



THE CITY OF WATERTOWN  
**WATERWAYS  
IMPROVEMENT  
PROGRAM**

# WATERTOWN WATERWAYS IMPROVEMENT PROGRAM: A LOCAL WATER QUALITY TRADING PROGRAM

MARCH 2025

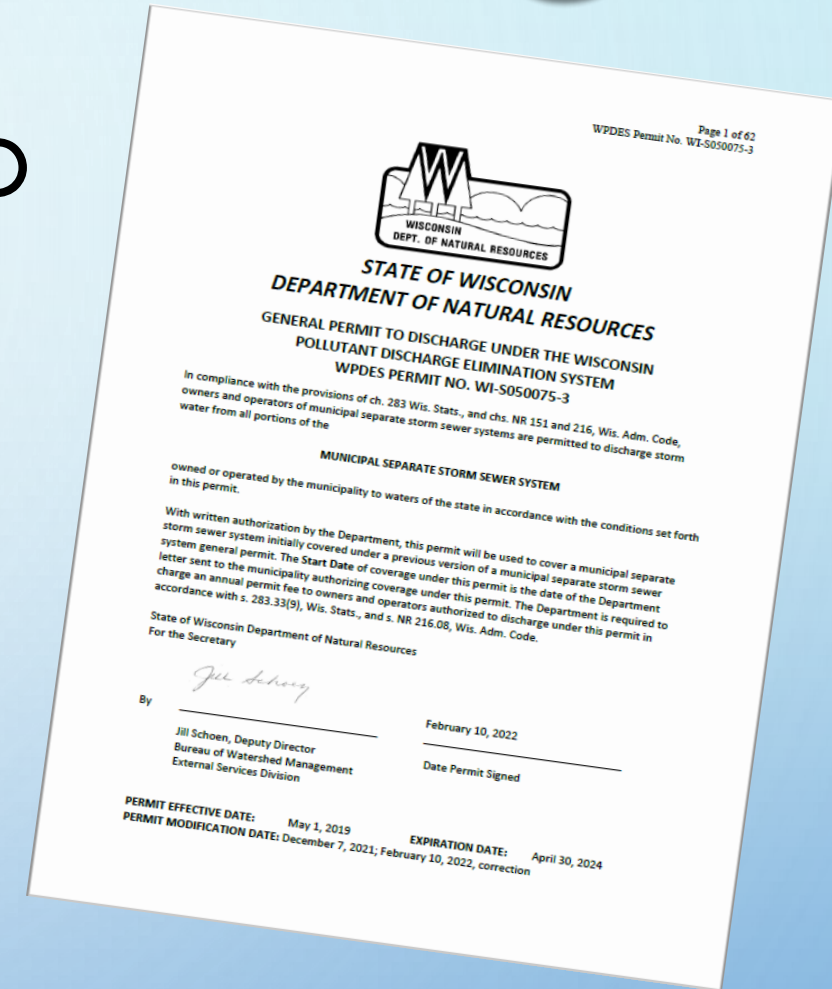
# TODAY'S DISCUSSION

- WWIP - Program Background
- Program Development & Implementation
  - Partnerships, Intergovernmental Agreement, Outreach, Costs
- Department of Natural Resources
- Water Quality Trades – 1st and future
- Insights



# WWIP - BACKGROUND

- MS4 Permit: Rock River TMDL requirements
  - Start Implementation: 2019-2024
- 2014 Planning Effort: \$13M+ estimate with traditional stormwater BMPs
- 2020: City hired SW PM, started evaluating WQT options
  - Consultant-led WQT Program
  - Clearinghouse



# WWIP - BACKGROUND

- Land and Water Conservation Department – programs and projects to improve & protect land and water resources
  - Conservation practice planning, implementation, funding
  - Farmland Preservation Program
  - NR 151 standards: cropland and livestock standards
    - Soil erosion
    - Tillage setback from water
    - Nutrient management plans
    - Manure storage and handling
    - And more...

