

Madison Area Municipal Stormwater Partnership -- I&E Update

May 7, 2015

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CONSULTANTS AND MUNICIPAL REPRESENTATIVES: *Please make this report available to your municipalities.*

MAMSWaP I&E Staffing

Marcia Hartwig's last day of work as Madison Area Municipal Stormwater Partnership Stormwater Education Coordinator was May 9, 2014. During the vacancy, Sue Jones and other Office of Lakes and Watersheds staff have kept the most important MAMSWaP I&E program elements going. The 2015 adopted budget moved the half-time Stormwater Education Coordinator position funded by MAMSWaP to the Water Resources Engineering Division within the Land and Water Resources Department, effective January 1, 2015.

The Stormwater Education Coordinator 0.5 FTE position was posted on January 30, 2015 and recruitment ended on February 13, 2015. Kathy Lake and Rodney Scheel then scored and ranked the 19 applicants and the top five were forwarded on to be interviewed. Jeremy Balousek, Sue Jones, and Rick Eilertson conducted interviews on March 31st and April 7th.

Christal Campbell was selected for the position and comes to MAMSWaP from the DNR's Aquatic Invasive Species program where she has implemented the program's marketing and education efforts for the last eight years. She also worked for 2 years in the DNR Bureau of Education and Information on Project WET and holds bachelor's degrees in both Environmental Engineering and Education. Christal's first day of work for MAMSWaP will be June 1, 2015.

Plant Dane

Orders for the Plant Dane program began at the end of February and concluded on March 16th. The program was once again very popular with 270 individuals or groups ordering nearly 5000 native plants and seed mixes. Orders are scheduled to be picked up on May 30, 2015 in the Dane County LWRD parking lot at 5201 Fen Oak Drive.

Follow-up to November 2014 Winter Maintenance Workshops

MAMSWaP planned and implemented two half-day workshops held at the Fitchburg Library on November 13 and 14, geared toward reducing winter salt application. Of the just-over 100 individuals from the private and public sectors in attendance, more than 80 percent said that they would be able to reduce the environmental impacts of winter maintenance because of the class. Many participants committed to making concrete changes to their operations, such as calibrating their deicing equipment each year. Workshop participants are being mailed a link to an online survey to document what changes they were able to make as a result of the workshop, along with a certificate for those who passed the voluntary test at the end of the workshop

Multi-Agency Chloride Reduction Campaign

MAMSWaP is a partner with Dane County, City of Madison, Dane County Lakes and Watersheds, Madison Water Utility, Public Health Madison – Dane County, and UW-Madison in an outreach campaign encouraging chloride use reduction. Target audiences for this campaign are winter maintenance professionals, homeowners, public works and emergency services, motorists, and civic leaders. The campaign website (<https://wisaltwise.com/>) and information flyers for each audience are complete. The multi-agency group will soon meet to plan a coordinated rollout of the campaign later this year.

Communications and Articles

Sue Jones and other Lakes and Watershed staff continued to monitor and respond to myfairlakes email correspondence, post to Facebook, promote NASECA and other stormwater training opportunities, and develop articles for member municipalities' use.

Josh Harder from the Dane County Water Resource Engineering Division represented MAMSWaP and spoke on April 28th to the Parkwood Hills Garden Club. He presented a program on raingardens and rain barrels to the group of approximately 15 people.

Enviroscape

The “Enviroscape” watershed model, donated for broader use by the City of Sun Prairie, has been used several times since the last report:

- March 17th, Madison Country Day School STEAM (Science-Technology-Engineering-Arts-Math) Fair 2015, presented to 50 kids, grades 1 to 8, by Greg Fries
- April 12th, Rock River Coalition at the First Unitarian Society

The Enviroscape has also been reserved for the week of August 24th for Farm Technology Days, which is being hosted this year by Dane County.

Partnerships and Projects

- MMSD/Yahara WINS on phosphorus reduction and strategic communications
- Rock River Stormwater Group on articles, “Renew the Rock” campaign, leaf campaign
- NASECA -- promoting their events

Reminders

- Please be sure you have links to myfairlakes.com from your websites.
- Follow myfairlakes.com on Facebook! “Like” and “share” posts to help spread the word.