want to do something
- How do we get folks to come together?
- Need each affected party to understand each other – requirements, hurdles, barriers, costs and goals. I.e. what are the significant costs for permittees and thus taxpayers and customers to meet water quality goals? Why might agriculture not be able or interested in participating? How do we get the different parties to understand and empathize with each other to work at solving the problem together?
- Critical to get base of support, but need message in ‘plain English’. Without it you are lost. (Ultimately they pay the bill as tax payers).

Impacts Message Comments

- For general public,
 - need to limit phosphorus, need to limit sediment
 - In the past, we’ve let the rivers flush pollutants away; we’ve let our pollution become someone else’s problem.
 - need something stronger than algae: if I don’t live on a lake, why should I care about algae: need to reach out to more people
 1. consider connecting with businesses that rely on lakes and lake residents such as marinas, boat dealers, restaurants, bars, people who put in piers, realtors, etc.
 2. reach out to people who use/ enjoy water: kayakers
 - Bring in economy, property values
 - Show what you do is going to actually result in an improvement – understand that it might take many people doing it to show the improvement. Will it really make a difference if I spend time or money doing something?
 - Show success in a targeted area.

Project Benefits Message Comments

- Very important audience is property owners/managers. It’s important they understand where their water drains, that nutrient flows with it which results in lost resources (nutrient) that they want on their land and increases nutrient loading downstream resulting in harm to water quality
 - Need people to buy-in to regulation and what it means. Could see it as cost prohibitive to meet permit requirements if they don’t understand.
 - Need property owners to say: yes, this is important and I am willing to fund it through taxes or utility fees.
 - Organizations who have a stake in cleaner water need to help people understand this and explain how property owners benefit:
 1. water will be cleaner downstream,
 2. Here are the benefits of swimmable, fishable waters....
 3. Nutrients are wasted if they flow downstream; this costs you now in lost resources and costs you later to clean it up.
 - Show improvements: better fishing/fisheries, property values, economy
- Need people to recognize that while it seems easier to treat the symptoms rather than address the root of the problem, in the long run this is not effective and is costly. Preventing the problem is better and cheaper than fixing it later.
- Kids: Stewards of tomorrow, perception is established when young. (That’s what we live)

Practices Message Comments

- Messages

- Keep the land covered, let the nutrients stay in place.
- No profit in buying phosphorus if you don't need it.
- Focus on simple things, that are site specific, they can do – needs ownership. See stormwater plans for other urban messages and actions.
 - Need different things for different people: dog owners, people who own houses, etc.
 - Message should stress improve things for the next generation. Clean Water. Bright Future a good message. (RRSG)
 - Should be reasonable, 'no fertilizer use' not a good message; 'reduce fertilizer use' better as people are willing to do that.
 - Simple and doable: build awareness from that.
 - Be honest
 - Preventing the problem is better and cheaper than fixing it later.
 - Note: current campaign with Sparkles the Water Spaniel by SWTH20 and Root Pike WIN
- Important to work to change the attitude that government is bad, rather that it can help you.
- Need to be clear about outcomes, and what the practices they're doing will lead to, what can be expected and what to look for.

Audience: Agricultural Producers

Develop Sense of Community Message Comments

- "It's not one individual – all need to do something." In many watersheds it's a small percentage of farmers who are causing significant water quality issues and it can have negative effects on those farmers who have been good stewards of the land.
- Need to get out the message that this is good for the community, and they are part of the community.
- In a municipality, if the treatment plant's cost increase, it impacts their extended families, aunts, uncles, children as well as their suppliers and customers.
- Need to develop sense of community.
- "This is good for the community, and they (farmers) are part of the community."
- Need to engage them in the idea that the Rock River is their community, their sense of place, their sense of community. It connects us; this is what ties us together.

Impacts Message Comments

- Farmers respond to data and monitoring. The more specific the better. Assumptions and models will be argued against. They will dispute it with you. They don't see the relation between what they see in the creeks/rivers and what the TMDL says the problem is. Soil and P from their land doesn't seem to be that big of a problem.
- Here's the facts: "Our waters are in trouble and agriculture is a huge source in the Rock River Basin"
- Show farmers the proof of the runoff problem, show examples of where there has been a positive change because of practice installation.
- Time series data is powerful: 10 years time sequence (Trout Lake area example). Sediment in rivers might be conveyed more effectively this way.
- Most agree in a general way that phosphorus is an issue. Sediment they can see, if they can they will agree. However, few farmers don't often go to the river, use the river or even have the opportunity to see it. When they drive across it, it's hard to see from the roadway and they need to be attentive to traffic and driving when crossing them.

- In the past, we've let the rivers flush pollutants away; we've let our pollution become someone else's problem.
- Farmers have an emotional tie to land and to water and to families. They want to protect the environment, but need to know that in reality, they are harming the Rock and could do more.
- Message is easy when it is in front of you, such as algae in lakes or noticeable bad taste in drinking water. Can't see it in the river: can be done, but not easily.
- Even where there is no industrial/municipal discharge i.e. above Lake Comus, the creek is still out of compliance.
- Soft touch, but hard message: yes there's a problem, yes, you can help.
- Well managed farms provide clean water.

