

## Madison Area Municipal Stormwater Partnership (MAMSWaP)-I&E Update- Aug. 7th, 2018

Respectfully submitted by Christal Campbell, MAMSWaP Stormwater Education Coordinator-Dane County Water Resource Engineering Division, 608-224-3746, [Campbell.christal@countyofdane.com](mailto:Campbell.christal@countyofdane.com).

**CONSULTANTS AND MUNICIPAL REPRESENTATIVES:** Please make this report available to your municipalities.

### Communications

Ripple Effects Facebook page- [www.facebook.com/RippleEffectsWI](http://www.facebook.com/RippleEffectsWI) 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 once a week, but are happy to post additional events/articles. As of July 24th we had 259 Facebook followers, up from 242 in May.

Ripple Effects email box/web site- Christal maintains the [info@ripple-effects.com](mailto:info@ripple-effects.com) email box and is responding to emails as they come in. Updates to the [www.ripple-effects.com](http://www.ripple-effects.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 BMP's Toolkit- shared with partners in the MAMSWaP Newsletter on June 21<sup>st</sup> and included a link to a yard care article encouraging practices that keep rain where it lands and Facebook BMP Graphics. All files are in the MAMSWaP Google Drive <https://drive.google.com/drive/folders/0B6IN0xfndLr9eDdzUzVvOEsvFU?usp=sharing>

### Storm Drain Mural Designs

Most of the school and local artist murals have been painted. DAMA is working on finishing the remaining murals by early September. Each partner school and municipality received a template article to customize and use in local papers and newsletters. An online story map was also created to showcase all the murals and promote actions to "Keep It Clean". <https://countyofdane.maps.arcgis.com/apps/MapTour/index.html?appid=2ca8a2d056d0433dbab17619dd42f509>

### MAMSWaP 5-year Stormwater Knowledge and Behavior Change Survey-

MAMSWaP will be working with UW Extension Environmental Resources Center in Madison on our 5 year survey to try and measure stormwater-related knowledge and actions of residents within the MAMSWaP area this fall. The 2018 survey will be similar to the 2013/14 survey which will allow for comparison between the two. If anyone would like to help with the survey or has specific questions they'd like included, please let Christal know.



Leaf-free Streets Campaign 2018- The Leaf-free Streets for Clean Waters campaign will continue this fall similar to last year. The goal is to encourage residents to actively remove street leaves before the rain and promote the rain alerts. We will continue to supply the following tools for partners:

- leaf-free streets graphics
- leaf-free streets flyers and door hangers
- leaf-free streets article
- Facebook posts

We hope to reach out to more neighborhood associations and groups to help spread the word. If your municipality would like a flyer or door hanger customized to meet your needs, contact Christal Campbell.

Winter Salt Certification Training -Several partners are working with the City of Madison and Connie Fortin to create a City of Madison/Dane Co. specific winter maintenance training for both public and private winter maintenance staff. This training will meet the requirements of the new City of Madison Salt Certification. The City of Madison will offer 5 trainings this fall (dates below). WI Salt Wise partners will be working hard this fall and winter to promote the City of Madison Certification Program and encourage residents and businesses to hire certified applicators. This will likely fuel the need for addition trainings this winter. MAMSWaP and Dane County hope to fund 1-2 trainings this winter and are working with the Wisconsin Transportation Information Center out of UW- Madison to hold a hands-on calibration training. Registration for the first training is open. Visit [www.WISaltWise.com](http://www.WISaltWise.com) to register.

**MAMSWaP Agreement Extension and Fees for 2019-** Dane County will create an addendum to the existing 2014-18 MAMSWaP Intergovernmental Agreement that extends the agreement one year through 2019. This will give the committee time to review and use the results of the upcoming MAMSWaP survey to guide the new 5 year I&E Work Plan. The new MAMSWaP Intergovernmental Agreement and I&E Work Plan would start in 2020 and run through 2024. The fee schedule for 2019 extension will be same as 2018.

**New Stormwater Outreach Tools**

**Stormwater Animation-** Check out our new stormwater animation on the Ripple Effects web site <http://www.ripple-effects.com/videos> . This short animation provides a basic intro to the world stormwater runoff, where it drains to and simple actions to protect our waters. Please consider linking to the video from your organization’s web site or sharing on social media. It’s also a great tool to use during presentations.

**Bean Bag Toss Game-** We have a new stormwater focused bean bag toss game to use during events. The goal is to draw kids and adults to your table and teach them a little about stormwater at the same time. The board folds up and can be easily wheeled around.



**Tabletop Rainfall Simulator- Coming soon!** Great tool to demonstrate how land use impacts stormwater.

The game and rainfall simulator will be available to all MAMSWaP partners to use. Please contact Christal Campbell if you'd like to check it out for an event.

**MAMSWAP Quarterly I&E Meeting Summary**

The MAMSWaP I&E Committee met on July 17<sup>th</sup>, 2018. Updates on main topics are shared above. Please contact an I&E Committee member or Christal Campbell for further details including the complete meeting notes.

**Upcoming Events/Grants**

- Salt Wise Certification Trainings- <https://www.wisaltwise.com/>
- August 16th- Parking Lots, Sidewalks, Driveways- City of Madison Emil St.
- September 17th- Roads (limited availability) City of Madison Emil St.
- September 18th- Roads- Lussier Heritage Center
- September 19th- Parking Lots, Sidewalks, Driveways- Lussier Heritage Center
- October 19th- Parking Lots, Sidewalks, Driveways- Lussier Heritage Center

Madison Metro. Sewerage District Chloride Reduction Grants- <http://www.madsewer.org/Programs-Initiatives/Chloride-Reduction/Chloride-Grants>

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**Reminders**

- Please be sure you have links to [www.ripple-effects.com](http://www.ripple-effects.com) from your websites.
- Follow [www.facebook.com/RippleEffectsWI](https://www.facebook.com/RippleEffectsWI) on Facebook! “Like” and “share” posts to help spread the word.
- The Enviroscope Watershed Model can be checked out from the University of Extension Dane Co. Natural Resources Ed. Center –contact Mindy Habecker if interested, [habecker@countyofdane.com](mailto:habecker@countyofdane.com)

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