

MADISON AREA MUNICIPAL STORMWATER PARTNERSHIP 2016 ANNUAL INFORMATION AND EDUCATION WORK PLAN

DISTRIBUTED TO PARTNERSHIP MEMBERS ON DECEMBER 15, 2015

The Madison Area Municipal Stormwater Partnership (MAMSWaP), under the auspices of a five-year memorandum of understanding through 2018, currently consists of 21 entities that have agreed to jointly implement stormwater outreach to reduce negative stormwater impacts. Members include the cities of Fitchburg, Madison, Monona, Middleton, Stoughton, Sun Prairie and Verona; the villages of Cottage Grove, DeForest, Maple Bluff, McFarland, Shorewood Hills and Waunakee; and the towns of Burke, Blooming Grove, Madison, Middleton, Westport and Windsor; Dane County and the University of Wisconsin–Madison.

The MAMSWaP Information and Education (I&E) Committee assists the Dane County Stormwater Education Coordinator (SWEC) with development and implementation of projects and plans. Regular participation on the I&E Committee has included representatives from the cities of Fitchburg, Madison, and Stoughton, Village of McFarland, Town of Westport, Dane County, Madison Metropolitan Sewerage District (MMSD), Wisconsin Department of Natural Resources (WDNR) and UW Madison.

The MAMSWaP Annual I&E Work Plan seeks to meet or exceed the minimum requirements and elements outlined in the current WPDES Permit Number WI-S058416-3 (effective July 1, 2009 – June 30, 2014 and continuing until permit re-issuance); WPDES Permit Number WI-S050075-2 (May 1, 2014 – April 30, 2019) for the Village of Cottage Grove and City of Stoughton) by developing and implementing a coordinated, regional outreach effort using consistent messages among and between communities to reduce the quantity and improve the quality of urban stormwater runoff and identify and eliminate illicit discharges. Numbered items are the specific elements from the permit language. Language for elements C(1)(b)(6) and (7) has been updated to reflect permit reissuance language anticipated by Wisconsin Department of Natural Resources staff. Proposed action items for 2016 are added alphabetically after each element below.

C(1)(b)(1). Promote detection and elimination of illicit discharges and water quality impacts associated with such discharges from municipal separate storm sewer systems.

- a. Develop and distribute articles and messages to municipalities, friends groups, community groups and neighborhood association newsletters regarding illicit discharges.
- b. Begin to develop a web-based interactive map of MAMSWaP area watersheds and sewersheds including: municipal boundaries, control practices, and stormwater drainage networks. Use map to develop an online tool to encourage better reporting of illicit discharges.

C(1)(b)(2). Inform and educate the public about the proper management of materials that may cause stormwater pollution from sources including: automobiles, pet waste, household hazardous waste and household practices.

- a. Promote storm drain marking program and lake/stream clean-up efforts.

- b. Research existing Adopt a Storm Drain programs and use Community Based Social Marketing approach to design a program pilot.
- c. Search existing technical educational videos to demonstrate ways to minimize stormwater impacts, and link to videos available on YouTube from myfairlakes.com.
- d. Develop additional MAMSWaP area specific videos, as needed that explain the role of MAMSWaP, the TMDL, and BMPs.
- e. Collaborate with external partners to offer a pervious surface workshop for municipal staff, consultants, and developers.
- f. Begin to develop a web-based interactive map of MAMSWaP area watersheds and sewersheds including: municipal boundaries, control practices, and stormwater drainage networks. Add locations and descriptions of “green developments and infrastructure”. Use to promote self-guided tours of some of the public sites, share case studies, and make efforts to reach new audiences.
- g. Collaborate with WI Salt Wise (www.wisaltwise.com) partners to promote, develop and distribute publications and web content focusing on reducing use of deicers containing chloride, and applying only the right amount of deicers needed for safety.
- h. Collaborate with WI Salt Wise partners to ensure a winter maintenance training is regularly offered in the Dane Co. area.

C(1)(b)(3). Promote beneficial onsite reuse of leaves and grass clippings and proper use of lawn and garden fertilizers and pesticides.

- a. Continue to implement the leaf management program to reduce leaves in streets and storm drains.
- b. Continue to implement the Plant Dane Program.
- c. Monitor leaf campaigns by other organizations (e.g. Clean Lakes Alliance, Friends of Lakes Wingra, USGS/City of Madison/Dane County leaf study, etc.) and share information as appropriate.

C(1)(b)(4). Promote the management of streambanks and shorelines by riparian landowners to minimize erosion and restore and enhance the ecological value of waterways.

- a. Continue to implement the Plant Dane Program.
- b. Begin to develop a web-based interactive map of MAMSWaP area watersheds and sewershed including: municipal boundaries, control practices, and stormwater drainage networks. Add locations and descriptions of successful streambank and shoreland restoration projects and promote through riparian organization communities.
- c. Promote WDNR Healthy Lakes Initiative workshops and grants through riparian organization communication.

C(1)(b)(5). Promote infiltration of residential stormwater runoff from rooftop downspouts, driveways and sidewalks.

- a. Continue to implement the Plant Dane Program.
- b. Continue to promote rain barrels, including many options for purchase and installation.
- c. Coordinate with pervious surface action items from C(1)(b)(2).

