



# Rock River Reflections

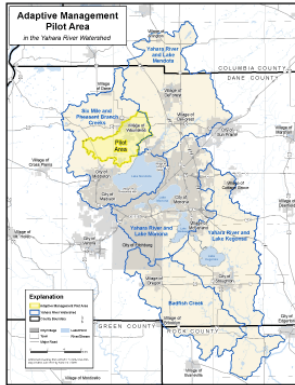
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## Yahara WINS to Improve the Rock River



Yahara River watershed, part of the Rock River Basin

treatment improvements, this approach allows entities to pool resources to target practices that will lead to cost-effective water quality improvements.

Yahara WINS (watershed improvement network) is a network of 30-entities that are working together to improve water quality in the rivers, streams and lakes that make up the Yahara River watershed, which forms the westerly portion of the Rock River basin. Yahara WINS is implementing a new regulatory approach called "watershed adaptive management" to address phosphorus loadings. In lieu of expensive plant upgrades and urban stormwater

Regulated entities such as wastewater treatment plants and urban stormwater systems are required to make substantial reductions to the amount of phosphorus entering the Rock River basin. Significant reductions are also required from the nonpoint sector. These are identified in the Rock River TMDL (total maximum daily load), which was approved by EPA last year. Ordinarily, each source of phosphorus has independently put phosphorus control practices in place. Resulting approaches tend to be expensive, resource intensive and discharge focused. In addition, independent actions result in missed opportunities to make meaningful improvements in water quality throughout the watershed.

### Collaboration

This collaborative project includes municipalities, farm families, regulatory agencies, wastewater treatment plants and environmental groups. Phosphorus reduction practices will likely involve a mix of rural and urban practices. The Dane County Land Conservation Department will function as the broker and will work to identify farm practices and, where appropriate, develop cost-sharing agreement for installation of practices that will improve water quality.

Madison Metropolitan Sewerage District is leading the project since the authorizing language allowing watershed adaptive management is found in Wisconsin Administrative Code NR 217, which establishes effluent standards and limitations for phosphorus for certain point sources, including municipal and industrial wastewater treatment plants. Although only entities regulated under NR 217 can apply for adaptive management, other entities can meet their regulatory requirements by participating in a successful watershed adaptive management project.

Entities included in Yahara WINS as of June 2012 are listed in the box below.

### Verifiable reductions

Contrary to other approaches where limits are met at discharge locations, in watershed adaptive management, success is through proven water quality improvements. As part of the pilot project, four new USGS gaging stations are being installed to assess water quality improvements.



Water quality monitoring is a key component of both the pilot project and adaptive management as a whole.

Because of the short duration of the pilot project, water quality changes will be more evident immediately downstream of the installed practices. Therefore, edge-of-field monitoring stations will be installed and monitored throughout the project.

### True water quality improvement

The TMDL identifies the phosphorus reduction needed for impaired waterbodies

*continued on Page 6*

### Members of Yahara WINS

#### Towns

Blooming Grove  
Bristol  
Burke  
Cottage Grove  
Dunn  
Westport  
Windsor

#### Cities

Fitchburg  
Madison  
Middleton  
Monona  
Stoughton

#### Villages

Arlington  
Cottage Grove  
DeForest  
Maple Bluff  
McFarland  
Oregon  
Shorewood Hills  
Waunakee

#### Others

Clean Lakes Alliance  
Clean Wisconsin  
Dane County  
Madison Gas & Electric  
Madison Met. Sewerage Dist.  
Sand County Foundation  
Stoughton Utilities  
US Geological Survey  
Yahara Pride Farms  
WI Department of Natural Resources

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Extension

# Rock River Coalition President's Message

This year is a special one for the Rock River Coalition. 2012 marks the 10th anniversary of our award-winning Volunteer Stream Monitoring Program! Water Action Volunteer (WAV) stream monitors can participate in Level 1 (temperature, water clarity, dissolved oxygen, stream flow, habitat, and biotic index), Level 2 (water clarity, dissolved oxygen and pH measured with meters, and continuous temperature monitoring devices), and Level 3, which are special research monitoring projects such as e-coli, road salt, and mussel monitoring.

At the beginning of this year, Kris Stepenuck, the WAV coordinator, summarized participation in our program, and also the sites monitored throughout the Rock River Basin. The numbers are certainly impressive! Since volunteer stream monitoring

began in the Rock River Basin in 2002, 155 people have monitored in Level 1, 40 have monitored in Level 2, and 23 people have participated in a Level 3 project. There are 8 people who have monitored streams within the Rock River basin for 10 years or more! We would like to acknowledge and thank Chuck and Lorraine Heidt, Jayne Jenks, Jeanine Mason, Don Nettum, Janice Redford, Richard Schlondrop and Debra Weitzel.

There have been 131 sites monitored on about 60 streams since 2002. In 2011, there were 46 sites monitored.

Though not yet celebrating a decade of monitoring, our Volunteer Wetland Monitoring Program is taking great strides at documenting flora and fauna at the restored Zeloski Marsh west of Lake Mills. In this newsletter, we are happy to announce a grant we received

to continue this work and to compare the data from pre and post restoration conditions.

We are so proud and humbled at the accomplishments of our dedicated citizen volunteers! Their passion for our streams, rivers, and wetlands has resulted in crucial data used by resource managers to make informed decisions on the management of these resources.

The Rock River Coalition would like to increase the number of volunteers and the number of streams monitored. To do this, we need your help! The grants we have do not cover all of the costs associated with our monitoring programs. In the next couple of months, we plan to ask our members to make a tax-deductible donation to our monitoring programs.

If you are a member, please watch for this important communication to arrive in your mailbox! If you are not a member, please consider becoming a member and/or making a donation to our monitoring programs. Your contribution will help us maintain and grow our monitoring programs for the next 10 years!

