

Madison Area Municipal Stormwater Partnership (MAMSWaP) – I&E Update-February 16th, 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 December 2015 the My Fair Lakes FB page had 127 fans, up from 109 in 2014. 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. Many broken links have been addressed recently along with seasonal/timely changes to the front page to help market current events and campaigns. As of December 2015 the myfairlakes.com page received more than 22,000 visits, up from 20,000 in 2014. If you come across an issue, please let Christal know.

Articles/Messages-

WI Salt Wise Campaign-A communications kit was shared with MAMSWaP partners via email on Jan. 14th and included: key messages to share on salt reduction practices, graphics, and links to articles and resources on WI Salt Wise web site. Check out the new Shovel, Scatter, Switch message on web site to promote.

Plant Dane! Cost Share Program and Rain Garden Workshop- A communications kit was shared with MAMSWaP partners via email on February 4th and included: information on both the Plant Dane! Cost Share program and Rain Garden Workshop, order and registration deadlines, a press release and template emails to share with other partners.

Trainings

NASECA Erosion Control Site Inspector/Installer Training- 14 MAMSWaP partners took advantage of the offer to attend the training at a \$100 discount.

Plant Dane! Rain Garden Workshop- MAMSWaP is partnering with Agrecol to host a Rain Garden Workshop on March 12th from 9am-12pm. The cost of the workshop is \$5. The workshop will be held at the Lussier Family Heritage Center and will cover site design and preparation, plant selection, installation, and maintenance. Register online at <https://www.eventbrite.com/e/plant-dane-rain-garden-workshop-tickets-21063002006> or complete the registration form at www.myfairlakes.com/plantdane.aspx . All registrations must be received by March 4th.

WI Salt Wise Campaign

WI Salt Wise partners are piloting a new retailer toolkit aimed at getting the WI Salt Wise message to consumers who purchase road salt at area retailers. The toolkit includes a letter and signage with the new “Shovel, Scatter, Switch” message for retailers to post near road salt, shovels and other winter maintenance equipment. WI Salt Wise partners are approaching more than 100 area retailers who sell salt to ask if they’d be willing to participate in the pilot and post signs. MAMSWaP partners with independently owned retailers in their communities were asked if they’d be willing to help.

Plant Dane! Native Plant Cost-Share Program

The Plant Dane! web site is up and running and ready to accept plant orders for the 2016 native plant cost-share program. Orders are due by March 23rd and plant pick up is scheduled for June 4th at Dane County Land and Water Resources Building at 5201 Fen Oak Dr., Madison, WI 53719. Participants can choose from more than 70 native plant species including butterfly, shortgrass prairie, and rain garden kits. Plants are \$1.90 each and all species must be ordered in multiples of four. Information and order forms are available online at www.myfairlakes.com/plantDane.aspx.

MAMSWaP Interactive Map

Christal met with key GIS staff and Phil Gaebler in January to discuss what updates have to be made to the existing MAMSWaP basin map to move this project ahead. Tim Confare, a GIS Analyst with Dane County will be taking the lead on this project. The goal is to try and get a basic version of this map with watershed boundaries, outfall basin boundaries, any data on storm drain locations completed this fall to use as part of an Adopt a Storm Drain pilot. The final mapping tool will look similar to the LWRD Viewer <https://dcimapapps.countyofdane.com/lwrviewer/> with different features and

applications. Once the team identifies data gaps they will be reaching out to MAMSWaP members for additional data and input on the design and potential applications for this tool in the coming months.

Rebranding Effort

The I&E Committee recently met with Sarah Wortham, a branding expert with more than 20 years of experience in brand building and creative direction. Sarah shared her insight on branding, how MAMSWaP might benefit from a rebranding and what the process may look like. Sarah currently works as a Creative Director for an area health company, but is willing to take this on as a side project. Following the meeting the I&E Committee agreed that going with someone like Sarah will be much more cost effective than working with a full marketing design firm. We asked Sarah for a proposal and if accepted hope to start the process in early May. The ultimate goal of the rebranding effort will be to develop a recognizable brand to replace My Fair Lakes that can be customized by partners, but provide some visual/message consistency to tie all our current and future stormwater efforts together.

Leaf Collection and Outreach Pilots/Studies-Lessons Learned and Next Steps

Several MAMSWaP partners expressed interest in learning more about the various leaf collection and outreach pilots/studies taking place right here in Dane County. Christal Campbell and Paul Dearlove (CLA) hosted a working session on January 20th with the coordinators of each of the area leaf pilots/studies to share information about the studies, but more importantly try and determine how we can use results to drive future outreach campaigns and leaf collection operations. Paul Dearlove-CLA, Bill Selbig-USGS, and Roger Bannermann- Friends of Lake Wingra/DNR all presented on their pilots/studies followed by a facilitated discussion on successes, challenges, and next steps.

What We Learned-

- 1. Fall leaves that accumulate in streets contribute significant amounts of leached phosphorus into area waters.
- 2. Removing leaves from streets can help us achieve measurable phosphorus reductions.
- 3. Community Engagement programs can be an effective tool to maintain leaf-free streets.

Next Steps-

- 1. Determine whether existing leaf collection operations are effectively reducing phosphorus into waters.
- 2. Agree on calculation to estimate phosphorus reductions from leaf collection.
- 3. Compare cost of effective leaf collection operations with other available BMP's.
- 4. If cost effective, determine what information/data is needed by DNR to consider leaf collection an approved BMP for permit.
- 5. Develop and fund a strategic community engagement pilot with a monitoring component to test estimated phosphorus reduction calculations.
- 6. Use pilot results to guide larger scale efforts.

2016 MAMSWAP I&E Work Plan

A draft of the 2016 MAMSWaP I&E Work Plan was shared with all MAMSWaP partners in late November. Thanks to the I&E Committee and other partners who submitted comments. The final 2016 MAMSWaP I&E Work Plan <http://www.myfairlakes.com/pdf/2016-MAMSWAP-IE-work-plan.pdf> was shared in December with all MAMSWaP partners and the WDNR.

MAMSWAP Quarterly I&E Meeting Summary

The MAMSWaP I&E Committee met on February 11th, 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

Plant Dane! Native Plant Cost Share Program – order deadline March 23rd

Plant Dane! Rain Garden Workshop – March 12th, 2016. Registration deadline March 4th.

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 Land Water Resources Department-contact Christal Campbell if interested.
