

Date: May 25, 2004

To: CAC, TAT and WOF Committee Members

From: MMSD and SEWRPC

Re: CAC Visioning Sessions on April 19 and 20

### **Background**

The Citizens Advisory Council (CAC) members met on April 19 and 20 (one night per person) to begin the process of setting goals and objectives for the 2020 Facilities Plan and the Regional Water Quality Management Plan Update. The group met to discuss their vision for the future of water resources in the Greater Milwaukee Watersheds. This early discussion is part of an 11-step process toward creating publicly-inspired goals and objectives for the planning efforts. The steps include many opportunities for input and discussion from the public and the five standing committees: the CAC, the Watershed Officials Forum (WOF), MMSD's Technical Advisory Team (TAT), SEWRPC's Technical Advisory Committee (TAC), and MMSD's Facilities Planning Policy Committee.

When the CAC was convened on April 19 and 20, they were asked to brainstorm answers to the following question:

*What do we, as a region, need to do so that current and future generations have improved rivers, streams and lakes in the Greater Milwaukee Watersheds?*

The question was designed to align with how committee members tend to think: that is, they tend to think of solutions rather than goals and objectives. Just as goals relate to objectives which, in turn, relate to solutions or action items, the reverse flow is also true. Solutions or action items may be rolled up into objectives, which can be rolled up into overarching goals. This was the basic premise of the question selected for use on the 19<sup>th</sup> and 20<sup>th</sup>.

The CAC members proceeded with filling out post-it notes with answers to the questions. The group was given approximately 20 minutes to answer the question, then about 20 minutes to sort the comments. The facilitator then discussed and re-sorted the comments. After the sorting was complete, the facilitator worked with the group in an exercise to write header sentences that the CAC members viewed as representative of the post-it notes in that grouping.

The groupings that follow represent a staff compilation of those header sentences.

### **Appendices**

Appendix I to this document is the transcript of all post-it notes written by the CAC members, with the header sentences they drafted.

Appendix II is the 11-step goals and objectives process.

## **Grouping #1: Leadership and education**

### **Category 1A: Stakeholder education**

- CAC Sentence 2: Educate citizens, decision makers and students on ways to improve water quality
- CAC Sentence 12: Promote education between all stakeholders at all levels
- CAC Sentence 22: Encourage collaboration and education among all stakeholder groups\*
- CAC Sentence 29: Educate all citizens on issues and responsibilities pertaining to water quality\*

*Table 1A – Post-it topics received under the four previous header sentences*

Educate:	Educational Topics:
• Homeowners	• Groundwater
• Developers	• Industry pollution
• Builders	• Real costs of pollution
• Elected Officials	• Watersheds
• Planners	• Illegal hook-ups
• School kids	• Effects of concrete surfaces
• Business community	• Nutrients
• Pet owners	• Private property improvements
• Farmers	• Impact of salt on roads
• Boaters	• Water and economic development
• Community Groups	• Storm sewers
• Teachers	• Invasive species
• Regulatory bodies	• Hazardous waste
Build stewardship	• Farming practices
Change attitudes toward stormwater	• Lawn fertilizer
Build collaboration	• Trash in river
Coordinate government funding	• Interdependence of urban/rural
Promote grass roots programs	Educate & hold policy makers accountable
Develop award system	Encourage shoreline restoration
Do more recycling	Make water quality everyone' s issue
Sewer education:	Teach conservation
• Difference between sewers	Work with communities
• Dumping	Agencies should meet public expectation
• All waste water treatment	Conduct seminars

### Category 1B: Collaborative relationships

- CAC Sentence 4: Enable and fund existing and future partnerships to improve water quality
- CAC Sentence 15: Promote collaboration between all stakeholders at all levels

*Table 1B – Post-it notes received for two previous header sentences*

Provide forums for participation	Link academia and service industries
Coordinate regional and community programs	Create job opportunities
Communities should think beyond borders	Deal with water problems at state level
Reward “environmentally friendly” industries	Eliminate competitive atmosphere
Seek Grant funding	Work with Great Lakes Joint Commission

