

Tomorrow's Clean Water Utility Begins to Emerge

*NACWA's 2013 Winter Conference
February 5, 2013*



What Drove Milwaukee to Strive toward Being a Clean Water Utility of the Future?

Permit?

Financials?

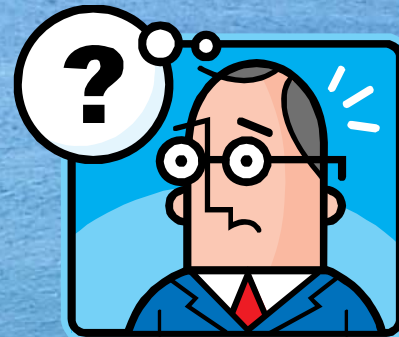
Politics?

Efficiencies?

The Environment?

Climate Change?

Public Pressure?



Public Pressure

Articles, Circa 2004



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Barrett calls for overhaul of area district

If elected mayor, he says he would seek to stop dumping

By STEVE SCHULTZE
sschultze@journalsentinel.com

Posted: Jan. 16, 2004

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AD FINDER JOBS CARS HOMES RENTALS CLASSIFIEDS PERSONALS

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The Peneca
Chicago's Classic European
Style Boutique Hotel
just off Michigan Avenue

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MMSD hosts event to talk dumping

Officials to explain processes, take questions from public

By STEVE SCHULTZE
sschultze@journalsentinel.com

Posted: June 22, 2004

Call it "Sewerfest."

"Milwaukee is swimming in sewage"

In 2004, I decided I had to reshuffle the deck.

- ♠️ Put aside the Permit
- ♠️ Put aside the Budget
- ♠️ Focus on the Environment
- ♠️ Focus on Efficiencies
- ♠️ Rely on Good Science
- ♠️ Include Climate Adaptation
- ♠️ Pray the Media Changes
- ♠️ Build from our Strengths





ORGANIC NITROGEN

Milorganite®

FERTILIZER

% OF VOLUMES CAPTURED & CLEANED

TOTAL
PERCENT CAPTURE
98.21%

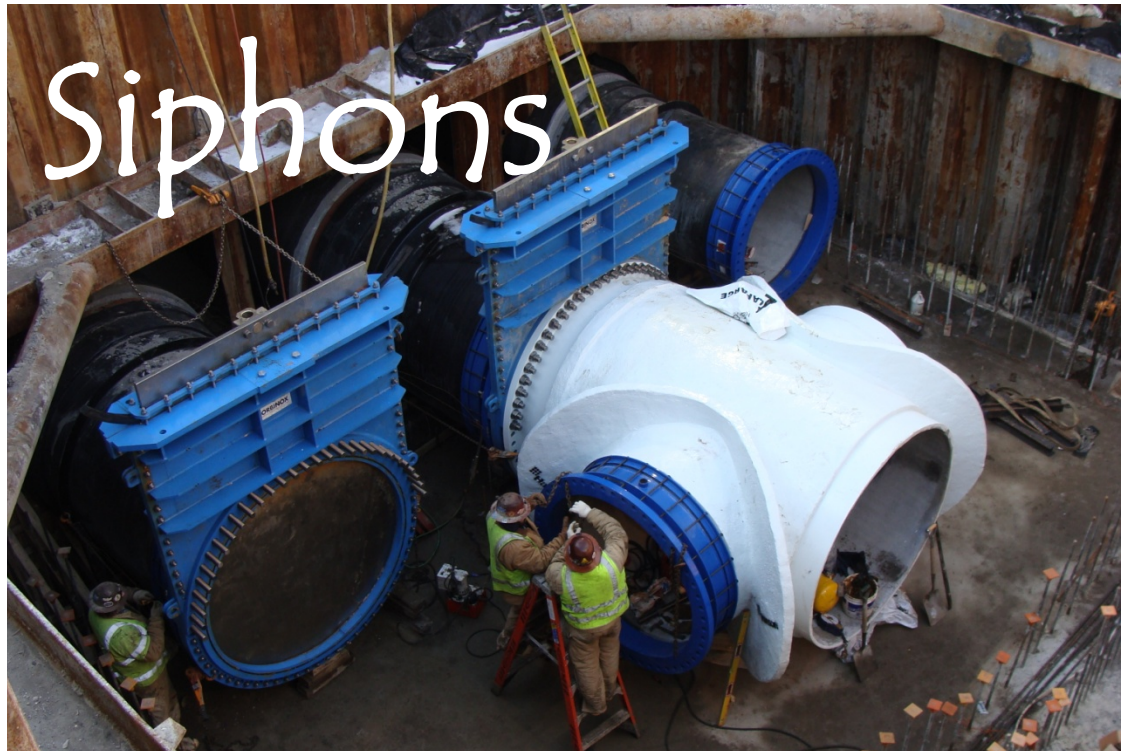
1994	99%	2000	95%	2006	99%
1995	98%	2001	99%	2007	99%
1996	99%	2002	99%	2008	95%
1997	97%	2003	100%	2009	98%
1998	99%	2004	97%	2010	96%
1999	94%	2005	99%	2011	99%