*Patricia Cicero,*  
RRC President



## Mission

*"To educate and bring together people of diverse interests to protect and improve the economic, environmental, cultural, and recreational resources of the Rock River Basin in Wisconsin"*

### PRESIDENT:

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Next deadline is October 5, 2012.

A letter-sized color version of this newsletter is available at [www.rockrivercoalition.org](http://www.rockrivercoalition.org).

Sign up for a monthly email update at <https://lists.uwex.edu/mailman/listinfo/rock-river-basin-update>.

Contact Marie Rubietta at [marier@jeffersoncountywi.gov](mailto:marier@jeffersoncountywi.gov) if you'd prefer a pdf of the newsletter emailed to you.

*RRC is a 501(c)(3) not-for-profit organization, providing equal opportunity in employment & programming.*

*TTY: 711 for Wisconsin Relay*

*If you need special accommodation for programs please contact the RRC at least two weeks in advance.*



## Welcome Joleen Stinson to RRC Board

You may already know Joleen from the Koshkonong Creek Forum or past RRC projects. She was a part-time project assistant in 2008 and 2009. Joleen is now the Community Coordinator for Rock County Parks, where she teaches children how to fish, takes families out exploring the creeks and rivers of the basin, and promotes local recreation. "I'm excited to be getting back involved with the RRC and look forward to working with all of you," says Joleen, on her recent election.

*Photo courtesy of the Janesville Gazette*

## The Finch Gang: One Tough Birdathon Team

Adapted from an article by Karen Etter Hale

The Finch Gang: Nolan Kollath, Brad Webb, and Karen Etter Hale found 102 species during 16 hours of intense birding on Monday, May 14, as part of the first-ever Great Wisconsin Birdathon. Many species found by the Finch Gang were hard-won, with only single sightings of quite a few. Notably absent were most warblers. While at least 15-20 species should normally be found mid-May, we could only find five. Flycatchers and swallows were also few and far between, raising concerns that these aerial insectivores (birds that catch insects for a living) could be in trouble. We captured our first birds pre-dawn along the Glacial Drumlin Trail near the old ford at the south end of Rock Lake. This was used historically by the notorious Finch Brothers to run stolen horses to their hideout in London Marsh (now known as Zeloski Marsh). Both a barred owl, then a great horned owl, called several times, and wild turkeys gobbled. Many of the "usual" species were heard and seen, along with a single flicker (the only one of the day), willow flycatcher, veery, kestrel, myrtle warbler, Cooper's hawk (tucked low on a nest), and a brown thrasher.

We found the osprey, barely visible through a scope, on its nest on the cell tower on Newville Rd. north of I-94, the first osprey to nest in the area. Trotting through a nearby field was a gray fox, looking for breakfast (No, we didn't include it in the species total!). The north end of Rock Lake yielded three late migrating common loons and a lone lesser scaup. A single eastern wood-pewee, chestnut-sided warbler, and hairy woodpecker were added in the Mill Pond woods. Along the Glacial Drumlin Trail east of Sandy Beach, we had excellent looks at a Pine Warbler singing in the Sandy Beach trailer park, a Tufted Titmouse carrying

food into a nest box, and a Black-billed Cuckoo calling.

We actually did double duty this day. By tallying both species and numbers for the Zeloski Marsh May count with Jeanne Scherer, Rock River Coalition's Wetland Monitoring Coordinator. At Zeloski we added many species to our Birdathon list, most notably an American Avocet, the first-ever for the marsh and for Jefferson County. We also added Wilson's phalaropes, short-billed dowitchers, several more common shorebird and waterfowl species, yellow-headed blackbirds, black terns, a single distant-flying northern harrier, orchard orioles at the parking lot, and lots more.

We did have our frustrations during the day. As we finished a much needed dinner break (coffee!), the recount of the day's sightings came up to only 99! We were determined to hit 100 at least. In keeping with a long-standing birding tradition, we'd been unable to find some common birds, like a great crested flycatcher. Sigh.

But off we went to Bean Lake, a beautiful State Natural Area. As we headed down the narrow and somewhat boggy trail, we found our view sometimes obstructed by clouds of mosquitoes, warded off by waving our arms around to keep our faces protected. Sort of. Partway along – is it? Yes! A great crested, calling to the right! Three simultaneous cheers probably spooked the bird, but we had our 100! Back on the trail. Through tall grass. Great. Prime tick territory. As we made our way along, we stopped and listened every so often. Mostly silence. Then - do we really hear a towhee? We do! 101 species, cool. Further along, we stop repeatedly as Nolan is determined to find a field sparrow. No luck. More no luck. Just as we reach the edge of the field, is that one calling? At first we don't all hear it, but after much craning of necks and cupping of ears, yes, we have a Field Sparrow! Species number 102. Not a bad count.

# The Art and Science of Changing Donor Behaviors

By Biodiversity Project, a Chicago nonprofit environmental communications organization

As communicators and optimists, we believe that compelling, strategically compiled words can change the world. That is why the core of Biodiversity Project's mission is to build the communications capacity of other nonprofits and coalitions.

Over the past 16 years, Biodiversity Project has developed a philosophy on social change and a process for incorporating values into behavior change campaigns. We use these kinds of campaigns to inspire people to adopt new habits, like recycling or donating money. Our philosophy and process are based on research, experience and creativity. It's a little bit science and a little bit art.

The science part of our process stems from the fantastic research of psychologists and social scientists who've developed models for change. While they often make for dense reading, these change models can shine some very useful light on the difficulty we adults commonly experience in changing our behaviors.

