

## **Madison Area Municipal Stormwater Partnership (MAMSWaP) – I&E Update- August 2, 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 July 26<sup>th</sup> the My Fair Lakes FB page had 145 fans, up from 143 in May. 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. If you come across an issue on the web site, please let Christal know.

### **Articles/Messages-**

**Spring/Summer Stormwater BMP's article-** A template article to highlight municipal stormwater efforts and encourage residents to implement stormwater BMPs was shared with partners via email on May 12<sup>th</sup>. The goal was to provide partners with a template that they could customize for their specific municipality. A communications survey will be sent out to partners later this summer requesting a list of communication tools and deadlines municipalities use to reach out to residents.

A modified version of the Spring/Summer Stormwater BMPs article was shared with local watershed and friends' groups on June 16<sup>th</sup> for use in their newsletters/communication outlets. This is part of an ongoing effort to better connect local groups with MAMSWaP campaigns and projects.

### **Trainings**

**NASECA Fall Field Event-** Sept. 22<sup>nd</sup> in Rice Lake, WI. To register visit [http://www.nasecawi.org/wp-content/uploads/NASECA\\_September.2016\\_Reg.Form7\\_13.16.pdf](http://www.nasecawi.org/wp-content/uploads/NASECA_September.2016_Reg.Form7_13.16.pdf).

**2016 Effective Winter Maintenance Workshops-** MAMSWaP is partnering with MMSD, the Dane Co. Office of Lakes and Watersheds and Madison Water Utility to hold two Winter Maintenance Workshops at Madison Metro Sewerage District on Oct 24<sup>th</sup> (Roadways) and 25<sup>th</sup> (Driveways, Sidewalks, and Parking Lots). The trainings will include: case studies from MMSD Salt Reduction Grant recipients, 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](http://www.myfairlakes.com). Please contact Christal Campbell with questions.

### **MAMSWaP Interactive Map**

Work on the MAMSWaP Interactive Watershed Map is moving along. Christal is creating subwatershed maps with the major basin boundaries identified and hopes to have them completed for the entire MAMSWaP later this fall. The goal is to start naming these major basins to use as part of the interactive map. We can then use these maps and recognizable names to connect with residents within these basins and start the conversation about where the water flows at a very local level. Wherever possible we'd like to engage watershed or other partner groups in the naming effort. Both the Friends of Lake Wingra and Starkweather Creek have been contacted to help with naming the major basins within their area. Depending on what comes out of this initial effort we'll determine whether or not this is a feasible approach to get all the major basins within the MAMSWaP area named. This is a link to the initial map that we will be building off of <http://countyofdane.maps.arcgis.com/apps/webappviewer/index.html?id=daaf0821f1a74bd5b8ff3ce06f5b5edb>.

### **Adopt an Asset Tool**

Good news, ESRI, the parent company of ArcGIS added some of the features we suggested to their "Adopt An Asset" tool that we will ultimately use for our "Adopt a Storm Drain" program. One of the ESRI staff demoed the new tool with Tim and Christal in July. It includes an email feature to send out alerts to "adopters" and request specific actions as well as a feedback loop that participants can use to indicate when they've completed an action. Tim has already uploaded our MAMSWaP map along with any stormwater inlet data we have from partners. He'll be working with ESRI over the next few weeks as they get ready to launch the tool in September. Once it's made public we'll be able to customize the tool. The goal is to launch the Adopt A Storm Drain campaign in fall 2017 as part of a new leaf campaign. In the meantime, we hope to use a version of the tool for our MAMSWaP Neighborhood Leaf Pilot this fall to send out action alerts prior to a

storm and gather data from participants after they rake leaves from streets. Take a look at this presentation from the ESRI conf. for a sneak peak <http://video.esri.com/watch/5168/city-of-new-orleans> . Fast forward to 9:00 minutes to view the Adopt A Catch Basin segment from the City of New Orleans. Our tool will be very similar, but customized to meet our needs.