Practice Implementation (Why and How) Message Comments

- "Will take time and effort but will save you money and protect your waters for future generations."
- You're taking control over what's happening on your fields.
- Messaging: SNAP-Plus is taught locally with instructors that can help you so you can do it yourself. The tool can show you how much you can save.
 - No profit in buying phosphorus if you don't need it.
 - You're taking control over what's happening on your fields.
 - If you're not in compliance come to class and develop or update your plan.
 - NMP, SNAP-Plus can help you get \$7.50/acre tax credit. Deadline coming up in 2016.
- Drive home with economics
 - Cost of fertilizer, value of keeping the soil in place
 - Cost of application: fuel, repair, wear and tear
 - wasting time – better spent on other things.
 - Then add the water quality message. "Recreational manure spreading costs you time and money and it hurts the environment and your kid's future."
 - Add 'value of saving your top soil'.
- It is to his economic advantage to do this. Not only good for the Rock. It's also good for you.
- "Doesn't it make good sense to do this". Or with grid testing, "don't waste. It's sad to see all that money down the drain when it runs off."
- Need to make the business case, in order to get people to accept and participate in adaptive management strategies.
- Need people to want to do the practices, need to see how it helps them.
- Hard to persuade farmers to do a practice unless there is something in it for them – needs to improve their business in some way. The focus can't be just on managing phosphorus and water quality.
- Connection to their farm and farm productivity important.
- Need simple message, something easy, cheap to get it started. I.e. Cover crops – you can see it, know that it's there and easy to field verify.
- Planning is important: Re BMP's - Trying to show people the difference between tillage and the differences needed in management. I.e. need to change timing, need to watch soil moisture so no-till will work. They need to fully understand these differences so they don't get frustrated and go back to the 'easy' way. Farmers think by making the switch they lose at the bottom-line. Thus are reluctant to implement. Farmers involved in no-till seem to be more willing to listen and learn how to improve.
- Tillage, lack of residue management and organics in the soil and lack of cover crops has lead to poor soil health. This is hurting your farm.
- "We want to help you, this helps you." there is a problem but they really are there to help without mandates or regulation. (NRCS)

- Keep the land covered, let the nutrients stay in place.”
- NRCS has new national initiative: Soil Health Initiative, message for program: Tillage, lack of residue management and organics in the soil and lack of cover crops has lead to poor soil health. This is hurting your farm. SHI’s goal is to improve soil structure, organic matter.
- For farmers need to let them know that there are more resources available to help them do practices.
 - Need cooperation to find the solution
 - Need trust a good messenger would be NRCS. They have the rapport; farmers are also used to going to them for financial assistance. This has to be the basis for a trading program as it dovetails with what is being done; this will just provide more resources.

Other comments about messaging for agriculture community

- With agriculture the program and messages should be built around “Locally led-conservation” or “locally led agriculture”. Locally funded also resonates with farmers. The system should encourage flexibility and innovation. Farmers are proud and competent businessmen. They dislike bureaucracy. Program and funding stream should recognize those factors.
- Farmers need to be moved along a continuum – start where they are and take incremental steps. Need to help the hard-to-reach folks make a first step.
- No one wants to be preached at; they shut down with nagging or finger pointing.
- Consistency with message, true to word even if the word isn’t something they want to hear.
 - Message may not be something they want to hear.
 - Path of least resistance is to ignore the problem.
 - They see that what is being asked will benefit somebody else and not themselves
- Careful how you craft a message when using pollutant trading or adaptive management. Approach should be along the lines of: “These are local companies/municipalities that are important to our region; they are willing to offer you an incentive to put in specific practices that will help them reach their water quality goals.” Don’t stress the amount of money phosphorus removal costs them, more how it can help the farmers. You can add that their participation will help their own local waters, the marsh and the Rock River. Most will do it if it makes sense economically or to the management of their lands. Some won’t regardless of what you offer them.
- RE data: the estimate of what it will cost municipalities to meet phosphorus reduction versus reducing phosphorus in the watershed is eye-opening and could be a powerful way to engage farmers.
 - Need to get out the message that this is good for the community, and they are part of the community.
 - In a municipality, if the treatment plant’s cost increase, it impacts their extended families, aunts, uncles, children as well as their suppliers and customers.
 - Follow the money – this money is taken away from other sources and needs. The amount is real and significant.
 - Farmers don’t know the large cost of reduction for municipalities.
- Message: need to support resource staff/money to be able to work to help implement the TMDL/Rock River Recovery Plan. Positive support from farm organizations is very important!
- In Pleasant Valley, now in year 6, yet to see an improvement with most BMP’s installed. Last ones have gone in on the worst site, so should start seeing impact soon. Need to understand how long it takes to move through the system (this grade, this situation etc.).