One change model, called the "Transtheoretical Model of Change," was developed by James O. Prochaska, a psychologist at the University of Rhode Island, and a number of colleagues. Prochaska's model of change is well known and respected in public health and other disciplines concerned with changing human behaviors.

The model describes the process of behavioral change. It answers questions like:

- Why are some people more likely than others to succeed in dropping bad habits or picking up positive new ones (like becoming a member of an organization)?
- Why do some programs have high success rates in helping individuals make lasting changes in their lives while others rarely work?

According to this change model, successful change isn't a single event; people don't decide out of the blue to lose weight, change their diet that very day and successfully keep that weight off for the rest of their lives. Instead, change is a process that involves five stages:

1. Precontemplation: "I'm not yet thinking about a particular behavior."
2. Contemplation: "I'm thinking about this new behavior and weighing how it will work for me."
3. Preparation: "I've made the decision to act and I'm deciding how to do it."
4. Action: "I'm doing it for the first time, or first few times."
5. Maintenance: "I've made this a continuing habit in my life."

When we set about to recruit new donors or to ask current donors

to deepen their giving—i.e. make a behavior change—we can't jump right in and ask for money the first time we meet. If the potential donor is in the precontemplation stage, for example, they haven't yet given any thought to our request. We probably aren't even on their personal radar screen.

Our job then is to move our prospective donor from the precontemplation phase to the action phase using communications tools that raise awareness, arouse emotions, build relationships, prompt with reminders and directly ask them to make a change. Once people have taken the first action, we use tools to show donors that their gift was received, it was put to work as intended and the project is having the desired effect.

Models like this one help bring meaning and structure to what otherwise might feel like random activities. They can help us understand our audiences and make strategic plans for moving people through the spectrum to change.

*We'd like to thank Gayle L. Gifford, ACFRE, President of Cause & Effect, Inc. for letting us share excerpts of her article "Turning Prospects into Donors: How Change Theory can Show the Way." Cause & Effect Inc. helps nonprofits with strategic planning, board development and other services. Read more from Gayle on her blog: [www.ceffect.com/blog](http://www.ceffect.com/blog).*

We live in interesting times. . .

and we like to talk about them on Facebook and Twitter.

Town and Country RC&D has three Facebook pages – and invites you to like them when you are next on-line. They can be great tools for sharing and gathering Rock River Basin news.

- Town and Country RC&D – info about all of our programs. A great recent post captured the poignancy of the drought's effects on the Rock River. The post made the best use of electronic storytelling with a 2-minute video of the Rock flowing through downtown Janesville and Fort Atkinson, and wildlife coping with the low river conditions. There is an accompanying mellow soundtrack that leaves an indelible impression. *Created and shared by Glen Loyd.*
- Slow Money Wisconsin – info about this exciting project that links investors to the food & farming enterprises that they believe bring health to our soil, water, families and communities.
- Town and Country's Water Issues Team – emphasizes our water advocacy and water conservation projects as well as others'.

And don't stop there – follow us on Twitter, too –

@TownCountryRCD  
@SlowMoneyWI

## Rock River TMDL Update

The various teams of the Rock River TMDL continue to work on the implementation plan.

MS4 Urban Stormwater Team has been working to resolve some thorny issues including differences in how the TMDL reports boundaries and how the municipalities define boundaries; model differences; rainfall data time period; and increasing municipal focus to include total phosphorus as well as total suspended solids.

Industrial/municipal continue to work on permit issues focusing on several subwatersheds at a time.

Education and Outreach planning meeting will be held July 23 at DNR Southcentral District at 1:30. Contact Suzanne Wade, [suzanne@rockrivercoalition.org](mailto:suzanne@rockrivercoalition.org) for more information.

## Water Star Wisconsin Launches 2012 Webinar Series

Water Star Wisconsin, a program coordinated through a partnership of UW-Extension, the Rock River Coalition, and Town and Country RC&D, funded by the Wisconsin DNR, has put together a dynamic webinar series to guide, inspire and recognize Wisconsin municipalities for exemplary efforts in surface water, groundwater, and recreation. The intended audience for the webinar is municipal engineers, consultants, DPW staff from around the state and beyond, educators and anyone that is interested in protecting and restoring Wisconsin's waters.

The 2012 webinar series is emphasizing case studies from Water Star communities -- exemplifying peer learning and teaching at its best, using the media of web-based video sharing to cost- and carbon-effectively bring a large number of people together. Registration is free. [See \[waterstarwisconsin.org\]\(http://www.waterstarwisconsin.org\) for registration information.](http://www.waterstarwisconsin.org)

Topics and dates for this year's web series include:

**Use of Pervious Pavement When Space is at a Premium**  
Bob Given and Paul Eggen, Oshkosh  
**DNR Regulation Update** by Tim Ryan  
Thursday Sept. 6, noon - 1 pm

**BMPs - Maintenance of Detention Ponds Over the Long Haul – Organizational Challenges**  
Perry Lindquist, Waukesha County and Nicole Hewitt, City of New Berlin  
**DNR Regulation Update** by Tim Ryan  
Thursday Sept. 20, noon - 1 pm

**Leaf and Yard Waste Disposal & Their Impacts on Water Quality**  
Megan Kelly, Biodiversity Project and Dane County staff.  
Thursday Oct. 4, noon - 1 pm

**Stormwater Utilities - Who Has Them and Are they Performing As Hoped?**  
Ann Dansart Hirekatur of MSA Professional Services; Joe Eichsteadt, Wisconsin Rapids and John Edlebeck, Waupaca. Thurs. Oct. 18, noon - 1 pm

**Salt & Deicing Strategies to Minimize Environmental Impacts**  
Ben Jordan; Scott Weber, Hanover Park, IL and Moe Norby, Polk County.  
Thursday Nov. 1, noon - 1 pm

**Dam Removal or Maintenance? Two Cities' Stories**  
Dave Murphy and Dale Boozer, Grafton; and Ken Fish, Columbus.  
Thursday Nov. 15, noon - 1 pm

**Illicit Discharge - Detection and Elimination**  
Pete Wood and Chuck Boehm, Racine.  
Thursday Nov. 29, noon - 1 pm

**Energy Capture at the Wastewater Treatment Plant**  
Dave Botts, Janesville.  
Thursday Dec. 13, noon - 1 pm

Learn from your own home or office. Water Star Wisconsin thanks each of the presenters and audience in advance. The water and people of Wisconsin will benefit from their willingness to share their time and expertise.