### **Landscaper Partnership Ideas**

The I&E Committee is looking into better ways to engage businesses in both implementing stormwater BMP's and promoting stormwater BMP's or stormwater friendly designs with customers. Landscapers and designers are looked to as experts and if we can get them to promote more stormwater friendly designs customers will be more likely to incorporate them into their landscapes. One thought was to bring landscapers together to discuss the benefits and drawbacks of stormwater friendly designs and work together to develop an incentive program. This might include developing a stormwater assessment for designers to complete when they first visit a property outlining key areas they may want to focus on to reduce runoff. If the customer selects a "stormwater friendly" design that meets certain goals they might be eligible for a credit to go towards the cost of the project. The goal would be for landscapers/designers to actively promote the program to customers. If you know if landscapers/designers that might be willing to participate on a team later this year to explore this idea please let Christal know.

Christal will also be meeting with Green Tier in August to discuss the possibility of partnering with Veridian Homes, Homburg Construction and their primary landscapers to start integrating and promoting more stormwater friendly landscaping options.

### **Rebranding Effort**

The Rebranding Team met on May 25<sup>th</sup> for a Discover and Input Session led by Alexis and Sarah. The goal of the D&I session was for partners to share their visions for this new overarching brand with Sarah and Alex. 13 partners participated in the session including reps. from: the City of Madison, City of Middleton, City of Fitchburg, Village of DeForest, Dane Co., MMSD, various watershed groups, and UW Extension. Some common themes from the D&I Session were: Fishable/Drinkable/Swimmable, Clean Water, Leave No Trace, Action, Choices, Behavior Change, It's all Connected, No "Away", etc. Top 3 Goals from session were 1. Actions on land impact the water- Connect people to the resource, 2. Many choices to get to clean water- small actions matter 3. Hope to Achieve Fishable, Swimmable, Drinkable. Alexis and Sarah used the information from the D&I session to develop some rough concepts including: Water Ways, Ripple Effect and Healthy H2O. Unfortunately the graphic artist they selected is no longer able to work on the project and a new graphic artist Jenny Green will begin work in early August. This will likely push back the completion date until late Oct./early Nov. Alex and Sarah hope to have some concepts and graphics to share with the Rebranding Team in September. The goal is to have a new brand by November with Plant Dane being the first campaign to reflect the new brand in 2017.

### **Fall Leaf Campaign/Pilot 2016**

The 2016 Leaf Campaign will include "Love Your Lakes/Rivers, Don't Leaf Them" ads in local papers and a "Love Your Lakes/Rivers, Don't Leaf Them" communications toolkit (article, graphics, FB posts) for partners to use to spread the message in their communities. We will not be printing additional coasters, flyer inserts for local papers or signage this year. Instead we will redirect some of our resources towards the MAMSWaP Neighborhood Leaf Pilot, a more focused approach to try and engage citizens in efforts to remove leaves from streets prior to a storm event by partnering with a local watershed or friends' groups.

Two MAMSWaP communities, City of Middleton and City of Fitchburg, expressed interest in being considered for the pilot. Both communities completed a short questionnaire to determine if they met the pilot criteria and the level of support both the municipality and partner group could provide. Based on information provided from each municipality the I&E Committee selected the City of Middleton as our primary pilot location. Christal will coordinate the project, but work very closely with The Friends of Pheasant Branch Conservancy and the City of Middleton to implement the pilot.

The I&E Committee also expressed interest in moving ahead with a modified version of the pilot in the Fitchburg area where there isn't an active group to partner with. The City of Fitchburg is looking to commit staff time to assist with tasks that would otherwise have been completed by the partner group such as making resident visits to increase participation and conducting pre and post-storm leaf surveys. If successful, the City of Fitchburg will serve as a secondary pilot location. The City of Fitchburg pilot will be coordinated by Rick Eilertson and Holly Powell. Pilot methods and resources will be shared between both sites.

**USGS Leaf Study 2016-17**

Funding goal reached to proceed with the USGS leaf study titled “Developing a Framework to Advance Statewide Phosphorus Credits for Leaf Collection”. The project will begin this fall and continue through 2017. MAMSWaP contributed \$10,000 towards this study.

**New MAMSWaP I&E Municipality**

The Village of Cross Plains is interested in signing on to 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 July 19<sup>th</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**

NASECA Fall Field Event – September 22<sup>nd</sup> Rice Lake, WI

Effective Winter Maintenance Workshops – Oct 25<sup>th</sup> and 26<sup>th</sup> MMSD-Madison, WI

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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 Enviroscape Watershed Model is available and can be checked out from the Dane County LWRD-contact Christal Campbell if interested.

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