

Madison Area Municipal Stormwater Partnership (MAMSWaP) – I&E Update- Nov. 1st, 2016

Respectfully submitted by Christal Campbell, MAMSWaP Stormwater Education Coordinator-Dane County Water Resource Engineering Division, 608-224-3746, Campbell.christal@countyofdane.com.

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

Communications

My Fair Lakes Facebook page-As of July 26th the My Fair Lakes FB page had 149 fans, up from 145 in August. Please contact Christal Campbell with any articles or events you may have coming up in your area so we can share and promote. We try and post content at least once a week, but are happy to post additional events/articles.

My Fair Lakes email box/web site- Christal maintains the info@myfairlakes.com email box and is responding to emails as they come in. Updates to the myfairlakes.com web site are made on a regular basis. If you come across an issue on the web site, please let Christal know.

Articles/Messages-

Fall Leaf Campaign Toolkit- Graphics and a template article to highlight municipal stormwater efforts and encourage residents to remove leaves from their streets before it rains was shared with partners via email on Sept. 14th. The goal was to provide partners with a template that they could customize for their specific municipality. In addition, print ads with the “Rain on the Way? Please remove leaves from your street today” message ran in local papers (except. Verona), Isthmus and State Journal (2x) in October with a link to the myfairlakes leaf campaign site for more information.

A modified version of the Leaf-free streets article was shared with local watershed and friends’ for use in their newsletters/communication outlets. This is part of an ongoing effort to better connect local groups with MAMSWaP campaigns and projects.

City of Middleton Neighborhood Leaf Pilot

Pilot Area- Elmwood and Hubbard Ave between Middleton and Park St. Control area is Hubbard Ave east of Park to Gateway. Each area has between 40-50 homes.

Mailing/Site Visits- Each resident with the pilot area was mailed a letter signed by the City of Middleton, informational flyer and pre-stamped commitment postcard the week of Sept. 12th. Friends of Pheasant Branch conducted follow up door-to-door visits Sat. Sept. 24th and left door hanger packets if residents were not home.

Commitments- About 40% of residents returned the postcard indicating they’d participate in the pilot and agreed to receive alerts before a rain event. 50% of the postcards returned following the site visits by FOPB volunteers.

Adopt a Street Section web tool- This was optional, as it wasn’t ready when the initial mailing went out, but in a welcome email to all participants we asked them to test this tool for us, adopt the street in front of their home and report back when they took action and removed leaves. 14 adopted their street section and between about half actively report back after rain events. <https://dcimapapps.countyofdane.com/adoptastreet/>

Reminder signs- 7 residents agreed to put up reminder signs within the pilot area letting residents know rain is coming and it’s time to clear their streets. Signs are put up after rain event alerts are issued and taken down after the rain passes.

Alerts- Rain Action Alerts are issued via text or email 2 days in advance of an actionable rain event (50% greater chance of 0.25 inches or more). Checking weather daily-

<http://forecast.weather.gov/MapClick.php?lat=43.0972&lon=-89.5043&unit=0&lg=english&FcstType=graphical>

Initial observations

- evidence that some residents are removing leaves-small leaf piles on terrace/residents out raking streets
- difficult to determine if people are taking action based off of pre and post-surveys, leaves drop quickly and parked cars in the way collecting leaves, leaves blow around a lot.
- great cooperation with streets dept.
- end of the pilot resident surveys will be key

Trainings

2016 Effective Winter Maintenance Workshops- MAMSWaP partnered with MMSD, the Dane Co. Office of Lakes and Watersheds and Madison Water Utility to hold two Winter Maintenance Workshops at Madison Metro. Sewerage District on Oct 25th (Managers) and 26th (Field Staff).

Training Topics- case studies from MMSD Salt Reduction Grant recipients, impacts of excessive road salt to area waters, guidance on how to determine the right amount of salt to use, best management practices to keep area roadways, parking lots, and sidewalks safe, ideas on how to transition to liquids and an equipment show and tell.