Message Comments: Elected Officials

Sense of Community Message Comments

- Message needs to resonate with the community, with their social values. When working with elected officials need to highlight how it will affect their constituents.
 - Things that are important in Columbia County: rural residential quality of life, small town living, recreational values and tourism, (which impacts sales tax revenues); quality of life and what its fiscal impact is. Public health message (blue-green algae, e coli, drinking water) another way. Drinking water program was well accepted by towns as they recognized that private wells are self-regulating so they understood program would help keep them safe.
- Tourism in Green Lake County is important. County seat is on the lake, it's a natural gem.
- Keep it simple and pull in how it ties into values, quality of life and economics – also Sense of Place.
 - What does this area value, what are the potential economic impacts, what are long-term impacts such as the cost of clean-up. What it means to be preventative rather than reactionary. Stress quality of life and economics.
 - Link the simple message to more where they can get more specific information, where they can be engaged to learn more. Have a repository of information.
 - Message, simple sweet and then a place where they can go for reinforcement.
- More you can tailor the message the more meaningful it is to the elected officials and the more they will pick up on it. Media releases should feature local issues that they are dealing with.
- Know what your ask is – be clear. Have message address: What you care about and want. But remember, you want to get something, but you can only get that through what they want.
- Not a high priority. There is a disconnect between understanding drinking water, groundwater and land use.
- Many would say: “is my community contributing, absolutely, but so is agriculture what is their responsibility to make similar improvements?” Need to overcome “muni’s are doing everything and agriculture is doing nothing”: need to show what agriculture has done and is doing. Soil erosion practices over the years, P index, cropping practice changes.

Permit Implications Message Comments

- Need to tackle the permit/agriculture question head-on. Explain it and the need to get past it: This is a concern; this is what's being done and then ask for feedback. Explain to municipalities what agriculture is doing and vice versa to develop a mutual level of trust and respect.
- Appointed and elected officials at the local, county and state levels.
 - Need to educate them on the background and why the regulations are in place so that they can reinforce the regulations rather than use energy to eliminate or neuter the regulations.
 - Voters will either support the program or fight paying for it. If they do the latter it could influence legislators to change the law/rule. Or even at the federal level there could be a change in the requirements depending on the political will.
- Need to understand adaptive management and pollutant trading and how it impacts their municipality.

Interviewees:

Marc Bethke, County Conservationist Dodge County
Joseph Britt, Agriculture Incentives Director Sand County Foundation
Lisa Conley, Board Member Town and Country RCD, Past-President Rock River Coalition
Karla Eggink, Administrator WalCoMet WWTP
Rick Eilertson, Environmental Engineer City of Fitchburg
Nathan Fikkert, District Conservationist Dodge County
Brent Haglund, President Sand County Foundation
Peter Hartz, WWTP Supervisor Village of Johnson Creek
Kathleen Haas, UWEX CNRED Educator Columbia County
Mindy Habecker, UWEX CNRED Educator Dane County
Jayne Jenks, Stormwater Educator Waukesha County
Jason Kauffeld, UWEX CNRED Educator Green Lake County
Brian Koll, WWTP Supervisor Village of Lomira
Erv Lesczynski, Upper Rock Project Coordinator Fond du Lac County
Lynn Mathias, County Conservationist Fond du Lac County
Maureen McBroom, Stormwater Specialist DNR
Sue Porter, Snap-Plus Trainer DATCP
Andrew Savagian, Public Information Officer DNR
Patrick Sutter, County Conservationist Dane County
David Taylor, Director of Special Projects Madison Municipal Sewerage District
Mike Vollrath, NPS Coordinator DNR
Dennis Vollmer, District Conservationist Jefferson County
Kimberlee Wright, Executive Director Midwest Environmental Advocates
Steve Wurster, Engineer Ruckert and Mielke
Maggie Zoellner, Executive Director Kettle Moraine Land Trust
Randy Zogbaum, Education Director Agriculture, Natural Resources and Renewable Energy Wisconsin Technical College System

Appendix E

Committee Members

Rock River Recovery Education and Outreach Sector Team Members as of 11/2012

Jim Congdon: Co-chair, retired DNR Water Supervisor

Lisa Conley: Town and Country RCD and Rock River Coalition

Rick Eilertson: City of Fitchburg Environmental Engineer

Theresa Ford: DNR TMDL Support

Marcia Hartwig: Dane County Land and Water Resources Department Stormwater Education Coordinator

Jayne Jenks: Waukesha County Land & Water Resources Department Stormwater Education Coordinator

Ruth Johnson: Co-chair, Retired DNR Rock River Basin Watershed Planner, Town and Country RCD

George Koepp: UW-Extension Columbia County Agriculture and Natural Resources Agent

David Liebl: UW-Extension Solid and Hazardous Waste Education Center Pollution Prevention Specialist

Bob Manwell: DNR Public Information Officer

Andy Morton: DNR Runoff Management Supervisor

Suzanne Wade: Co-chair, retired UW-Extension Regional Natural Resources Educator, Rock River Coalition

Mike Vollrath: DNR Rock River TMDL Implementation Coordinator

James Zahn: Farmer (other affiliation you would like, or the name of your farmer)