- d. Begin to develop a web-based interactive map of MAMSWaP area watershed, sewersheds including: municipal boundaries, control practices, and stormwater drainage networks. Add locations and descriptions of rain barrels and rain gardens to promote self-guided tours of these site, share case studies, and reach new audiences.

C(1)(b)(6). Inform and where appropriate educate those responsible for the design, installation and maintenance of construction site erosion control practices and stormwater management facilities on how to design, install and maintain the practices.

- a. Publicize trainings for consultants, contractors, inspectors and municipal staff, highlighting incentives for participation (including certification).
- b. Publicize the Dane County Erosion Control and Stormwater Management Manual.
- c. Promote the Wisconsin Chapter of the North American Stormwater and Erosion Control Association's (NASECA) events.
- d. Develop and offer local training for all MAMSWAP members so that those not able to attend the NASECA training can benefit.

C(1)(b)(7). Identify businesses and activities that may pose a stormwater contamination concern, and where appropriate, educate specific audiences on methods of stormwater pollution prevention.

- a. Distribute letters and articles to businesses and associated groups.
- b. Promote the Wisconsin Chapter of the NASECA events.
- c. Collaborate with WI Salt Wise (www.wisaltwise.com) partners to promote, develop and distribute publications and web content focusing on reducing use of deicers containing chloride, and applying only the right amount of deicers needed for safety.
- d. Collaborate with WI Salt Wise partners to ensure a winter maintenance training is regularly offered in the Dane Co. area.

C(1)(b)(8). Promote environmentally sensitive land development designs by developers and designers.

- a. Promote the Wisconsin Chapter of the NASECA events.
- b. Begin to develop a web-based interactive map of MAMSWaP area watersheds and drainage networks. Add locations and links to articles on "green developments" in central Dane County and promote self-guided tours of some of the public sites, case studies, and make special efforts to reach new audiences.
- c. Promote local lectures and topics that could benefit developers and designers.
- d. Promote participation in webinars focused on stormwater management and advocate to organizers that stormwater topics of local interest be included.

Municipal Responsibilities

It is not enough for municipalities to merely be an actively paying contributor to the Partnership. There are specific actions each municipality must do. For example, while MAMSWaP has created a useful website, each municipality needs to link to www.myfairlakes.com. Other examples include:

- using the articles and other information developed for municipalities in municipal newsletters or utility bill inserts,
- using displays developed for municipalities,
- providing information on municipal web sites,
- issuing press releases to local newspapers, and

- implementing storm drain marking programs.

Municipalities must document in their reports to WDNR how they have used the materials developed by the I&E Committee.

Additional Activities and Ongoing Tasks

Create a new brand to replace My Fair Lakes. The goal of the rebranding effort will be to develop an overarching brand that can be customized by partners, but provide some visual/message consistency to tie all MAMSWaP stormwater education efforts together.

The following actions are completed and/or implemented annually by the SWEC and consume a considerable amount of the half-time hours available.

1. Quarterly reporting to member municipalities.
2. Biennial reporting to the WDNR.
3. Bill municipalities and track payments.
4. Develop annual work plan.
5. Update/maintain website. Add significant new material in 2016 (using suggestions provided by I&E Committee members). Monitor analytics and try to boost hits and time on site.
6. Continue salt/deicing education materials and program.
7. Continue to work with the Earth Gauge Partnership.
8. Continue to promote NASECA events.
9. Develop and distribute articles to municipalities, friends groups, community groups and neighborhood association newsletters.
10. Develop/provide presentations (PowerPoint, slides, overheads, etc.) focused on audience interests/concerns.
11. Continue maintenance and use of existing list serves and distribution lists to disseminate information
12. Continue providing organizations and community groups' assistance and collaborating with projects (presentations, displays etc. for communities).
13. Continue promoting storm drain stenciling and marking programs.
14. Promoting the stormwater curriculum developed for MAMSWaP.
15. Maintain distribution lists.
16. Publicize training for building inspectors, contractors and staff.
17. Publicize availability of the Dane County Erosion Control and Stormwater Management Manual.
18. Promote and distribute DVD and CD.
19. Promote use of Enviroscope model including finding instructional how-to video for potential demonstrators.
20. Continue to coordinate outreach with the Rock River Stormwater Group.
21. Coordinate efforts with MMSD as appropriate regarding the Yahara WINS adaptive management program in the Yahara Watershed.

Acknowledgments

The Madison Area Municipal Stormwater Partnership's 2016 Annual Information and Education Work Plan was developed by the MAMSWaP I&E Committee. Committee member expertise, input

and municipal cooperation was crucial for plan development and will continue to play an integral role in addressing stormwater runoff in Dane County. Thank you to everyone who helped.

I&E Committee Members Contributing to the 2016 Annual I&E Work Plan

Jeremy Balousek, Dane County Land and Water Resources Department

Christal Campbell, Dane County Land and Water Resources Department

Allan Coville, Village of McFarland

Rick Eilertson, City of Fitchburg

Phil Gaebler, City of Madison

Mindy Habecker, Dane County – UW Extension

Sue Jones, Dane County Land and Water Resources Department

Kathy Lake, Madison Metropolitan Sewerage District

Kim McCutcheon, Wisconsin Department of Natural Resources

Rodney Scheel, City of Stoughton

Marisa Trapp, UW–Madison

Tom Wilson, Town of Westport

For more information, visit www.myfairlakes.com or contact Christal Campbell at 608-224-3746 or campbell.christal@countyofdane.com.