# Stream Monitoring News: Notes from the Field

Nancy Sheehan, RRC Stream Monitoring Coordinator

## Another Successful Confluence

On April 28, 2012, volunteer lake and stream monitors, county coordinators and WDNR staff shared stories, attended educational sessions on various topics, ate delicious sandwiches and toured the Tyrannena Brewery in Lake Mills. All in all, the 2012 Confluence was a great venue to celebrate the Tenth Anniversary of the Rock River Coalition's monitoring program.

RRC Board President Scott Taylor recognized volunteers who have monitored for over five years. Christina Anderson, WDNR, highlighted the important role volunteers play in protecting water quality not only in the Rock River Basin but throughout Wisconsin. Christina related results from a 2012 survey of seventy one (71) volunteer stream monitors. Forty four percent of state-wide volunteer stream monitors actively engage in protecting their water resources by writing letters to their local newspapers, attending public meetings, researching water quality issues, and talking to neighbors and friends about protecting stream quality. Christina noted that stream monitoring has a lasting effect on volunteers and on the streams they monitor, and summarized trends and results from data collected by stream monitors throughout the Rock River Basin.

Based on eleven years of monitoring along Koshkonong Creek, Janice Redford and Don Nettum evidenced the impact a small group of concerned citizens can have on stream quality. Dave Hinde of Roscoe, IL discussed his monitoring efforts along Raccoon Creek in Rock County. Samantha Foster highlighted lessons learned from her participation in a Family Level Macroinvertebrate ID Workshop facilitated by Kris Stepenuck, UW-Extension/DNR WAV Program.

Lisie Kitchel, WDNR mussel specialist, showed that the world of freshwater mussels could be exciting. Last but certainly not least, Laura Herman with the Citizen Lake Monitoring Network provided the keynote talk on the special role volunteer monitors play in removing aquatic invasive species.

## Welcome New Volunteers!

Spring training began with several workshops for veteran and new volunteers alike. From the UW-Waukesha Field Station to the Race Track Park in Edgerton, Jayne Jenks and Anne Miller inspired several new volunteers to become stream monitors. Christina Anderson facilitated a Level 2 training for veteran monitors Samantha Foster, Jim Kerler, Carl Glassford, Patricia Cicero, Jeanne Scherer, Suzanne Wade and a new volunteer, Shelley Warwick. Christina also trained veteran volunteer monitor, Jeanine Mason, to be a Level 2 monitor in Dodge County. Ron Donald, WDNR, and Heather Smith, UW-Madison M.S. Candidate, are working with Kris Stepenuck this summer to train teachers across the state in stream monitoring. New volunteers -- Frankie Fuller and Kent Wahlberg, Nate Glover and Gary Glover, Jason Daley, Kim



Our ten year stream monitors received covered clipboards as a small token of our thanks for their years of helping the RRC. Pictured here from left are: Janice Redford, Chuck Heidt and Ann Runyard at the 2012 Confluence.

Ness, Kenneth Nowak, and Cathy and Mark Bartell -- started Level 1 monitoring at various stream sites. Elizabeth Nelson and Angela Schmit are also excited to monitor with their Oregon High School students.

More volunteers are needed! There are only two teams monitoring the many miles of waterways in Dodge County. Over the next few months efforts will be made to recruit more volunteers. If you live in Dodge County and want to learn how to become a stream monitor, please contact Nancy Sheehan, RRC Stream Monitoring Coordinator: [monitoring@rockrivercoalition.org](mailto:monitoring@rockrivercoalition.org); or 608-233-7758 (h/o); or 608-515-9434 (cell).



New volunteer Frankie Fuller learns how to take a dissolved oxygen sample from RRC Monitoring Coordinator Nancy Sheehan.

Photo by Patricia Cicero

## Technical Issues:

Last year, several volunteer monitors obtained odd dissolved oxygen readings using their HACH DO kits. A number of causes have been suggested: expiration of reagent chemicals; humidity; incorrect sodium thiosulfate solution. After much investigation, we believe this last is true. The sodium thiosulfate refill bottles were the wrong normalcy.

Recommended Shelf Life	
DO Reagent #1	5 years
DO Reagent #2	3 years
DO Reagent #3	5 years
Sodium Thiosulfate	4 years

**If you refilled your sodium thiosulfate at the 2012 Confluence, you will need to replace this chemical.**

Any questions or refills needed, please contact Nancy Sheehan, RRC Stream Monitoring Coordinator via email: [monitoring@rockrivercoalition.org](mailto:monitoring@rockrivercoalition.org) or phone: 608-233-7758 (h/o); 608-515-9434 (cell).



The star of Ms. Foster's presentation was the image of the largest water-bug-eating-a-fish photo ever taken!  
Photo by Samantha Foster.

## Many Years of Service

Here are some notable monitoring accomplishments by these volunteers.

Since 2002 the Heidts have monitored Turtle Creek 106 times.

Richard Schlondrop has collected data 101 times at Battle Creek at CTH BB between 2002 and 2011.

Since 2001, Janice Redford, Don Nettum, and others from the Friends of Cam Rock Park have monitored 78 times at Koshkonong Creek at the site of the Rockdale dam.