Attendees- 31 people attended the Manager-focused training. 38 people attended the Field Staff-focused training. Most participants were from municipalities, UW system and Epic Corp.

Feedback- Overall surveys responses were very positive. Most indicated that they found the workshops useful and that they will or might try new practices learned during the workshop. There was lots of interest in the MMSD Road Salt Program. Detailed survey results will be shared with the group soon.

Possible Illicit Discharge Training- Rick Wentz from Dane Co. Public Health attended our I&E meeting and shared some information on outreach to area business on illicit discharge. Sent letters to painters, concrete co., carpet cleaners, etc. on City of Madison illicit discharge ordinances. Rick also held a training for City of Madison engineering and water utility operations to educate them what to look for when out in the field and how to detect illicit discharges. He's willing to hold a one-hour training for MAMSWaP communities and their staff or come to a quarterly meeting to discuss this further.

Rebranding Effort

Our branding experts shared three possible brands with the Rebranding Team on Sept. 12th. The brands included: Water Ways, Ripple Effects and Healthy Waters. Visit

<https://danecounty.filetransfers.net/downloadFilePublic.php?filePassId=4e9aa3543aaec6300af9b165479dfe27> to view brand graphics. The three brand designs were also shared with the I&E Committee and watershed groups in late Sept. for feedback. Votes were split between Ripple Effects and Water Ways with many stating that they like the simplicity of the iconic Ripple Effects logo, but wanted the flexibility that Water Ways offers. Visit

<https://danecounty.filetransfers.net/downloadFilePublic.php?filePassId=4bcee3ce160a4f01bb50754cdfab0dee> for feedback summary. Christal spoke with Sarah, Alex and Jenny about the desire to try and blend what we liked about both brands. Brand experts presented Susan Sandford and Christal with a few revisions of the Ripple Effects concept incorporating some stylistic changes partners requested. They also provided some examples of how the brand could be used in a variety of ways offering partners the flexibility they wanted from the Water Ways concept, visit

<https://danecounty.filetransfers.net/downloadFilePublic.php?filePassId=6476b4c6dff8807ca15eb9de8bc20d> to view design options. After seeing the new design options and examples Susan and Christal agree that Ripple Effects brand is the best of both worlds. It's a simple call to action brand that's flexible enough to use for a variety of behavior change campaigns

Next steps:

- Share the different Ripple Effects design options with the larger MAMSWaP group via email and request feedback.
- Finalize Ripple Effects brand and design guide by Dec. 1st.
- Modify Plant Dane to reflect new Ripple Effects brand for use in early 2017.

Plant Dane 2017

- Orders starting Feb.
- First campaign to integrate new brand
- Working to integrate online payment option (PayPal)
- Advanced Rain Garden Workshop (March) with stations (soils, sizing, layout, plant selection, design)
- Include plant donations. List of schools, churches, non-profits that are in need of plants.

MAMSWaP 2017 I&E Workplan- Christal will work on a draft and share with partners in November for comment. Work plan due to DNR early Dec.

New MAMSWaP I&E Municipality

The Village of Cross Plains will likely sign onto the 2014-2018 Intergovernmental Agreement for I&E Services starting in January 2017.

MAMSWAP Quarterly I&E Meeting Summary

The MAMSWaP I&E Committee met on Oct. 18th, 2016. Updates on main topics are shared above. Please contact an I&E Committee member or Christal Campbell Campbell.christal@countyofdane.com/(608) 224-3746 for further details including the complete meeting minutes and attachments.

Upcoming Events

NASECA-WI Construction Site Erosion Control and Stormwater Permit Training-Dec. 8-9, 2016 in Waukesha

NASECA Annual Conference- Feb. 1-2, 2017 in Wisconsin Dells. **Call for abstracts- due Dec. 12th**

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.

-The Enviroscope Watershed Model is available and can be checked out from the Dane County LWRD-contact Christal Campbell if interested.
