



## **Media Advisory**

For immediate release:  
November 11, 2011  
Contact Kate Morgan  
414-416-6509/kmorgan@1kfriends.org

## **Media Invited to Water Policy Forum on Water Quality Trading, WI phosphorus regulations, and Adaptive Management**

The media is invited to a Water Policy Forum presented by Sweet Water and its partners. The forum will address three areas: water quality trading, Wisconsin's phosphorus standards, and the watershed adaptive management option associated to those standards. The format of the forum includes presentations and panel discussions on these topics.

**When:** Monday, November 14, 2011  
1:00 – 4:00 pm

**Where:** UWM Great Lakes Water Institute  
600 E. Greenfield Avenue, Milwaukee, WI 53204

**What:** Sweet Water is presenting a Water Policy Forum focusing on water quality trading, Wisconsin's phosphorus standards and the adaptive management option associated with those standards. The forum will include presentations by DNR, nonprofit organizations, and industry experts. The presentations will be followed by panel a panel discussion and opportunity for questions from the audience. David Garman, Dean of the School of Freshwater Sciences, will welcome the attendees.

### Agenda for Water Policy Forum:

- Welcome – David Garman (Dean, UWM School of Freshwater Sciences)
- Introduction to the Forum – Jeff Martinka (Sweet Water)
- Water quality trading:
  - Presentation by Kevin Kirsch (WI DNR)
  - Presentation by John Kennedy (Green Bay Metropolitan Sewerage District)
  - Panel discussion and audience Q & A featuring Mr. Kirsch, Mr. Kennedy, Dennis Grzezinski (Midwest Environmental Advocates) and Paul Kent (Stafford Rosenbaum LLP)
- Wisconsin's phosphorus water quality standards and the Watershed Adaptive Management Option:
  - Presentation by Amanda Minks (WI DNR)
  - Presentation by Melissa Malott (Clean Wisconsin, Dane County Lakes & Watershed Commission)
  - Panel discussion and audience Q & A featuring Ms. Minks, Ms. Malott, Paul Kent (Stafford Rosenbaum LLP) and Susan Anthony (MMSD)
- Closing Remarks – Peter McAvoy (Sixteenth Street Community Health Center, Sweet Water Executive Steering Council)

###

Sweet Water, the Southeastern Wisconsin Watersheds Trust, Inc., is a nonprofit organization created in 2008 as a partnership of local governments, nonprofit organizations, businesses, academia, and individuals working collectively to improve the water resources in the 1,100 square miles of the Greater Milwaukee Watersheds.

For more information on Sweet Water, visit [www.swwtwater.org](http://www.swwtwater.org) or contact Jeff Martinka, Executive Director, at 414-382-1766 or by email at [martinka@swwtwater.org](mailto:martinka@swwtwater.org)

###

## **Background on Water Quality Trading and the Adaptive Management Option**

### **Water Quality Trading**

In June 2010, as Wisconsin's Natural Resources Board, the appointed policymaking body of the Department of Natural Resources, deliberated on several rules addressing phosphorus water pollution from a variety of sources, the Board directed staff to spend the next year working with stakeholders to develop recommendations on a statewide policy framework for water quality trading. The recommendations were due back to the Board by July 1, 2011, and staff delivered a report containing the requested recommendations on time earlier this year.

The session at the November 14th Water Quality Forum will feature an overview of the recommendations generated by DNR staff and stakeholders, and it will include a perspective from a potential "end user" of water quality trading on how this policy tool could help them achieve their objectives in a cost-effective way. A panel will provide additional perspective on the issue and field audience questions and comments.

### **Wisconsin's Phosphorus Water Quality Standards and the Watershed Adaptive Management Option**

After several years of technical analysis and discussions involving a diverse stakeholder advisory committee, Wisconsin's Department of Natural Resources adopted rules in late 2010 creating numeric water quality standards for phosphorus in Wisconsin's lakes and rivers. The rules directly affect the effluent limits the DNR will enforce in Wisconsin Pollution Discharge Elimination System (WPDES) permits for regulated point-source discharges of phosphorus into Wisconsin waters. They also offer an innovative new approach to managing phosphorus on a watershed scale that can potentially lead to greater improvements in water quality through more cost-effective means than end-of-pipe controls. This approach, known as the Watershed Adaptive Management Option, involves other rural, agricultural, and urban sources of phosphorus in a watershed in shared solutions to phosphorus-based impairments to water quality. This part of the November 14th Water Quality Forum will focus on the Watershed Adaptive Management Option, covering the policy and legal framework around the option, who the option implicates, and how it could potentially work on the ground in Wisconsin (and Greater Milwaukee) watersheds. A panel will provide additional perspective on the issue and field audience questions and comments.

###