Ann Runyard has monitored 148 times at a total of seven sites.

Twenty seven volunteers across the Rock River Basin have monitored between 5 and 9 years. Nine volunteers have monitored for 10 years or more within the Basin. Active monitors are listed below.

Chuck & Lorraine Heidt (10+ Years)

Jayne Jenks (10+ years)

Jeanine Mason (10+ Years)

Don Nettum (10+ Years)

Janice Redford (10+ Years)

Debra Weitzel (10+ Years)

Richard Schlondrop (10+ Years)

Ann Runyard (5-9 Years)

Samantha Foster (5-9 Years)

Gina and Kevin Cook (5-9 Years)

Lynne Diebel (5-9 Years)

Debra Deppeler Hess (5-9 Years)

Lynne Deppeler Hess (5-9 Years)

Dean Paynter (5-9 Years)

Clara Marr (5-9 Years)

Elizabeth Meils (5-9 Years)

Jerry Stankus (5-9 Years)

Sandy Peterson (5-9 Years)

Kathy Bridge (5-9 Years)

Bruce Mulder (5-9 Years)

Nolan Kollath has monitored birds at the Zeloski Marsh for 5 years.

THANK YOU!



RRC President-Elect Patricia Cicero and Jennifer Hanneman serving the delicious lunch during the Confluence.



# Send Your Legislator Down the River

Monday August 27, 2012

Bourbon Street Grille, 6308 Metropolitan Lane, Monona

Organized by the Rock River Coalition

Sponsored by: Senator Mark Miller, Representative Chris Taylor, Rutabaga Paddlesports, University of Wisconsin-Extension and Wisconsin Department of Natural Resources

The Yahara River and Lake Waubesa are the location for this year's Send Your Legislator Down the River paddle and legislator town hall meeting. The event will start at the Bourbon Street Grille, on the Yahara River in Monona, where we'll enjoy conversations with legislators and local elected officials as well as an optional meal. If you choose to eat with us, you can either order from the selection below or order off the full menu when you arrive.

By 6:00, participants will either load into canoes at the restaurant, or if renting a canoe, will drive the short distance to Rutabaga Paddlesports at 220 West Broadway to launch. You can bring your own paddle craft or rent space in a canoe or in the DNR's 25 foot Voyageur canoes. The paddle will be approximately 4 miles in length and is expected to take two to two and a half hours. We do expect to have an option of a motor boat for media and those not able to paddle.

## Agenda

- 4:00 - 5:30 pm Registration - Bourbon Street Grille, 6308 Metropolitan Lane, Monona
- 4:00 - 5:30 Meal - you can pre-order on the registration form to speed serving, or order off the menu. Meal cost not included in the registration fee.
- 4:45 - 5:45 Welcome and River Town Hall Meeting: a chance to talk to your local elected officials and state legislators.
- 6:00 Voyageur canoes and personal craft will launch from the Bourbon Street Grille, all others will leave from Rutabaga Paddlesports at 220 West Broadway.
- 6:00 - 8:00 Paddle to Lake Farms Park, enjoy a short presentation and return. We encourage you to bring a reusable water bottle. Beverages will be provided.

More information on Dane County Water Trails at <http://danewaters.com/YaharaWaterTrail.aspx>  
Regardless of weather, the River Town Hall meeting and meal will be held.

**Directions to Bourbon Street Grille**

*From the West: take the South Towne Drive exit off the Beltline Highway. South Towne Drive becomes W. Broadway. Turn left onto Bridge Road. Turn right onto Metropolitan Lane.*

*From the East: Take the Monona Drive exit off the Beltline Highway. Turn left onto W. Broadway. Turn right onto Bridge Road. Turn right onto Metropolitan Lane.*

## Send Your Legislator Down the River - 2012 Registration Form

Please make checks payable to the Rock River Coalition. Send signed forms and payment to  
Rock River Coalition, ATTN SYLDR, 864 Collins Road, Jefferson WI 53549.

Registration can also be done on-line at <http://www.rockrivercoalition.org>. Payment is through PayPal.

For questions call Marie at 920-674-7297 or email [marier@jeffersoncountywi.gov](mailto:marier@jeffersoncountywi.gov)

Name(s) \_\_\_\_\_  
Address \_\_\_\_\_  
City, State, Zip \_\_\_\_\_  
Phone \_\_\_\_\_ email \_\_\_\_\_

# adults attending RRC Member \_\_\_\_\_ @ \$8 \$ \_\_\_\_\_  
# adults attending not RRC Member \_\_\_\_\_ @ \$15 \$ \_\_\_\_\_  
# attending age 6-17 \_\_\_\_\_ @ \$5 \$ \_\_\_\_\_  
# attending age 5 or under \_\_\_\_\_ @ Free \$ \_\_\_\_\_

**Optional meal:** If not ordering in advance, we strongly suggest arriving by 4:30 to assure service before we leave at 5:30.