### Category 1C: Public Understanding

- CAC Sentence 13: Conduct an informative and positive PR campaign regarding water quality issues
- CAC Sentence 23: Conduct an economic development and PR campaign regarding water resource issues, demonstrating the positive economic benefits of high quality water resource\*

*Table 1C – Post-it notes received for two previous header sentences*

Clear up misunderstanding of WPAP	Maximize water resource to other communities
Get “good news” stories in press	Elevate water quality awareness
Monitor and public industry standards and MMSD performance	Clean water impact on economy
Establish trust	Award reduced impervious surface
Reduced pollution is best PR	Collaboration

### Category 1D: Develop Advocates

- CAC Sentence 16: Promote a position to a government body

*Table 1D – Post-it notes received for previous header sentence*

Support Great Lakes Mayors/Governors	Don’t sell water supply or treatment
Promote recreation	Sustainability
Promote watershed issues	Adopt USEPA Beach Act
Expand conservation program	Promote Mass Transit
Encourage qualified MMSD Commission	Advocate for stronger environmental laws
Expand employment opportunities	Advocate for citizens groups
Developers should use sound practices	Protect against invasive species

## **Grouping #2: Enhanced government functions**

### **Category 2A: Policy regulations and enforcement**

- CAC Sentence 8: Promote policies and regulations that improve and protect water quality
- CAC Sentence 31: Develop and implement regulations that promote water quality\*
- CAC Sentence 19: Improve and enforce government regulations

*Table 2A – Post-it notes received for three previous header sentences*

Reduce pollution:	Don't build in floodplains
• Non-point	Promote products good for environment
• CSO's	Enforce permits
• Blending	Fund initiatives
• Failing septics	Address goals
• SSO's	Clarify property taxes
• Superfund sites	Promote sustainable land use
• Farming practices	Make compliance easy
• Toxic waste	Limit fertilizer use
• Road salt	Establish high watershed standards
• Development	Protect wetlands
• Runoff from pavement	Open space preservation
• Rural landowners	Setbacks and buffer zones
• Wildlife at beaches	Watershed specific rules
• Trash	Reduce sprawl
• Chemical waste	Stormwater BMP's
• restaurants and food processors	Establish attainable goals
• construction sites	Conservation subdivisions
• Lead pipes	Community water quality plans
	Monitor private contractors

### **Category 2B: Government planning and monitoring**

- CAC Sentence 28: Establish and improve coordinated planning and monitoring systems throughout all levels of government. \*

*Table 2B – Post-it notes received for previous header sentence*

Use sound science	Use graduating plan
Prioritize watershed improvements	Collaborate with stakeholders
Strike point levels	Setbacks and buffer zones
Know costs of improvements	Reach consensus

Develop assessment measures	Define sewer area limits
Coordinate planning	Decentralized stormwater detention
Assess community expectations	Options for non-sewered areas
Create biotic plans	Long term monitoring
Implement and monitor plans	Overland conveyance

### **Grouping #3: Improvements to water resource**

#### **Category 3A: Habitat protection and restoration**

- CAC Sentence 1: Promote protection and restoration of natural areas to improve habitat and water quality
- CAC Sentence 30: Restore and enhance natural areas to improve habitat. \*

*Table 3A – Post-it notes received for previous two header sentences*

Protect and restore:	Conservation easements and programs
• Groundwater	Improve native vegetation
• Riparian corridors	Improve wildlife habitat
• Natural areas	Establish re-forestation
• River systems	Invasive species
• Natural hydrology	Provide in-stream habitat
• Prairies	Remove concrete channels
• Native fisheries	Remove O’Leary ditches
• Stream banks	Remove pervious surface
• Wetlands	Implement biotic plan
• Natural habitat	Private stormwater management
• Upland open space	Protect eco-systems
• Greenway connections	Creative solutions

#### **Category 3B: Public recreation and access**

- CAC Sentence 3: Provide and protect public access and recreational opportunities
- CAC Sentence 21: Provide safe recreational use throughout the watershed

*Table 3B – Post-it notes received for previous two header sentences*

Protect access and recreation	Safe, clean, attractive waterways
Increase trail system	Beach parties
Create opportunities fro citizens	Water quality message with recreation
Safe recreation	

