



Webinar Announcement

# Water Quality Plans and Implementation in Wisconsin



12:00 Noon to 1:45 pm  
Thursday, November 19,  
2020

Please join CSWEA-Wisconsin Watershed and Stormwater Committee and Marquette University for a **Virtual Webinar** offering examples of WEF, regulatory agencies, wastewater utilities, and counties leading efforts to address the water quantity and quality challenges our communities face. Advanced registration required. Up to 2.1 PDHs and 1.75 CEUs will be offered.

Register online by November 16 [here](#).

Fees for attendance are as follows.

Member	\$20 (Discount Code: CSWEA)
Non-Member	\$25
Student	\$5 (Discount Code: Student)
International	\$5 (Discount Code: International)

Presentations will cover the following topics. See Page 2 for detailed descriptions:

- Fontana -Walworth Water Pollution Control Facility: Innovative Water Quality Trade (20 minutes)
- Milwaukee Metropolitan Sewerage District: Green Summer-Building a Network of Neighbors (20 minutes)
- 9-Key Element Plans Throughout Wisconsin: Southeast, Northeast, and Northcentral (45 minutes)

A webinar link will be emailed prior to the webinar for those who register.

Direct questions to Jon Lindert: 608-251-4843(office) or 608-669-6103 (cell) , [jon.lindert@strand.com](mailto:jon.lindert@strand.com)

## Presentation Topics

### Fontana-Walworth Water Pollution Control Facility: Innovative Water Quality Trade

Brad Lake, Strand Associates, Inc.

The Wisconsin DNR over the last few years has included low-level total phosphorus limits upon wastewater treatment plant dischargers via the Wisconsin Pollutant Discharge Elimination System permitting process. The Fontana/Walworth Water Pollution Control Facility (FWWPCF), located in the Lake Geneva area of southeastern Wisconsin, was one such treatment plant. This facility had begun meeting a 1.0 mg/L total phosphorus limit in 1998, however the 2018 reissued permit lowered the phosphorus limit to an imposing 0.075 mg/L total phosphorus limit based on a 6-month average. A select wastewater treatment alternative was initially identified to meet the low-level phosphorus limits and construction costs were developed accordingly. Given the projected impact on user charges, alternatives were studied to identify a potentially more-cost effective approach. This presentation will discuss the innovative Water Quality Trading alternative that was ultimately selected as the most cost-effective option for meeting the low phosphorus limits at this facility.

### *Green Summer-Building a Network of Neighbors*

Jay Feiker, Milwaukee Metropolitan Sewerage District

Over the past seven years, a team has been exploring innovative outreach methods to build neighborhood level support for green infrastructure in communities across the Milwaukee region in order to help MMSD achieve its goal of capturing 740 million gallons of stormwater per storm event. The team has conceived and developed an approach called “Green Summer”. The Green Summer approach is based on the principles of social marketing, specifically the normalization of the desired behavior and leveraging existing neighborhood social networks.

The presentation will outline how the team engaged hundreds of residents, on multiple scales, despite limited resources. The presentation will also describe the lessons learned and innovative techniques the team used in communities throughout the Milwaukee region. These innovative approaches to social marketing resulted in the installation of green infrastructure that captures thousands of gallons of stormwater annually. More importantly, the approach builds a network of citizens supporting MMSD’s objectives for stormwater management.

### *9 Key Element Plans Throughout Wisconsin*

Dave Giordano, Root-Pike Watershed Improvement Network (Southeast)

**A Roadmap to Restoration: Reviving the Root-Pike Basin** The Lake Michigan tributaries in southeastern Wisconsin are some of the most impaired in Wisconsin. All five watersheds in the Root-Pike basin are consistently on 303d Listed by the EPA. These stigmas drove Root-Pike Watershed Initiative Network’s effort to champion the EPA’s Nine Key Element Watershed Restoration Planning process. A decade later, Root-Pike WIN has begun implementing these plans – moving forward millions of dollars of restoration work and integrating our Respect Our Waters outreach campaigns. In this presentation, you will learn how we keep our Nine Key Element Plans from collecting dust and working for our watersheds. You will also learn about some of the noteworthy projects we have advanced through our “win-win-win” approach. Through partnership and positivity, you will see how we are fixing our broken Lake Michigan rivers.

*Sarah Kussow, Outagamie County (Northeast)*

The Lower Fox River Basin TMDL, approved in 2012, estimated agriculture is responsible for 45.7% of the phosphorus load and 65.7 % of the sediment load in the Lower Fox River Basin. Outagamie County along with neighboring Calumet & Brown Counties have been working together to develop and implement 9 Key Element watershed plans to meet phosphorus and sediment reduction goals for agriculture set by the TMDL. This presentation will provide an overview the implementation efforts and strategy for meeting water quality goals in the Lower Fox River Basin.

*Paul Daigle, Marathon County (Northcentral)*

**Fenwood Creek Watershed Management Plan** The 29 square mile Fenwood Creek watershed is situated within the Big Eau Pleine River watershed in Marathon County and is subject to the Wisconsin River TMDL requirements. Located within a farmland preservation area referred to as an Agricultural Enterprise Area (AEA), the area is recognized as an important economic cluster supporting the dairy industry. This plan documents water quality challenges and strategies to improve water quality of Fenwood Creek and the downstream Big Eau Pleine Reservoir.