

Madison Area Municipal Stormwater Partnership (MAMSWaP) – I&E Update- August 13, 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.*

MAMSWaP I&E Staffing Transition

Christal Campbell started as the new MAMSWaP Stormwater Education Coordinator (50%) on June 1st, 2015. She spent much of June and July learning about The Partnership and past educational efforts, reviewing the Group Stormwater Discharge Permit, I&E Plans, survey data and various watershed reports to familiarize herself with stormwater issues and solutions in and around Dane Co. In addition, she met individually with several MAMSWaP partners and sent out a survey to the larger MAMSWaP group to get sense for which outreach efforts they feel are working and identify potential audiences or new initiatives we may want to consider in the future. Visit <https://www.surveymonkey.com/results/SM-MQD7TLQY/> for a summary of the MAMSWaP Ed. Efforts Survey results.

MAMSWaP Quarterly I&E Meeting

The MAMSWaP I&E Committee met on July 21st, 2015 at the Dane Co. Land and Water Resources Office. Updates on main topics/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.

MAMSWaP Budget

Invoices to all MAMSWaP municipalities were issued in March 2015. As of August 2015 Dane County received payments from each of the MAMSWaP 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.

My Fair Lakes email box/web site- Christal now has access to the info@myfairlakes.com email box and is starting to respond to emails as they come in. We are still working on transferring admin rights to maintain the My Fair Lakes website to Christal and realize many updates are needed.

Articles- The Dane County Water Resource Engineering Division recently published their 2015 Erosion Control and Stormwater Management Newsletter- <https://lwr.d.countyofdane.com/wred/wred/documents/Newsletters/WRE%20Newsletter%2015.pdf> which included a short article on the upcoming MAMSWaP Winter Maintenance Workshop. Template articles for municipalities will be developed and shared starting this fall (leaf management, salt use, etc.)

Trainings

Winter Maintenance Workshop- MAMSWaP is partnering with MMSD and Madison Water Utility to hold a two-day Winter Maintenance Workshop at the Lussier Heritage Center on October 14-15th, 2015. The training will include: information on the impacts of excessive road salt to area waters, guidance on how to determine the right amount of salt to use and best management practices to keep area roadways, parking lots, and sidewalks safe. The training will be open to all, but priority will be given to MAMSWaP members through a pre-registration process. MAMSWaP members will also receive a discount. More information will be available in late August at www.myfairlakes.com. Please contact Christal Campbell with questions.

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. For more information visit <http://www.nasecawi.org/erosion-control-inspector-training/>.

Love Your Lakes, Don't Leaf Them Campaign- MAMSWaP will continue to promote effective leaf management practices through the Love Your Lakes, Don't Leaf Them Campaign this fall. A request for a materials inventory and participation was sent out in July and results indicate a need for additional coasters and yard signs. The 2015 Campaign will include: yard signs, coasters, template articles, flyers, and both web and print advertisements. Christal will email MAMSWaP partners when materials are available for in late Sept/early Oct. More information will be available at http://www.myfairlakes.com/fall_campaign.aspx .

WISaltWise Campaign

MAMSWaP is a partner with Madison Metropolitan Sewerage District (MMSD), Dane County, City of Madison, Dane County Lakes and Watersheds, Madison Water Utility, Public Health Madison – Dane County, and UW-Madison in an outreach campaign encouraging chloride use reduction. Target audiences for this campaign are winter maintenance professionals, homeowners, public works and emergency services, motorists, and civic leaders. The campaign website (<https://wisaltwise.com>) and information flyers for each audience are complete. The multi-agency group will meet this fall to plan a coordinated rollout of the campaign later this year.

My Fair Lakes Rebranding Effort

Survey results and interviews with I&E Committee members reveal mixed feelings on the effectiveness of the My Fair Lakes brand by partners. In light of these results and the fact that the My Fair Lakes brand was developed more than 10 years ago the I&E Committee agreed to move ahead with rebranding effort. The Committee will be meeting with Bret Shaw, a UW Social Marketing Professor, to discuss next steps on how best to incorporate research-based social marketing principles into future branding/messaging efforts this fall. We will also be working with Bret on a review of existing stormwater campaigns and peer-reviewed research to learn from other successful programs and avoid duplication of efforts.

Upcoming Events

Farm Tech Days- Dane Co. Watershed Network/MAMSWaP Booth August 25-27th in Sun Prairie. The Carry Creek model and Enviroscape will be on display. If you are able to take a shift, please [sign-up to volunteer here- https://docs.google.com/spreadsheets/d/1-E2QYrhrFfrT2RXV_vV01puwImv9ZrPNcSzHfnLOM0Q/edit?pli=1#gid=1575905630](https://docs.google.com/spreadsheets/d/1-E2QYrhrFfrT2RXV_vV01puwImv9ZrPNcSzHfnLOM0Q/edit?pli=1#gid=1575905630)

NASECA-WI Rice Lake Field Event-September 24, 2015

MAMSWaP Winter Maintenance Workshop- Oct. 14th and 15th at the Lussier Heritage Center in Madison

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.