Price includes non-alcoholic beverage, tax & tip. Sides will be selected upon arrival. *Sides: french fries, sweet potato fries, JoJo's, red beans and rice, soup or salad.*

Southwest Black Bean Burger \_\_\_\_\_ @ \$12 \$ \_\_\_\_\_  
Ahi Tuna Steak \_\_\_\_\_ Sandwich \_\_\_\_\_ Salad \_\_\_\_\_ @ \$12 \$ \_\_\_\_\_  
French Dip Sandwich \_\_\_\_\_ @ \$12 \$ \_\_\_\_\_  
New Awlins Wrap \_\_\_\_\_ Shrimp \_\_\_\_\_ Chicken \_\_\_\_\_ @ \$12 \$ \_\_\_\_\_

**Paddle Trip:**  
Reserve spot in Voyageur Canoe \_\_\_\_\_ @ \$5 \$ \_\_\_\_\_  
Rent spot in canoe: *reduced rates provided by Rutabaga Paddlesports*  
Note: no charge for youth not paddling. \_\_\_\_\_ @ \$5 \$ \_\_\_\_\_

**Late registration fee** after Aug 22, 2011 \_\_\_\_\_ \$5 \$ \_\_\_\_\_  
**RRC membership** ( \_\_\_ Ind \$25, \_\_\_ Family \$35, \_\_\_ Senior \$15, \_\_\_ Affiliate/Small Business \$50, \_\_\_ Corporate \$200) \$ \_\_\_\_\_

**T-shirt**, short sleeved \_\_\_\_\_ @ \$17 \$ \_\_\_\_\_

**Total enclosed** \$ \_\_\_\_\_

\_\_\_\_ I will only be at the River Town Hall Meeting & dinner  
\_\_\_\_ I/We have a canoe/kayak which we will use,  
\_\_\_\_ I/We have an extra space in our canoe.  
\_\_\_\_ I/We would like a space in the Voyageur Canoe (if space available).  
\_\_\_\_ I/We would like a spot in the pontoon boat/motor boat (if available).

I am an elected official representing \_\_\_\_\_

In consideration of the "Sponsors" (as defined below) accepting this registration, I, the undersigned entrant, intending to be legally bound, do hereby agree not to sue and hereby waive and release all sponsors, governmental bodies, organizations, officials, elected officials and individuals associated with the 'Send Your Legislator Down the River' canoe and motor boat event (the "Event") and each of their respective officers, directors, employees, heirs, personal representatives, successors and assigns from any and all claims, actions, damages or injuries suffered or incurred by me or which arise out of my participation in the Event, unless caused by the willful misconduct of any of the Sponsors. I hereby agree to the use of my voice or picture or any other record of the Event for any purpose whatsoever. This release applies to and binds the undersigned entrant, his/her heirs, personal representatives, successors and assigns and is for the benefit of all of the Sponsors. This registration is invalid unless signed by the entrant. If entrant is under 18 years of age, the parent or legal guardian of the entrant must also sign the form.

Participant: \_\_\_\_\_ Age (if under 18): \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Parent/Guardian Signature (under 18): \_\_\_\_\_

Parent/Guardian (printed): \_\_\_\_\_

Date: \_\_\_\_\_

One hold harmless clause must be signed for each person attending. Extra forms will be available at the event.

# An Illicit Discharge by Any Other Name

by Meg Kelly, Rock River Stormwater Group Education Coordinator, Biodiversity Project

Illicit Discharges: *What are they? Who finds them? What does this term mean? Who wants to know? Why do we need to know?*

An illicit discharge is defined by the USEPA as:

any discharge to the municipal separate storm sewer system that is not composed entirely of storm water, except for discharges allowed under a NPDES permit or waters used for firefighting operations. These non-stormwater discharges occur due to illegal connections to the storm drain system from business or commercial establishments. As a result of these illicit connections, contaminated wastewater enters into storm drains or directly into local waters before receiving treatment from a wastewater treatment plant. Illicit connections may be intentional or may be unknown to the business owner and often are due to the connection of floor drains to the storm sewer system.

Try explaining that to local restaurant owners or homeowners. The typical response would probably be, "Huh?"

Rock River Basin municipalities with National Pollutant Discharge Elimination System permits are

required to develop a program for detecting and eliminating illicit discharges (called an IDDE program) within their communities. A successful IDDE program relies not only on the expertise of certain municipal staff, but also on the watchful eyes of community members. While routine maintenance and inspection plans are very important and helpful, they are not 100% foolproof for preventing illicit discharges.

That is where the public comes in. We need to inspire residents and business owners to report things that look out of the ordinary or strange in our rivers and streams, as well as knowledge of

people who are intentionally dumping, to the appropriate authorities.

We need the public's help, but we don't have the right words or tools to inspire their help. Clearly, the legal terminology listed above does not seem to resonate with people outside of the permitting office. That's why the Rock River Stormwater Group, a coalition of 16 cities, towns and organizations dedicated to improving our communities by keeping local waterways clean, wants to pool our regional resources in order to find those right words.

After reading the government's definition above, let us know what

you think that means. Give us one or two words besides "illicit discharge" that convey the definition properly or better describe the IDDE program. By renaming the problem, we can create effective communications materials that will inspire local home and business owners to play their important role in protecting our waters. Visit [www.cleanwaterbrightfuture.org](http://www.cleanwaterbrightfuture.org) to enter your suggestions. We'll share results in the next issue of the Rock River Reflections newsletter.



## Koepke Family Farms Receive Prestigious Aldo Leopold Conservation Farmer National Award

RRC Board Member, Jim Koepke, his brother and son, along with other farm family members were honored for their long-standing commitment for conservation at their



Oconomowoc farm on June 28, 2012. Honoring the family were Secretary of DATCP Ben Brancel on far left and Sand County Foundation Executive Director Brent Haglund, far right. The family was one of the first to implement no-till cropping when it was first being researched by Art Peterson at UW-Madison. Participants were able to experience its success first-hand during real 'field' trip. Here Jim is discussing their farming methods in a field of silage corn.



Photos by Suzanne Wade

## Yahara WINS

continued from page one

in the Yahara watershed to meet water quality standards. The Yahara WINS project will implement a mix of urban and rural practices ranging from standard conservation practices to innovative, cutting-edge solutions to meet this reduction. On the rural side, these practices may include cover crops, no-till, contour farming and/or structural practices such as covered barnyards. In the urban areas, practices may include construction-site erosion control improvements, specially-designed settling basins, changes in leaf-collection methods, ordinance modifications and/or other approaches to settle-out and remove phosphorus.

