

Madison Area Municipal Stormwater Partnership (MAMSWaP) – I&E Update- Feb. 7th, 2017

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- 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. New Ripple Effects FB page will soon replace My Fair Lakes FB page.

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. info@ripple-effects.com will soon replace info@myfairlakes.com.

Articles/Messages-

WI Salt Wise Toolkit- shared with partners via email on Dec. 6th and included: template article, graphics, key messages, sample social media post, and resources to reach out to local businesses. The WI Salt Wise partners also created several short videos to target specific audiences including: streets staff, maintenance crews, and drivers and posted them on the WI Salt Wise You Tube channel. Feel free to use them in your outreach efforts.

Several news stations covered the WI Salt Wise campaign and shared our message to Be WI Salt Wise. Visit wisaltwise.com for links.

2017 MAMSWaP I&E Workplan- Draft of the work plan was shared with partners in early Dec. for comment. The plan now includes performance goals and a schedule to go along with each activity. The final version was shared with partners on Jan. 5th. Visit <http://www.myfairlakes.com/documents/pdf/2017%20MAMSWaP%20Workplan%20with%20Tables%20FINAL.pdf> to view.

Ripple Effects Brand Roll Out- The Ripple Effects brand and logo were finalized in Nov. Partners will be given access to all the graphics files soon to use to promote the new brand. All content from myfairlakes.com has been moved over to a new Ripple Effects site within the Dane County content management system. The site went live on Feb. 1st - www.ripple-effects.com. Christal will be redesigning the site, changing tabs, content over the next few months. New email info@ripple-effects.com and FB page coming soon.

Plant Dane 2017- Info at www.ripple-effects.com/plantdane

-NEW THIS YEAR:

- Expanded campaign to include more than just cost-share program. Added options to ORDER, DONATE, GROW-Native plants, LEARN to build a rain garden (workshop 3/25), and CAPTURE rainwater by installing a rain barrel.
- Option to donate funds to supply plants for community projects when ordering through the Plant Dane online order system.
- Agrecol has taken over for Graham Martin Foundation and all orders will be submitted through their online system. Credit cards will be accepted. Hope to have online order system up by Feb 9th.
- Prices went up a bit 1.90 to 2.0/plant. Must order in groups of 4.
- Plant Dane Toolkit will be sent out later this week order system is running. Toolkit will include: promo article, graphics, flyer and business card promo pdf to print. We also have a supply available for partners to distribute.
- Native Plant Application for schools, community groups looking for FREE native plants for projects.

City of Middleton Neighborhood Leaf Pilot Results

Highlights:

- 7 rain event action alerts issued between 10/1 and 11/30
- 6 pre/post storm observational surveys conducted
- 39% participation in pilot (37 residents)
- 18 participants signed up using Adopt a Street tool , 7 reported back on average
 - 59% (22) return rate for participant follow-up survey
 - 36% (20) return rate for control follow-up survey

Key Results:

- No significant difference in the amount of leaves pre and post-observational survey between participants and non-participants in pilot area.
- Approximately 25% less leaves in streets in pilot area compared to control.
- Main reason residents signed up for pilot was to improve water quality (63%)
- Half of residents who participated mentioned that the visit from Friends of Pheasant Branch made a difference in their decision to sign on.
- 100% of participants report that they are likely or somewhat likely to removed leaves from streets next fall, up from 25% pre-pilot (did not or sometimes removed leaves).
- 76% of participants report that they would be likely or somewhat likely to sign up for rain event alerts again next year.

Observations/Issues:

- No rain events during first two weeks in Nov. when many leaves fell.
- City didn't pick up for three weeks in Nov. when there was no rain- upset residents.
- 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.
- Parked cars were a huge issue. Residents couldn't remove leaves and streets wouldn't pick up if cars in the way.
- Volunteers felt that residents that didn't sign up for pilot were removing leaves from the streets after seeing neighbors remove leaves.
- Residents want the city to pick up more often.

Trainings

Hands-on Rain Garden Workshop -Sat. March 25th at Dane Co. LWRD Offices from 9-11AM. The cost is \$10. Unlike last year, there will be less emphasis on background and benefits and more on creating a tailored rain garden design participants will take home and build.

World Water Day- March 22nd-HOST AN EVENT

Several "water" partners are hoping to raise awareness of all things water the week of March 18th- 25th in celebration of World Water Day (WWD). We have several events scheduled and are asking partners to consider holding a local event. All events will be promoted on a website. Consider hosting a talk, tour, presenting to a class, etc. Post your event at <http://tinyurl.com/zz97v6u>.

Christal is putting together a Stormwater Activity Packet to share with schools who would like to get involved in WWD. The electronic packet will include: an activity from the Stormwater Curriculum for Teachers, a link to the Stormwater PowerPoint presentation on the Ripple Effects web site and information on how they can educate others through the Storm Drain Marking Program. The goal is to get teachers to take a day during World Water Week to teach about stormwater and hopefully get their kids out marking storm drains.

New MAMSWaP I&E Municipality

The Village of Cross Plains signed 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 January 25th, 2017. 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

Garden Expo- Dane Co. Parks booth with Plant Dane info Feb. 10-12th

World Water Day (3/22)- Week – March 18th- 25th

Rain Garden Workshop – March 25th

Plant Dane Cost Share Program – Deadline March 31st

Reminders

- Please be sure you have links to www.ripple-effects.com from your websites.
- Follow myfairlakes.com on Facebook! "Like" and "share" posts to help spread the word.
- The Enviroscape Watershed Model is available and can be checked out from the Dane County LWRD-contact Christal Campbell if interested.
