

## **Madison Area Municipal Stormwater Partnership (MAMSWaP) – I&E Update- May 3<sup>rd</sup>, 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 April 27th the My Fair Lakes FB page had 143 fans, up from 127 in December. 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](mailto: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. During the Plant Dane! Native Plant Cost-Share Program order period myfairlakes.com had almost 16,000 pageviews, compared with about 2,900 views for the previous 6 week period. If you come across an issue on the web site, please let Christal know.

### **Articles/Messages-**

**City of Madison Compost and Rain Barrel Sale**- Communication tools to help promote the annual City of Madison Compost Bin and Rain Barrel Sale on May 7<sup>th</sup> were shared with partners via email on April 12<sup>th</sup> and included: an article, poster, images for web sites and social media and a list of video links describing the importance of rain harvesting. Please share information about this event through your communication channels.

### **Trainings**

**MMSD Salt Wise Water Softener Training**-This FREE training is intended for professionals involved in installing and/or maintaining water softeners at their facilities. The training will be held on Thursday, May 5<sup>th</sup> from 8-12 at the Dane Co. LWRD Office. It will include education from water quality experts about water softening and potential improvements, case studies of successful salt reduction projects at local facilities, and information about MMSD's salt reduction program and rebates. To register visit <https://www.eventbrite.com/e/salt-wise-soft-water-training-tickets-24463213129>

**Friends of Lake Wingra Level 2 Salt Applicator Training**- This training is geared for managers who have information available regarding the amount of salt used over the past season, techniques used, equipment types, etc. It will be held on Wed., May 4<sup>th</sup> at the Edgewood College-Deming Way Campus from 8am-12pm. The training is FREE. Contact Susan Frett to register at 608-843-0374 or [skfrett@gmail.com](mailto:skfrett@gmail.com).

**Plant Dane! Rain Garden Workshop Summary**- MAMSWaP partnered with Agrecol to host a Rain Garden Workshop on March 12<sup>th</sup> at Lussier Heritage Center. 49 people registered and 39 attended. Bryant Moroder of Rain Reserve also shared information on rain harvesting. Overall the workshop was well received, but there was interest by some to hold more of an advanced workshop where participants could leave with an actual plan to implement as this was more of an introduction. We will look into possible hiring a consultant to host an advanced workshop next year, with an introduction course every other year. There was also interest in getting out and actually building a rain garden later in the year. To view a summary of the evaluations visit

<https://danecounty.filetransfers.net/downloadFilePublic.php?filePassId=76e06fec546f6ea48927be2bf8bbccbb>

### **2016 Plant Dane! Native Plant Cost-Share Program**

280 people ordered plants through the Plant Dane! Cost Share Program. More than 13,700 plants were ordered. The online payment option was well received with about 80 participants opting to use pay via PayPal. We hope to fully integrate the PayPal payment option in time for next year's sale. Plant pick up is scheduled for June 4<sup>th</sup> from 8-11AM at Dane County Land and Water Resources Building at 5201 Fen Oak Dr., Madison, WI 53719. Due to the fact that we have so many orders this year we could use some extra help during Plant Pickup. If you are willing to help distribute plants, please let Christal know. She'll even provide donuts and coffee!

### **MAMSWaP Interactive Map**

Tim Confare, GIS Analyst with Dane County, was able to create a very basic map with initial MAMSWaP sewershed data <http://countyofdane.maps.arcgis.com/apps/webappviewer/index.html?id=daaf0821f1a74bd5b8ff3ce06f5b5edb> that we will be building off of. This map is based off of MAMSWaP sewershed data. We'll be adding DNR watershed boundaries and hope to get some help from municipalities and watershed groups in creating common recognizable names for the major basins. The goal is to create names citizens can recognize and relate to that we can then use to really localize our outreach efforts.

Tim has been in contact with ESRI, the parent company of ArcGIS as they are currently working on an “Adopt An Asset” application that we might be able to modify and use for our “Adopt a Storm Drain” program. They are considering building in some of our requests such as receiving photos and creating feedback loop where participants can identify once an action is taken. The “Adopt An Asset” application is scheduled to be released later this summer. Rather than reinventing the wheel we’re going to wait until it’s released and hopefully customize their program to meet our needs. This will save us time and money however means we will not be ready to launch an “Adopt A Storm Drain” pilot this fall. Instead, we’ll be working with Phil Gaebler to clean up data and fill in data gaps such as storm inlet locations for the MAMSWaP area in the coming months. Phil has some of this information from MAMSWaP communities, but not all. We realize not every municipality will have all the information we are looking for. To start with we are looking for any updated sewer maps, storm sewer inlet locations, and BMP locations. The final mapping tool will look similar to the LWRD Viewer <https://dcimapapps.countyofdane.com/lwrviewer/> with different features and applications.