### Pilot Project

Because this is the first regulatory adaptive management project in the Country and involves an estimated \$59 million present-worth cost as



Determining the effectiveness of practices will take edge-of-field as well as in-stream monitoring as shown here.

well as regulatory compliance for various permit holders, the first step is a pilot project. The Yahara WINS pilot project will test assumptions, evaluate the level of community support and develop the tools needed for full-scale implementation. The pilot project will last four years with the monitoring being installed and first contracts being signed in 2012. During the pilot project, approximately 9300-acres of water quality benefiting activities will be installed. The costs for various phosphorus-reduction practices as well as their associated water quality benefits will be evaluated. The pilot will provide experience working with the broker, farm families and communities to produce verifiable results.

### Funding

The Yahara WINS pilot project is being funded proportionally to the phosphorus reductions required by the Rock River TMDL. The pilot project's approximately \$3 million cost is currently fully-funded. Dane County obtained a \$1.3-million Mississippi River Basin Initiative grant (MRBI) from the Natural Resources Conservation Service (NRCS). The MRBI, along with cost-sharing by land-owners, will fund the non-point allocations. Most of the remaining cost is being funded by 24 point sources (e.g. wastewater treatment plants and communities with stormwater discharges) that

are specifically identified in the Rock River TMDL as having to reduce phosphorus loads to meet their TMDL allocations. In addition to the MRBI and municipal contributions, the pilot project is receiving funding from the Sand County Foundation, U.S. Geological Survey, Clean Lakes Alliance, Clean Wisconsin and others.

### Success

Yahara WINS will reduce phosphorus to the rivers, streams and lakes in the Yahara River basin. All the partners are making this possible. Each of the 30-entities has a financial commitment to the project and many have a regulatory compliance requirement that is being addressed by the project. This project is being followed locally, statewide and nationally for the far-reaching benefits of its success. In addition to the Pilot Project, the pilot watershed is the focus of multiple research projects. By working together, we can cost-effectively reduce phosphorus to our waterways.

Questions can be directed to Kathy Lake or Dave Taylor at MMSD (608) 222-1201.



An inner look at one of the USGS gaging stations being used to monitor water quality at a field edge.

# Zeloski Marsh Fifth Anniversary Project Receives Grant Funding

by Jeanne Scherer, RRC Wetland Coordinator



Nolan Kollath and Jason Daley counting shorebirds. In April, Nolan spotted a Marbled Godwit, a bird rarely seen east of the Dakotas.

In 2004, a collaborative partnership of the Natural Resources Conservation Service (NRCS), the Department of Natural Resources (DNR), the Rock River Coalition (RRC), and the Madison Audubon Society was formed to restore approximately 1,500 acres of the Zeloski farm west of Lake Mills to wetland conditions. This summer, the Zeloski Marsh restoration marked its fifth anniversary.

Prior to restoration, the Rock River Coalition led the effort to perform ecological surveys of the area. Volunteers and professionals surveyed plants, frogs and toads, dragonflies and damselflies, birds, and mammals. Water quality in the ditches and Koshkonong Creek was also monitored by RRC volunteers.

The RRC is happy to announce that they have received a DNR grant to continue post-restoration surveys and develop a report to document the changes that have occurred at Zeloski Marsh. DNR property managers will be able to use the report to assess the success of the marsh restoration and apply the information to future management decisions.

Wish to be involved in some seriously fun citizen science? Were you one of the original monitors during pre-restoration and interested in exploring the changes? Everyone is welcome to help celebrate Zeloski Marsh's anniversary by getting involved in one or more of the monitoring teams!

Over the last five years, RRC volunteers monitored birds, frogs and toads, and occasionally dragonflies and damselflies. Hired in May of 2012, Jeanne Scherer, Wetland Monitoring Coordinator, has focused on sustaining and building teams to continue monitoring these species. In addition, she will be working to develop teams to monitor plants and water quality.

Birding has been a regular part of Zeloski Marsh monitoring thanks to Nolan Kollath's efforts with supporting a birding team. Birding team members perform monthly counts. More birders, beginners as well as experts, are always welcome and will keep this monitoring team strong.

Educational events this spring have helped the frog and dragonfly teams grow and prepare for future surveys. Interested citizens can join the frog team when the sampling continues in April 2013.

In June, Bob DuBois, DNR Aquatic Biologist specializing in dragonflies and damselflies, led citizens on an adventurous hunt to learn about the species. The group included people with limited experience and novices, but Bob left everyone with the confidence that they could successfully participate in the monitoring which will occur from July through September. It's not too late to join this team!

Post-restoration monitoring will also include plants. Dr. Nicholas Tippery, UW-Whitewater Biology Department botanist, will assist RRC with plant community assessments. Fall and spring plant surveys will require the help of many volunteers due to the large size of the Zeloski Marsh restoration.

Water quality monitoring will be re-established for the post-restoration surveys. Stream monitors will begin monitoring in July. Sites will be matched as closely as possible to those monitored during 2005. Additional monitors are welcome.

To get involved, please contact Jeanne Scherer at wetlands@rockrivercoalition.org or 920-382-6123. Special events will be posted on the RRC Facebook page, the webpage and in area newspapers.

## Become a RRC Member

In addition to supporting RRC work, members receive newsletters, notices of conferences, and special events. To become a member, complete the following:

Name \_\_\_\_\_  
 Title \_\_\_\_\_  
 Affiliation \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_  
 Zip \_\_\_\_\_ Phone (\_\_\_\_) \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 I am a member of \_\_\_\_\_ Chapter.