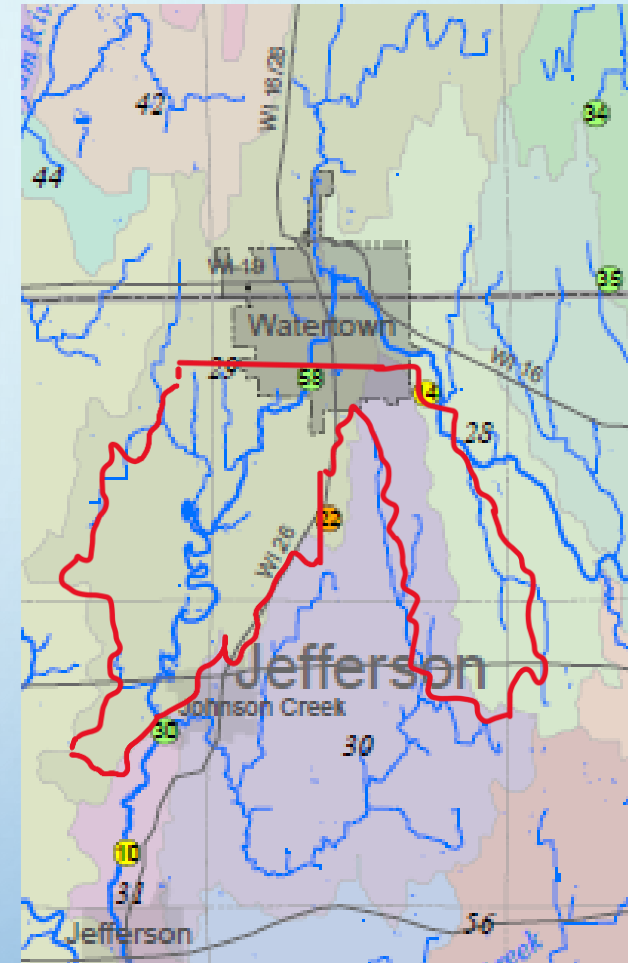


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# COUNTY & CITY PARTNERSHIP

- County-City Preliminary Discussions (2021)
  - City does not have experience/time to implement
  - County has experience, expertise, and established relationships with ag community
- Determining Path Forward
  - County restructured staff position (2022); opportunity to expand work
  - Intergovernmental Agreement (final April 2023)



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# INTERGOVERNMENTAL AGREEMENT - ROLES

County	City
Identify project sites	Review proposed sites
Work with landowners on potential practices	
Determine Phosphorus & TSS reductions with modeling	Determine whether to pursue proposed projects
Draft agreements between City & landowner	Sign agreements with landowner, record with Register of Deeds
Answer questions and attend agreement signing	
Provide technical assistance/oversight on practice installation and maintenance	
Certify practice is installed properly, complete necessary DNR forms	Submits to DNR: required forms, annual reports, water quality trading plan
Conduct annual visits, id any maintenance needs	Compensate landowner with applicable installation payments and annual payments
Provide annual report to City	Compensate County for services

# PROGRAM OUTREACH

- Partnership with Rock River Coalition on outreach/marketing
- Brochure
  - Program summary, practice information and payments
- Held Landowner Meeting (August 2023) to introduce program
  - Initial landowner discussions on potential practices
- Website
  - <https://rockrivercoalition.org> - search "Watertown"
- Ongoing outreach



# PRACTICE PAYMENT RATES

Practice	Installation Rate	Annual Payment	Comments
Harvestable Vegetated Filter Strip	\$225/acre	\$400/acre	Minimum Width = 30 feet Maximum Width = 150 feet
Vegetated Filter Strip	\$225/acre	\$400/acre	Minimum Width = 30 feet Maximum Width = 150 feet
Grassed Waterways	All installation expenses paid as one time payment		
Roof Runoff Structures	All installation expenses paid as one time payment		
Other Accepted Practices	Determined after review		



# PROGRAM BUDGETING & COSTS

- City, County, Rock River Coalition develop annual budgets
- County charges for staff time, vehicle use, printing, postage, office supplies (no overhead)
- 2023 County charges < \$9,200
- 2024 County charges < \$12,600
- 1st Practice Installation = \$2,272.50
- 1st Practice Annual 10-year Payment = \$4,040
- City budgets for 10-year practice cost in year 1
  - Stormwater Utility funds WQT program

\$58.26/pound Phosphorus  
\$489.93/ton TSS



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# WATER QUALITY TRADING

- 1<sup>st</sup> Practice Completed - 2024
  - ✓ 2 Harvestable Buffers, 1 landowner
  - ✓ Agreement signed
  - ✓ Buffers installed
  - ✓ DNR reviewed and conditionally approved practice; completed Public Notice
- Trade to be listed in next MS4 Permit
- 2<sup>nd</sup> Practice: planned for 2025
- Estimate: ~24 more practices needed



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# WWIP: 1<sup>ST</sup> PRACTICE (2024)

- Modeled with Snap Plus
- Trade Ratio: 2:1
- 10-year Trade Agreement
- TP: 73.25 lbs. per year
- TSS: 8.71 tons per year
- Interim Credits adopted
  - Only apply to 1<sup>st</sup> ten years



Pollutant	Interim Credit	Long-Term Credit
Total Phosphorus	14.8 lbs/year	58.45 lbs/year
Total Suspended Solids	2.18 tons/year	6.53 tons/year



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# INSIGHTS

Relationships are Key!  
County, City,  
Property Owners

Continuing Education  
w/ Elected Officials  
& Management

Open & Regular  
Communication with  
DNR

Program Planning &  
Implementation  
Takes Time

Budget  
\$\$

Continued Traditional  
Stormwater BMPs +  
Flood Control



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# WATERTOWN WATERWAYS IMPROVEMENT PROGRAM CONTACTS

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Many more details  
available!!!!!!



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