### **Rebranding Effort**

The I&E Committee reviewed and accepted a proposal from Sarah Wortham and her team to lead our rebranding effort. The goal of this effort is a broad water-focused “Call to Action” brand that we can use to motivate various audiences to take action and change behavior. The purpose is to create an overarching brand to better connect our programs to a common goal. This will include a logo, tag line, and design guidelines on how to tweak existing and future program brands (Plant Dane, Love Your Lakes Don’t Leaf Them) to reflect this connection to the core brand. Christal will be meeting with Sarah and her team in the week of May 9th to finalize plans and timeline, but hopes to schedule the initial input and discovery session in mid-late May. We are looking for 5-7 MAMSWaP partners, preferably made up of partners both from within and outside the I&E Committee to help with this process and represent the needs and desires of the partnership. The time commitment will be minimal, attend 1-2 meetings and provide feedback on drafts via email for a total of 8-10 hours. The first Discovery and Input Meeting is scheduled for Wed., May 25<sup>th</sup> from 11am-1pm at the LWRD Building. If you are interested in joining the Branding Group, please let Christal know.

### **Fall Leaf Campaign- Ideas for 2016**

The I&E Committee is interested in getting input from the larger MAMSWaP group on which direction to take with leaf outreach this coming fall. Do we continue with more of a mass media approach as have in the past or do we try a more focused approach and develop a model to engage residents at a neighborhood level? The I&E Committee expressed a desire to try the focused approach and build off successes of the social marketing leaf pilots, but in a different MAMSWaP community. The goal of this effort would be to determine if we can work through a neighborhood or watershed group to engage residents and get commitments to help remove leaves from the streets prior to rain events. If successful we’d use the results to build a “tool kit” other municipalities could customize and use to engage their neighborhoods in a leaf free streets effort. Christal could help coordinate, provide communication tools, alerts to notify residents of an upcoming storm event and possible incentives, but we’d be looking for the municipalities to also play an active role. Obviously, we can’t effectively implement a pilot and measure the results in every MAMSWaP community. We’d be looking for 1-2 MAMSWaP neighborhoods to participate. If there was a lot of interest we could possibly develop a simple proposal process to allow all interested MAMSWaP municipalities a chance to apply. Clean Lakes Alliance is very interested in partnering with MAMSWaP on this effort if we decide to move forward.

Christal will continue to provide all MAMSWaP partners with a “Love Your Lakes, Don’t Leaf Them” communications toolkit via email similar to 2015. \*\*\*\*\*The majority of MAMSWaP members present at the meeting on May 3rd expressed interest in moving ahead with either some type of more focused approach possibly combined with some mass media.\*\*\*\*\*

### **New USGS Leaf Study 2016-17**

The preliminary results of the USGS/City of Madison Leaf Study revealed that if we can keep streets clear of leaves we can expect some pretty significant phosphorus reductions. In light of these promising results, several of us are interested in working to fill in the data gaps needed to get leaf management practices considered as an approved BMP for the permit. To help move this along, Bill Selbig (USGS) is submitting a proposal to the Fund for Lake Michigan requesting funds to build on the existing study with a project titled “Developing a Framework to Advance Statewide Phosphorus Credits for Leaf Collection”. If funded this project will begin this fall and continue through 2017. USGS is looking for additional financial support to fund the project.

We discussed the proposal at our MAMSWaP Information and Education Committee meeting last week and though the proposed study does not include a strong community or social marketing component the results will help drive future citizen based leaf management efforts and benefit MAMSWaP communities as they work to meet phosphorus goals. The I&E Committee strongly supported the proposed leaf study and voted unanimously to recommended that the large

MAMSWaP group approve an allocation of \$10,000 from the I&E budget to help fund the project. This will not impact our ability to fund projects already planned for 2016 and 2017 as we continue to have a healthy budget due to salary savings incurred during the year my position was vacant. \*\*\*The majority of the MAMSWaP members present at the May 3<sup>rd</sup> meeting voted to approve using \$10,000 of I&E funds for this new leaf study.\*\*\*

**2016 MAMSWaP Invoices**- Invoices were sent out to municipalities in mid-March. To date 18 of 20 invoices have been paid.

**MAMSWAP Quarterly I&E Meeting Summary**

The MAMSWaP I&E Committee met on April 21<sup>st</sup>, 2016. Updates on main topics are shared above. Please contact an I&E Committee member or Christal Campbell [Campbell.christal@countyofdane.com](mailto:Campbell.christal@countyofdane.com)/(608) 224-3746 for further details including the complete meeting minutes and attachments.

**Upcoming Events**

**Plant Dane! Native Plant Pick Up – Saturday, June 4<sup>th</sup> 8-11AM**

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**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.

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