### Category 3C: Pollution reduction and control

- CAC Sentence 10: Develop ecologically sound, sustainable development strategies for the reduction of aquatic and urban pollution.
- CAC Sentence 18: Detect and correct all point and non-point sources of contamination to our watershed.
- CAC Sentence 24: Identify and correct point and non-point source pollution problems.\*

*Table 3C – Post-it notes received for previous three header sentences*

Reduce:	Restore natural areas
• Mercury	Bioretention swales
• Invasive Species	Restore wetlands
• Toxic substances	Restore degraded water resource
• Oil	Balanced land use
• Non-point	Encourage:
• Pollution	• Natural landscaping
• Lawn fertilizer with phosphorous	• Green roofs
• Agriculture related pollutants	• Natural habitat
• Road salt	• Native plants
• Urban goose population	• Wildlife management
• Impervious surface	• Aquatic habitat
• Shoreline erosion	• Wetlands
• Brownfields	Sediment remediation plan
• Point pollution	Control capital expenditures
• Reliance on automobiles	Adopt a watershed
• Stormwater impacts	Monitor health of waterways
• Floatables	Zero discharge to rivers
• Blending	Find the cause of pollution
Green spaces increase accessibility	Improve beach management practices
Water conservation	Identify sources of pollution

### Category 3D: Natural systems

- CAC Sentence 9: Promote and improve natural hydrology and infiltration through stormwater management planning and education.

*Table 3D – Post-it notes received for previous header sentence*

Increase permeable surface	Restrict livestock stream access
Community stormwater plan enactment	Increase groundwater infiltration
On-site stormwater techniques	Restore natural hydrology
Increase culverts	Moderate peak and base flows

## **Grouping #4: Comprehensive planning and design**

### **Category 4A: Infrastructure improvements**

- CAC Sentence 25: Examine and improve MMSD infrastructure and operations.\*
- CAC Sentence 17: Improve overall infrastructure, including separate sewers

*Table 4A – Post-it notes received for previous two header sentences*

Study effectiveness of combined sewers	Increase storage capacity
Reuse treated sewage	Separate sewers
Reduce CSO's	Repair leaky sewers
Effective treatment process	Segregate storm flows
Invest in technology	Improve regional planning
Zero releases of untreated and partially treated sewage	Treat all stormwater
Control I/I	Eliminate illegal connections
Study I/I	Build sewers correctly

### **Category 4B: Plan and prioritize issues**

- CAC Sentence 7: Prioritize water quality issues in comprehensive planning

*Table 4B – Post-it notes received for previous header sentence*

Encourage sustainable development	Implement smart plans
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### **Category 4C: Water quality research**

- CAC Sentence 6: Provide for water quality research and monitoring funding
- CAC Sentence 14: Support scientifically sound research initiatives
- CAC Sentence 27: Promote on-going research regarding local water resources\*

*Table 4C – Post-it notes received for previous three header sentences*

Improve technologies	Study past practices
Fund science-based monitoring	Establish bacterial limits
Increase monitoring	Clean water improvements to tax base
Identify and fund greatest impacts	Evaluate other plans
Research reasons for problems	Determine existing conditions
Alternatives to road salt	Improve groundwater
Identify source of bacterial contamination	

**Category 4D: Fund, measure and implement**

- CAC Sentence 11: Utilize sound economic practices to develop strategy and key performance indicators to measure success
- CAC Sentence 26: Promote policies which balance comprehensive costs and benefits.\*
- CAC Sentence 5: Develop an implementation process for the MMSD water quality initiative

*Table 4D – Post-it notes received for previous three header sentences*

Cost effective sewer rates	Address avenues of funding
Establish performance levels	Real costs of pollution
Impacts on local workforce	Get federal funding
Objective and measurable targets	Public expectations
Cost-benefit improvements	Long-term commitment to WQI
Realistic costs of plans	Assessment program
Know impact of improvements	Clear and prioritized goals and objectives

\* Sentence represented from the group in 401/402 were drafted after the meeting by the meeting facilitator and other staff