

Madison Area Municipal Stormwater Partnership (MAMSWaP) – I&E Update-November 3, 2015

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 mid-July administrative rights for the Facebook page were transferred to Christal Campbell. 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 now has access to the info@myfairlakes.com email box and is responding to emails as they come in. Updates to the myfairlakes.com are made on a regular basis. Many broken links have been addressed recently along with seasonal/timely changes to the front page to help market current events and campaigns. If you come across an issue, please let Christal know.

Articles- As part of the 2015 Leaf Campaign a template press release was shared on Sept. 10th with MAMSWAP partners for use in newsletters, papers, etc. The release was sent out through Dane Co. LWRD on October 16th. Visit <https://www.countyofdane.com/press/details.aspx?id=3707> to view the release.

Trainings

Winter Maintenance Workshop- MAMSWaP partnered with MMSD and Madison Water Utility to hold two one-day Effective Winter Maintenance Workshops (Roadways-Oct. 14th and Parking Lots-Oct. 15th) at the Lussier Heritage Center. The training included: information on the impacts of excessive road salt to area waters, guidance on how to select the right tool and amount for the job and best management practices to keep area roadways, parking lots, and sidewalks safe. 47 people attended the Roadway training, mostly comprised of municipal staff. 27 people attended the Parking Lot training with representation from municipalities, parks, many local school districts and Homburg Construction. Feedback from participants was very positive-most indicated that they found the workshops useful and that they will or might try new practices learned during the workshop. Detailed survey results will be shared with the group soon. Channel 27 covered the workshop on the 10/15 evening news- <http://www.wkow.com/story/30273553/2015/10/15/a-solution-to-a-salty-problem-county-city-working-to-tackle-taste-of-spring-harbor-water> .

NASECA Erosion Control Site Inspector/Installer Training- MAMSWaP is partnering with NASECA to offer this training to MAMSWaP members at a \$100 discount. The training will be held in Waukesha on November 30th and December 1st, 2015. An email with a MAMSWAP specific registration form was emailed to MAMSWAP members on Oct., 7th. Please share this opportunity with staff and consultants. The deadline to register and receive the MAMSWAP discount is Nov. 23rd. For more information visit <http://www.nasecawi.org/erosion-control-inspector-training/>.

Love Your Lakes, Don't Leaf Them Campaign Summary- Love Your Lakes and Rivers, Don't Leaf Them Media Campaign ran in area newspapers in late Sept./early Oct. The 2015 Campaign included: yard signs, coasters, a template article, flyers, and both web and print advertisements. 2015 Campaign Tools were shared via email with MAMSWaP partners on Sept. 10th. Newspaper inserts were sent to approximately 119,000 households throughout the MAMSWAP area. Print leafism ads along with online ads appeared in the Isthmus and State Journal encouraging citizens to keep leaves out of the street and to visit the myfairlakes.com web site. Analytics from the on-line ads indicate a 0.05% click through rate for the Isthmus leader board and a 6% average click through rate for the State Journal Gravity ads. Traffic on the myfairlakes.com increased substantially during the main week of the campaign during the campaign Oct 4th-Oct 12th suggesting that people were seeing the ads/inserts.

Week of Sept 20th before campaign – 252 users, 584 page views, 48% returning/52% new visitors
Week of Oct 4th –peak campaign- 3733 users, 11,377 page views, 15% returning/85% new users

Meeting with Bret Shaw-Using Community Based Social Marketing to Change Behavior

Bret Shaw presented information on Using Community Based Social Marketing Principles to Change Behavior to about 12 MAMSWAP partners on Sept. 30th. Key take-home messages:

1. Research shows that broad scale awareness campaigns/efforts on their own don't often translate to the behavior changes we are looking for.
2. Prioritize behaviors to target, understand the specific audience(s) to reach, determine barriers and benefits to behavior change, develop strategies, pilot the strategy, implement and evaluate. One size doesn't fit all.

To view the presentation visit

<https://danecounty.filetransfers.net/downloadFilePublic.php?filePassId=b6d0ffca7009e303dcb23fe1468a6296>

MAMSWAP Quarterly I&E Meeting Summary

The MAMSWAP I&E Committee met on October 22nd, 2015. Updates on main topics are shared above and decisions made at the meeting are included below. 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.

The focus of the Oct. I&E Meeting was to try and develop a priority list of 2-3 behaviors to target. Process to get there:

1. Reviewed an inventory of all past and future targeted behaviors and audiences and which pollutant they address (phosphorus, chlorides, etc.).
2. Considered when I&E is the best tool to address the behavior.
3. Considered whether all priority behaviors should address one pollutant or possibly choose one behavior per pollutant of concern.
4. Considered whether MAMSWAP or another group is best equipped to lead the effort.

Results of the exercise-

1. Phosphorus should continue to be our main focus because it's a requirement of the permit and chosen behaviors should result in phosphorus reductions.
2. It's really difficult to target only 2-3 behaviors☺.
3. Let's continue activities in the 5yr I&E plan, but let's try a more targeted CBSM approach with one behavior-keeping storm drains clean, free of debris. Our target audience will be homeowners.

Rebranding Effort-

MAMSWAP contracted with Laura Witzling, a PhD student in the Department of Life Sciences Communication at UW Madison to conduct a search of existing stormwater education campaigns and their evaluation tools using a web search and peer reviewed literature search. We hope to use the results to help us identify potential design or messaging ideas we might be able to build off of and avoid duplication of efforts. The full report will be emailed to all MAMSWAP partners soon. The ultimate goal of the rebranding effort will be to develop a brand that can be customized by partners, but provide some visual/message consistency to tie all our stormwater education efforts together.

2016 MAMSWAP I&E Work Plan

Working with I&E Committee on a draft and will share with broader group- Due December 2015.

Upcoming Events

NASECA-WI Construction Site Erosion Control and Stormwater Permit Compliance Training-November 30-December 1, 2015 in Waukesha, WI

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.