2012 Year to Date = 99.9999%



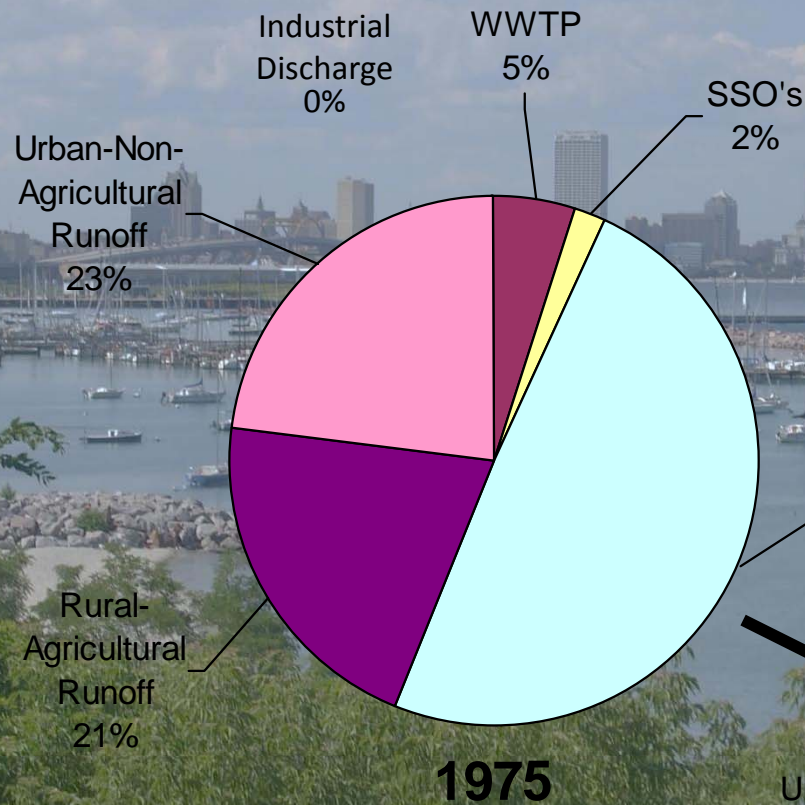
So, what did we do?

First, we changed our tone from defensive to one of “we need your help” and “we are not perfect”.



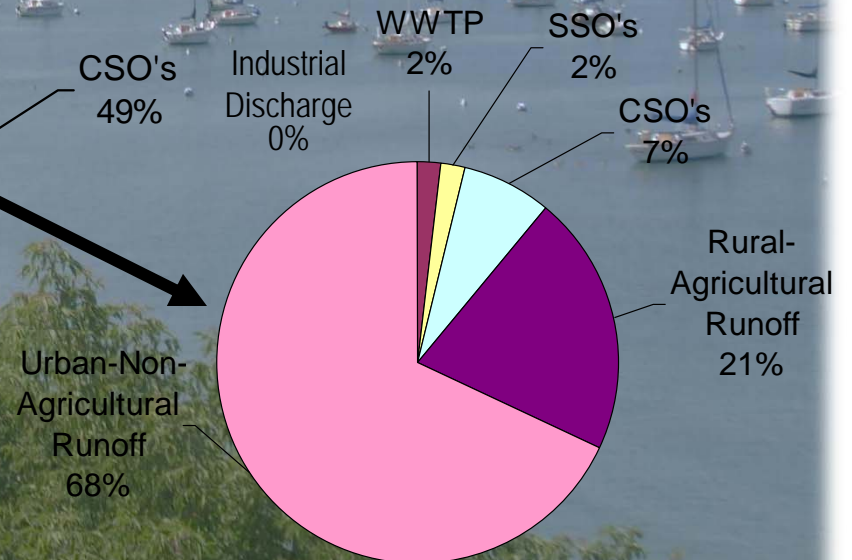
SEWRPC's Regional Water Quality Management Plan Update Pollution Sources Summary

