

July, 2013



**Wisconsin  
Water Quality  
Bureau, Water Division**

**Vision**

The Bureau is comprised of a highly trained professional staff that provides the best level of service to Wisconsin residents. While using the most cost-efficient technology and best available science, we develop and implement policies and programs that meet the needs of water resources, residents, and customers who rely on the state's water. Our actions strive to keep staff workload manageable, employees motivated, and staff morale high.

**Mission**

Our mission is to provide clean, safe water and the highest quality protection and treatment of water for the citizens of Wisconsin, by adhering to state and federal requirements for water quality and environmental protection.

**Guiding Principles – We Will...**

1. **Customer Oriented:** Serve the public with respect and a spirit of dedication.
2. **Accountable:** Hold ourselves to the highest standards to preserve the public trust.
3. **Transparent:** Provide the public with information on our actions and decisions.
4. **Engaging:** Actively pursue citizen involvement in decision making.
5. **Economical:** Act in a fiscally responsible manner on behalf of our citizens
6. **Responsive:** Respond to citizens' requests timely, informatively, and thoroughly.
7. **Innovative:** Creatively approach problem solving using the best IT tools available.
8. **Science-Based:** Use a science-based approach to decision making to ensure high quality results.

**Lead Stakeholders**

- **Residents**—Residents, businesses, municipalities, organizations.
- **Potential Owners** – Businesses, Homeowners
- **Natural Resources** – Water, aquatic life, and the ecosystems that support and are comprised by these features.

**Water Quality Bureau Strategic Plan 2012-2016**

**Administration and Management**

- I. Maintain an effective partnership among the Districts and Central Office through administrative and management support.
- II. Collaborate with partners in national, regional, state, and local pollution reduction or ecosystem restoration and protection efforts.

**Water Quality Standards**

- I. Surface water quality standards based on sound science and comprehensive public input are the foundation for management actions to protect the public interest including human, wildlife, and aquatic life health; recreation; and agricultural, industrial and municipal uses.

**Water Quality Assessment**

- I. Lakes, rivers, and streams throughout the state are assessed using representative data collected with standardized biological, chemical, and physical metrics.

**Water quality modeling and support for Water Quality Projects**

- I. Modeling efforts support nonpoint and point source pollution reduction programs, including EAPs and TMDLs and their coordination. Efforts frequently transcend Section and Bureau boundaries in support of implementation efforts.

**Water Resource Monitoring**

- I. Water quality protection is accomplished through having an effective Water Resources Monitoring Strategy
- II. Water quality protection is supported by implementing an annual monitoring work plan that incorporates baseline (status and trends), problem assessment, evaluation, and response monitoring needs for the agency in a balanced and cost effective manner.
- III. Water quality protection is achieved by supporting and enhancing capacity for monitoring and assessment activities within the DNR and with external partners.

**Wetlands**

- I. Restore lost wetlands and improve wetland health and functions.

**Watercraft Inspection**

- I. Heighten awareness and change boater behavior to contain and prevent the spread of AIS.
- II. Enhance monitoring to track status of invasive species of concern.

**AIS Grants**

- I. Strengthen partnerships for prevention and control through incentives.
- II. Goal Evaluate large-scale EWM and CLP control project strategies.
- III. Maintain an effective program for the control of AIS and nuisance plant conditions and the protection of beneficial native plants.
- IV. Develop an AIS decontamination program.
- V. Develop and enhance Water Division capacity for rapid response to new and pioneering populations of AIS.

## Water Quality Bureau



### SECTIONS

- Lakes, Rivers & Wetlands
- Monitoring
- Permits
- Water Evaluation
- Wastewater

### MANAGEMENT TEAMS

- Water Quality Board (WQB)
- Water Resources PMT
- Wastewater PMT

### DISTRICT FIELD SUPERVISORS & STAFF

#### **Wastewater Field Supervisors**

- Water District South, West (Fitchburg)
- Water District West (Eau Claire)
- Water District East (Green Bay)
- Water District South, East Milwaukee
- Water District North Spooner

#### **Water Resources Field Supervisors**

- Water District South, West (Fitchburg)
- Water District East (Oshkosh)
- Lake Superior (Ashland)
- Water District South, East Milwaukee
- Water District West (Eau Claire)
- Water District North (Park Falls)
- Lake Michigan (Sheboygan)
- Mississippi River (Lacrosse)

### TECHNICAL TEAMS

- Adaptive Management Workgroup
- Aquatic Invasives Team
- Integrated Reporting Team
- Lakes Monitoring Technical Team
- Lakes Technical Review Team
- Mississippi River Water Quality & Monitoring Team
- Rivers and Streams Monitoring Technical
- Rock River Recovery Team
- SWAMP Team
- SWIMS/WATERS/Swdv Team
- TMDL Implementation Guidance Team
- Upper Fox & Wolf Basins
- Water Monitoring Data Integration Team
- Waterbody Oversight Committee
- Water Quality Modeling Technical Team
- Water Quality Trading Workgroup
- Water Quality-Based Effluent Limits Team
- WARP
- Watershed Planning Team
- Wetlands Monitoring Technical Team
- Wisconsin River TMDL Project Team

## Lakes and Rivers

- I. Maintain an effective partnership among the Districts and Central Office through administrative and management support.
- II. Strengthen and diversify an effective partnership for protection and restoration of WI Lakes and Rivers.
- III. Lakes are managed for healthy ecosystems and quality recreation using a community and science-based approach.
- IV. Staff and financial resources are wisely and efficiently invested in projects that assess, plan, protect and restore WI
- V. waters.
- VI. Inspire and engage people for water stewardship.