### Memberships Fees

Individual	\$ 25
Family	\$ 35
Student/Senior Citizen	\$ 15
Classroom	\$ 25
Affiliates*	\$ 50
Municipal**	\$125
Corporate	\$ 200

\*Includes small businesses, organizations, lake districts, small municipalities and individual municipal departments  
 \*\*Covers entire municipality including all departments, administrative staff and elected officials

Any donation or membership of \$150 or more will be recognized and linked to your website from our website:  
[www.rockrivercoalition.org](http://www.rockrivercoalition.org)

Donors of \$500 or greater will receive an ad in this newsletter. Check out our website for more information.

### Tax deductible donation

Amount	Purpose
	General Support
	Citizen Monitoring
	Other:

Donations are greatly appreciated and can be targeted towards specific projects.

Please mail this completed form with check to:

**Rock River Coalition**  
 864 Collins Rd  
 Jefferson, WI 53549

or register and pay online with PayPal at:

[www.rockrivercoalition.org/membership.asp](http://www.rockrivercoalition.org/membership.asp)



## Lake Monona Water Walk

On a stunningly beautiful July morning, Lake Monona was blessed by the wishes, hopes and dreams of more than 100 people who joined Anishnabe Grandmother Josephine Mandamin, her son Gabriel, and international renowned researcher and author, William Waterway Marks in a sunrise blessing, followed by a reflective walk around the entire lake. The morning ceremony included an All Traditions Water Blessing, drumming by Dan Hull and the Wausau area All Nations Drummers, and ceremonial dancing led by Art Shegonee. Around 20 individuals, including Monona Mayor Bob Miller, made the entire 17.4 mile walk. Others joined when able, but fully participated by traveling on the Badger Vintage Trolley, serenading the walkers into each stop along the way. Whether you were able to join the walk, or not, everyone can take home the message that we all must care for our waters, treating them with love and respect.

*The focus on water didn't start and won't end with the July 8th walk around Lake Monona. The Mayor proclaimed 2012 the Year of Water and many groups are doing great water projects. Leading up to the walk, many children and adults walked in the Monona Memorial Day Parade with home-made signs promoting caring for our lakes. Photos by Suzanne Wade*



Can you redefine "illicit discharge"? Help the Rock River Stormwater Group become more effective - check out the article on page 6

### Rock River Trail Update

We introduced the Rock River Trail Initiative (RRTI) in our Fall 2011 newsletter, describing this joint project to create a multi-use river trail, including an automobile route, along the entire 300-mile course of the river.

The trail will extend from the Rock's headwaters in Fond du Lac and Dodge counties in east-central Wisconsin to its confluence with the Mississippi at Rock Island, Illinois. It will capitalize on the river's natural scenic, recreational, cultural and historical amenities to enhance tourism, economic development and stewardship of our watershed. Sixteen organizations, municipalities, agencies and businesses were represented at a May meeting of the RRTI Council, with Jim Kerler representing the Rock River Coalition.

Highway selection for the Wisconsin road route was completed in May. In recent weeks the two-state effort has centered on creating a detailed inventory and map of river access sites, including dams, portages and campsites. Field visits have been performed and the information is being incorporated into a Rock River Water Trail plan.

If all goes exceedingly well, this plan could be reviewed by the Wisconsin and Illinois Department(s) of Natural Resources and presented to the National Park Service by November 1st. It could then be eligible for inclusion in the new National Water Trails System established by America's Great Outdoors Initiative of 2010. This designation won't bring federal funds, but will elevate recognition and publicity while helping to ensure a quality effort.

For maps and general information go to <http://rockrivertrail.com>. You may also contact Wisconsin RRTI coordinator Greg Farnham at [waterdown@wildblue.net](mailto:waterdown@wildblue.net), or RRC board member James Kerler at [jkerler@frontier.com](mailto:jkerler@frontier.com).



Don't miss the fun - the 11th annual **Send Your Legislator Down the River** will be held on Monday August 27 in Monona featuring a legislative roundtable and a trip down the Yahara into Lake Waubesa and back. Learn more on page 5!

### Join a Fish Sampling Effort on the Bark River!

As part of a State Wildlife Grant Project, Underwater Habitat Investigations and Jefferson County Land and Water Conservation Department are partnering to conduct fish surveys in the Princess Point State Wildlife Area along the Bark River.

The fish surveys will be the first of their kind in this area, which has habitat areas that are likely to support a diversity of fish. The sampling effort will record the distribution and abundance of off-channel fish species, and may include rare and unusual species such as the pugnose shiner, starhead topminnow, lake chubsucker and least darter.

With names like these, how can you resist the temptation to come learn about the sampling techniques and the chance to see some of these species! Part of the adventure is that we don't know what we will find in a remote place like this.

Those interested in joining the effort can help with the seine (net to capture the fish) and water quality measurements including dissolved oxygen, temperature, and water clarity.

Participants should bring waders or shoes/clothing that can get wet, water, lunch, and their own craft (kayaks, canoes, and jon boats are appropriate for the site). Very limited space on survey boats is also available.

The fish sampling is scheduled for Wednesday, August 1st, with a rain date of Thursday, August 2nd. Meet us at 10 am at the boat launch on Highway D on the south bank of the Bark River. If you would like to join the sampling effort, please RSVP with Patricia Cicerio at either 920-647-7121, or by email to [patriciac@jeffersoncountywi.gov](mailto:patriciac@jeffersoncountywi.gov).



Using a loupe hand lens, Lincoln Wegner takes a closer look at a damselfly. Lincoln and his father Josh, also participate in frog monitoring.

To learn how you and your family can be part of our Rock River Coalition wetland monitoring team see our story on page 7, or email the RRC Wetland Monitoring Coordinator Jeanne Scherer at [wetlands@rockrivercoalition.org](mailto:wetlands@rockrivercoalition.org).