Greater Milwaukee Watersheds Fecal Coliform Loadings



1975

Estimated Pollutant Reduction over 25-Year Period About 50 Percent



2000

CONCLUSION: Focus on abating stormwater runoff pollution



Green Infrastructure



Green Roofs



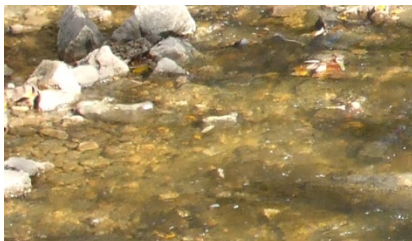
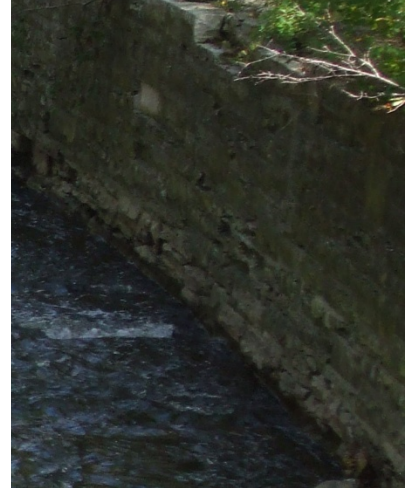
More than
14,700
SOLD
Since 2002



