

Madison Area Municipal Stormwater Partnership (MAMSWaP) – I&E Update- August 1st, 2017

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

Ripple Effects Facebook page- 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 at least once a week, but are happy to post additional events/articles. As of July 25th we had 183 Facebook followers.

Ripple Effects email box/web site- Christal maintains the info@ripple-effects.com email box and is responding to emails as they come in. Updates to the 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.

2017 Plant Dane Distribution- June 3rd

7 volunteers from Dane Co. Land and Water Resources Dept. and Agrecol helped out with plant distribution. All went well and almost all of the 12,600 plants were picked up by 11AM.

Training Resources See MAMSWaP Resources Folder

<https://drive.google.com/drive/folders/0B6IN0xfndLr9TXVtek90V05NbGc?usp=sharing>

Dane Co. Permeable Pavement Bus Tour- About 30 people attended the tour on June 27th. The group was comprised of mostly municipal staff and consultants with some industry experts. The tour included 8 different sites across the greater Madison area with a brief presentation at each site. See MAMSWaP Resources/2017 Permeable Pavement Tour Resources folder in Google Drive to view resources handouts and photos from the event.

Illicit Discharge Training- Resources from the April 26th Illicit Discharge Training lead by Rick Wentz (Madison/Dane Co. Public Health) are now available in the MAMSWaP Resources/Illicit Discharge Resources folder. Great tools to customize and share with field staff. ***April 26th Training Video (<https://youtu.be/IRw30S8PG1I>)***Sample Letters for Businesses***Illicit Discharge Surveillance PowerPoint***Field Guide for Field Staff***City of Madison Standard Operating Procedures Complaint Response***

2017 Leaf Campaign

The 2017 leaf campaign will build on the message from last year encouraging citizens to remove leaves from the street before the rain and the results of the City of Middleton Leaf Pilot. The plan is to:

- redesign the campaign to reflect the new Ripple Effects brand
- encourage residents to sign up to receive Leaf-free Streets Rain Alerts (finalizing email alert tool, looking into a text option)
- create a new and improved leaf management web page on Ripple Effects with clear messages on the impacts leaves have on our waters, actions people can take and a link to sign up to receive rain event alerts (partnering with CLA on consistent messaging)
- create a Community Engagement Toolkit for Leaf Management (template article, promo flyer for alerts, Facebook posts, etc.)
- purchase print advertising and possibly radio advertising

Summary Report for the 2016 City of Middleton Neighborhood Leaf Pilot is available at <http://www.ripple-effects.com/documents/img/City%20of%20Middleton%20Neighborhood%20Leaf%20Pilot%20Report.pdf> .

Winter Maintenance Workshops

Partnering with the Office of Lakes and Watersheds and City of Madison to offer three workshops this year at the Lussier Heritage Center. Registration will open in late September.

- Oct 25th AM –Parking Lots and Driveways (City of Madison Certification)
- Oct 25th PM – Roadways for Managers
- Oct 26th AM – Roadways for Field Staff

Storm Drain Art Project

MAMSWaP will be meeting with some community partners to look into the possibility of starting a Storm Drain Art program in Dane Co. Similar to storm drain marking, storm drain art/murals are a very visible tool to help spread the “Drains to Lake or River” message. Projects like this often generate a lot of earned (or free) media attention to further spread the message. Several communities across the country have implemented successful programs that we hope to use as models and tailor to our needs. Check out <http://www.rvah2o.org/storm-drain-art/> for example projects. The goal is to have a program ready to launch in early spring 2018 and have paintings completed around Earth Day. If MAMSWaP partners are interested in participating by having one or more storm drain inlets painted, contact Christal Campbell.

MAMSWAP Quarterly I&E Meeting Summary

The MAMSWaP I&E Committee met on July 25th, 2017. Updates on main topics are shared above. 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.

Upcoming Events

Winter Maintenance Workshops-

- Parking Lots/Driveways- Private Applicator- Oct 25th AM Lussier Heritage Center
- Roadways- Managers- Oct 25th PM Lussier Heritage Center
- Roadways- Field Staff- Oct 26th AM Lussier Heritage Center

NASECA Fall Classroom/Field Event- Sept. 21st in Rice Lake- <https://www.nasecawi.org/september-2017-rice-lake/>

Reminders

- Please be sure you have links to www.ripple-effects.com from your websites.
- Follow www.facebook.com/RippleEffectsWI 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.