## Climate Change

- I. Strive to maintain, improve, or restore water quality, quantity, and availability under a changing climate regime.

## Great Lakes: Lake Michigan & Lake Superior LAMPs

- I. The Great Lakes are monitored for tributary phosphorus levels and nearshore nutrients.
- II. LAMP Progress.
- III. Area of Concern (AOC) Beneficial Use Impairment delisting for Wisconsin's 5 AOCs.
- IV. Contaminants in fish and wildlife populations are reduced through contaminated sediment site remediation projects in the Great Lakes.
- V. Waterfowl production and other fish and wildlife populations increase through increased restoration and protection of wetlands.
- VI. The number of Great Lakes beach closure dates decreases.
- VII. Great Lakes Policy.

## Great Lakes: Contaminated Sediment

- I. Progress is made toward the goal of remediating contaminated sediment sites in the state by restoring water quality and reducing fish contaminant levels at key contaminated sediment sites.

## Mississippi River

- I. Water quality is protected by implementing the Mississippi River Water Quality Monitoring Strategy.
- II. The Mississippi River is assessed using representative data collected with standardized biological, chemical, and physical metrics.
- III. The environmental health of the Upper Mississippi River System is improved and our understanding of its natural resources are increased through the Upper Mississippi River Restoration-Environmental Management Program.
- IV. Corps of Engineers commercial navigation programs are managed to minimize impacts and improve environmental outcomes.
- V. The best-achievable public policy and river management is attained through interstate cooperation and coordination (outside EMP & CWA).

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### **WPDES Permits**

- I. Water quality is protected by ensuring that permits are issued to municipalities and industries on a timely basis and include limitations and special conditions that control and limit the amount of pollutants discharged.
- II. Water quality is protected by enhancing the effectiveness of the WPDES and wastewater management program.
- III. Water quality is protected through appropriate inspections, inspection follow up, and response to permit noncompliance.
- IV. Water quality is protected by implementing new water quality standards and other rules for point sources.
- V. Water quality is protected by procuring funding to allow for implementation of the WPDES program..

## **BUREAU FOCUS AREAS, 2012-2016**

**Customer Service:** Provide excellent customer service including timely responses to questions and permit requests, support through permitting process, and tracking of communications for closure on questions, issues and complaints.

**Partnerships:** Strengthen partnerships for key work areas -lakes, rivers, wetlands, monitoring, and TMDL implementation - using outreach, technical assistance and incentives to statewide and community-based entities. Develop partner/stakeholder groups that meet quarterly to communicate and discuss ongoing issues.

**Staffing** Expand and diversify bureau funding, seek new position numbers, and create a technician classification to provide stable, long-term, para-professional staffing support for Water Resource Biologists in a manner similar to the other resource management programs including Forestry, Fisheries, and Wildlife.

**Workload:** Develop and implement a system to frequently track and manage workload statewide to achieve this vision.

**Monitoring:** Create and Implement a robust monitoring strategy including funding sources and linkages to available resources and workplans. Strengthen CWA monitoring, assessment and reporting to achieve an improved EPA state rating by 2018.

**Targeting Restorable Waters:** Focus limited resources that have been identified for watershed protection and restoration by investing in implementation of TMDL-based pollutant load reductions for 2 "restorable" sub-watersheds in each of 3 of Wisconsin's major river basins (e.g., Lower Fox River, Rock River, and St. Croix River).

**Aquatic Invasive Species Management:** Using a statistically valid assessment of AIS spread in the state's lakes, we slow the spread of AIS in WI lakes as demonstrated by 2015 and respond to new introductions using an adopted rapid response framework for WI by 2015.

**WPDES Permit Backlog:** Reduce WPDES permit backlog by 2015 using new lean government principles and capitalizing on the expertise of seasoned veterans.

**Timely Permits:** Efficiently administer the Wisconsin Pollution Discharge Elimination System program. Maintain the backlog at less than ten percent.

**TMDLs, Standards:** Improve the quality of Wisconsin's waters by completing and implementing total maximum daily load plans for waters designated as impaired.

**Nutrient Reduction:** Derive a statewide and comprehensive nutrient reduction strategy that folds in existing nutrient reduction programs, standards, and which leads to improved standards development. Monitoring and assessment methods will be meshed. Emphasize resources upon vulnerable and restorable waters, while exploring community-led watershed management.

**Science-based Decisions:** Maintain capacity for science-based decision making. Continue an effective partnership with Science Services Bureau for consultation and research on highest priorities. Tackle emerging issues before they become problems. Enhance IT systems proactively for data storing, analyzing, and summary reporting.