Rain Gardens



Permitting



Wastewater Permit



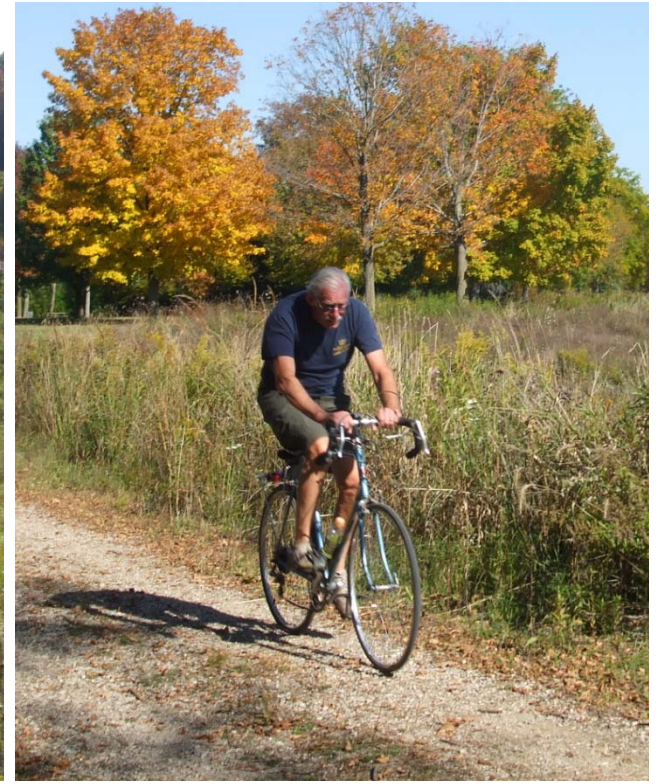
Watershed Permitting



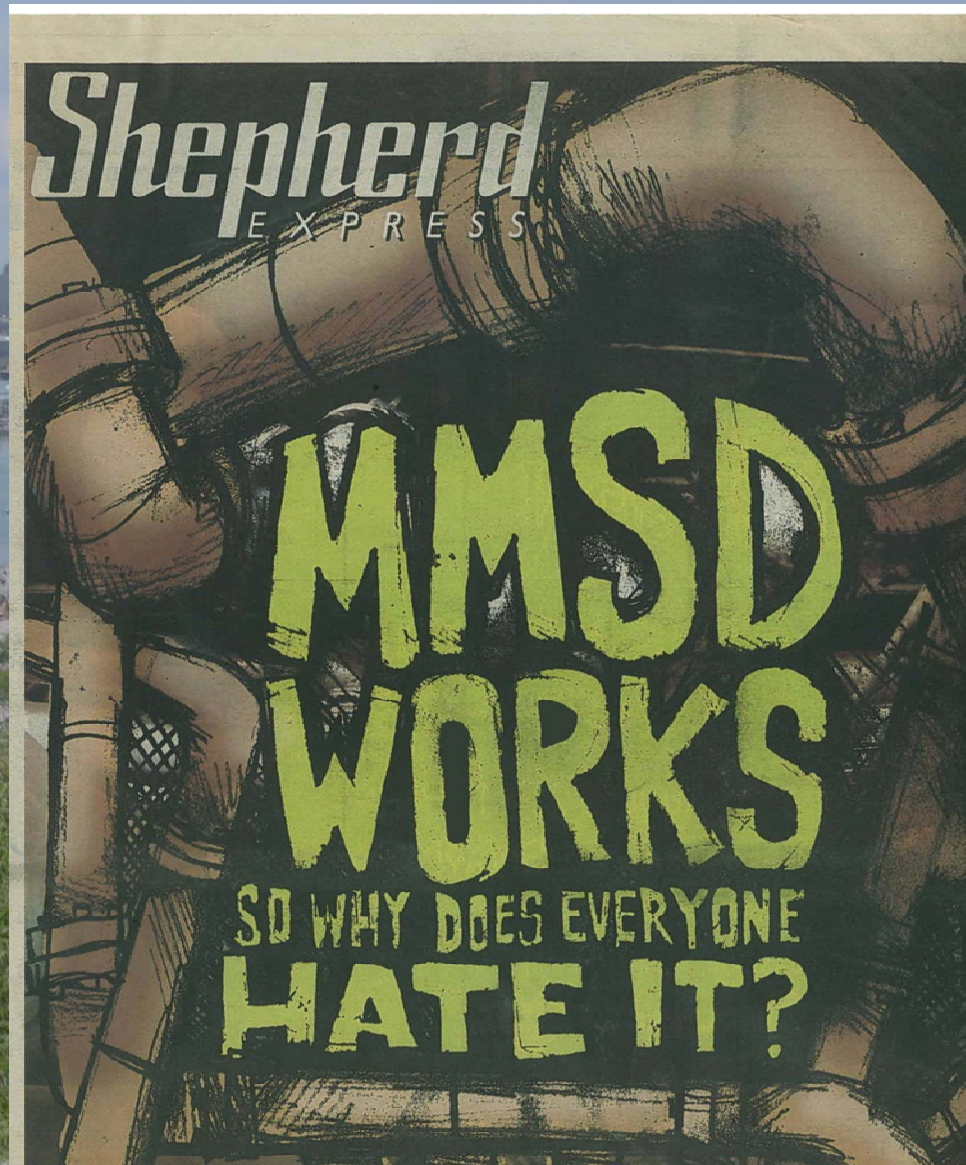
Before



After

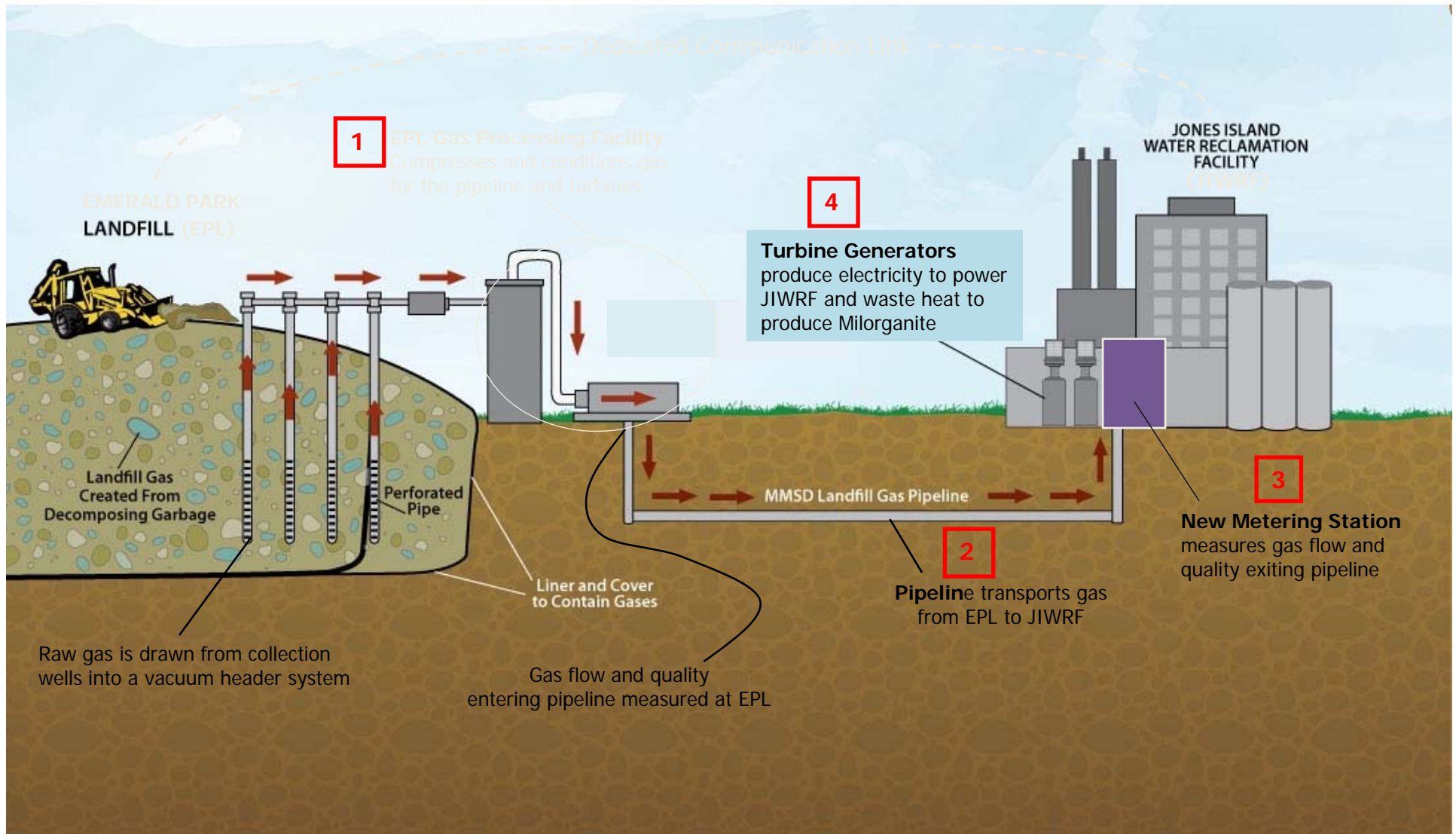


The Tone is Starting to Change

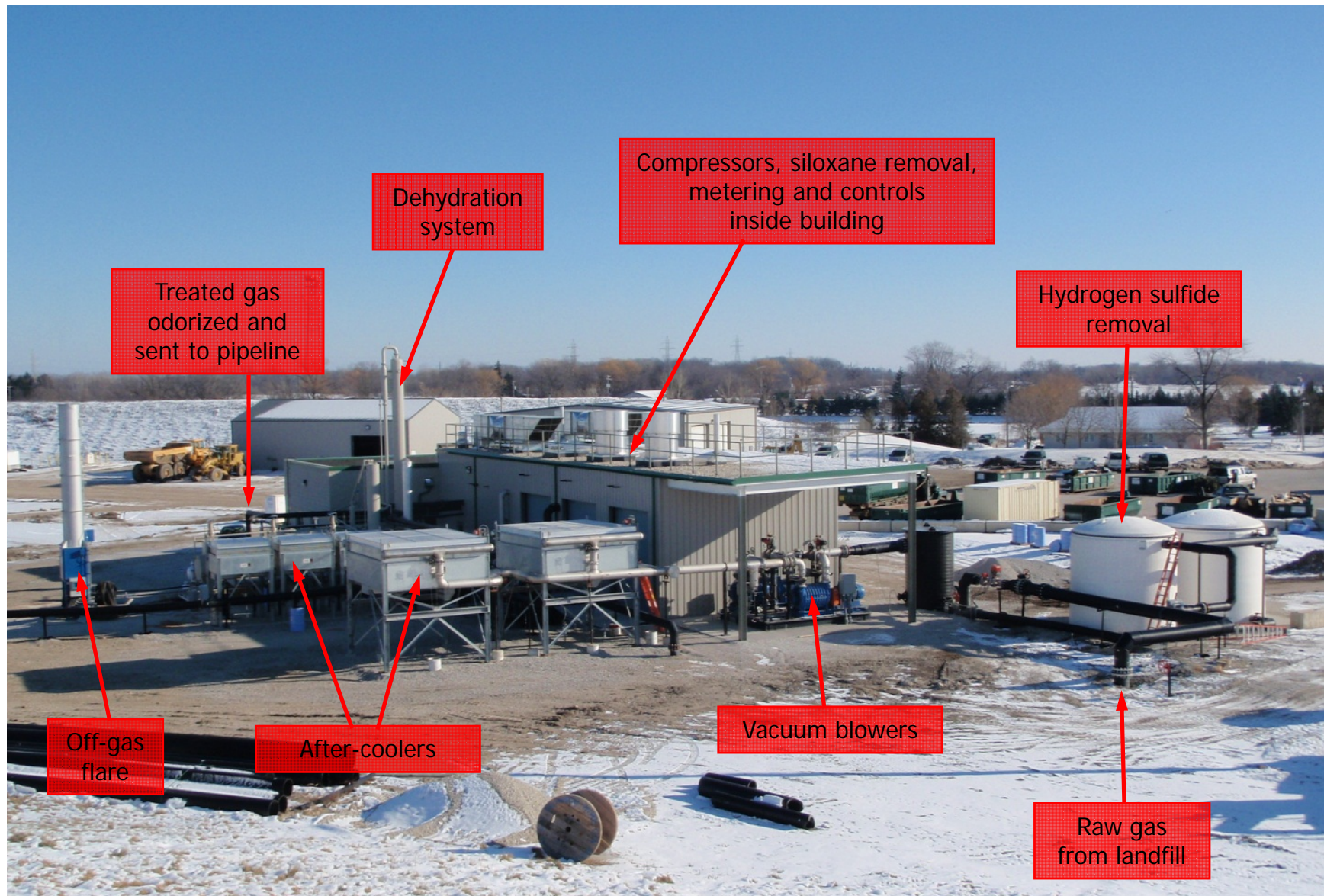




LFG System Components



Emerald Park LFG Processing Facility







Milwaukee Metropolitan Sewerage District's
Fiscal Condition:

DOWNSTREAM ACCOMPLISHMENTS, UPSTREAM CHALLENGES

An independent third-party analysis

 Public Policy Forum
moving the region forward

“MMSD enjoys sound fiscal health and appears well-positioned for the future.”

- Public Policy Forum

- Healthy operating budget
- Extensive and well-managed capital assets
- Sound performance

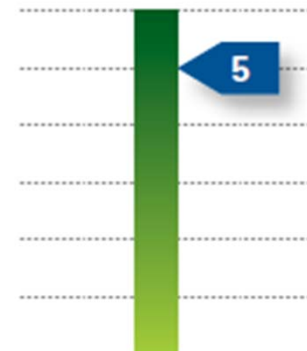


NATURAL RESOURCES DEFENSE COUNCIL
THE EARTH'S BEST DEFENSE

Rooftops to Rivers II

Green Strategies for
Controlling Stormwater and
Combined Sewer Overflows

MILWAUKEE, WISCONSIN



Total Criteria Score
Out of a possible 6

EMERALD CITY CRITERIA*

- ☐ Long-term Green Infrastructure (GI) Plan?
- ☒ Existing requirement to use GI to reduce some portion of the existing impervious surfaces?
- ☒ Incentives for private-party actions?
- ☒ Retention Standard?
- ☒ Guidance or other affirmative assistance to accomplish GI within City?
- ☒ Dedicated funding source for GI?



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Questions!

