

## Madison Area Municipal Stormwater Partnership (MAMSWaP)–I&E Update Nov. 2nd, 2021

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](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 Oct. 28<sup>th</sup> we had 643 Facebook followers, up from 641 in August

Ripple Effects email box/web site- Christal maintains the [Ripple.Effects@countyofdane.com](mailto:Ripple.Effects@countyofdane.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.

### Leaf-free Streets Update-

- Leaf-free Streets Toolkit was shared with partners in late August in the MAMSWaP e-newsletter.
- 90 signs have been requested and distributed so far.
- Print and digital ads in the Isthmus and State Journal in mid-Oct./early Nov.
- 6 Rain Alerts have been issued since Oct.1<sup>st</sup> (Oct 1, 6, 10, 19, 23, and 27)
- 899 rain alert subscribers (401 email, 498 text). Up from 721 in 2020.
- Presentations in Stoughton, Waunakee and Middleton

Illicit Discharge Ordinance – The ordinance is expected to be approved at the county board meeting on Nov. 4<sup>th</sup> and signed by the county exec. by mid-Nov. An illicit discharge reporting page has been created on the Dane County Land and Water Resources Dept. site and will go live later this month. Christal will share the URL with all MAMSWaP communities along with some graphics and promo language to promote reporting.

Communities that prefer to have residents report illicit discharges to their municipality directly can continue to promote their local reporting methods. Any reports that come to the Dane County ID reporting site will be shared with the local municipal contact and Rick Wenta (Dane County/City of Madison Public Health). Christal will be reaching out to MAMSWaP communities to get local illicit discharge contact info. Municipalities can determine on a case by case basis if they want DCPH to assist. This ordinance gives DCPH county-wide enforcement authority.

Adopt a Storm Drain Pilot- The Adopt a Storm Drain web page and app went live last week. Pilot communities (Sun Prairie, McFarland, Stoughton, Cottage Grove and Fitchburg) were given a template article and Facebook post to help promote the program. Once a participant adopts a storm drain they are given a cleaning kit and asked to clean their adopted drain at least once per month, but preferably before all large rain events. They are also asked to report the amount and type of debris collected. Christal will be reaching out to adopters to get feedback, collect information and make needed changes through spring 2022. If all goes well, we hope to expand the program to other MAMSWaP communities in by early summer 2022. <https://ripple-effects.com/Adopt-A-Storm-Drain>

### DeForest Salt Wise Training/Equipment Demo (Oct 12<sup>th</sup>)

- Salt Wise Workshop- 35 staff from DeForest, Beaver Dam, Town of Middleton, Madison, Waunakee, Monona, Poynette and Columbus attended.
- Equipment Demo- more than 60 attended from Stoughton, Sun Prairie, DeForest, City of Middleton, Verona, Portage, Town of Burke, Waunakee, Baraboo and Beloit
- Still lots of opportunities to attend virtual trainings in late 2021/early 2022 and an in-person Parking Lot Training and Equipment Demo in Madison on Nov 10<sup>th</sup>.

### Clean Sweep Household Hazardous Waste (HHW) Disposal Event Summary-

- held Oct. 23<sup>rd</sup> in Fitchburg
- 216 people pre-registered, 32 no-shows
- about 60 day of participants
- most heard about the event via the newspaper, Facebook/social media
- Survey Questions

- Have you ever disposed of HHW at the Clean Sweep Facility? 31% yes, 69% no
- Have you heard of Clean Sweep before this event? 82% yes, 18% no
- Most attendees came from Fitchburg, Madison and Verona. Some from McFarland, Oregon, Stoughton, Middleton, Cottage Grove, Monona, Mount Horeb, Cross Plains, Belleville and Deforest
- Planning on holding 2 remote disposal events in 2022 on April 23<sup>rd</sup> and Oct. 10<sup>th</sup>. Looking for host community in western Dane County.

**Storm Drain Mural Program 2022-** DAMA no longer has the capacity to partner with MAMSWaP on storm drain murals. We're looking into contracting directly with one of their artists who have experience with the project for 2022, but will be limiting new murals to eight with up to three repaints. We will only accept applications for locations that are "paint ready".

**Earthmark Rain Barrels-** Looking for a few municipal partners willing to store 20-30 rain barrels in 2022. Earthmark will sell larger quantities of good quality 50-gallon rain barrels with planters on top for \$74/each. If we could find a place to store rain barrels we may be able to offer them to residents for a discounted price ~ \$30-50 with MAMSWaP municipalities receiving a larger discount. If your municipality can help with storage, please contact Christal.

**MAMSWAP Quarterly I&E Meeting Summary**

The MAMSWaP I&E Committee meeting met on Oct 21<sup>st</sup>. Project updates are provided above. Please contact an I&E Committee member or Christal Campbell for further details or questions.

**Presentations/Events-**

- Clean Sweep Household Hazardous Waste Disposal Event- City of Fitchburg (corner of Seminole and McKee parking lot)- Saturday, Oct. 23<sup>rd</sup> 8-12pm*
- Middleton Sustainability Committee- Sustainable U- Leaf-free Streets presentation- Oct. 21<sup>st</sup>*
- Deforest Smart Salting Workshop/Equipment Demo- Oct. 12<sup>th</sup>*
- Waukegan Rotary Club- Leaf-free Streets presentation- Sept. 23<sup>rd</sup>*
- City of Stoughton Mayor's Call –Leaf-free Streets presentation- Sept. 10<sup>th</sup>*
- Vilas Neighborhood Storm Drain Mural presentation- Aug. 25<sup>th</sup>*
- Presentations at the Park- Rainfall Simulator- Lussier Family Heritage Center- Aug. 19<sup>th</sup>*
- Operation Fresh Start stormwater presentation (Rainfall Simulator)- Aug. 4<sup>th</sup>*

**Upcoming Trainings/Grants**

- WI Salt Wise Smart Salting Trainings- [www.wisaltwise.com](http://www.wisaltwise.com)
- Dane County Urban Water Quality Grants- <https://wred-lwrtd.countyofdane.com/documents/UWQG/UWQG%20Application%202016-06-28.doc>

**Resources to check out-** contact Christal

- Tabletop Rainfall Simulator – available starting again April 2022
- Bean Bag Toss Game
- Enviroscape

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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.
- Resources for partners are available on our Partner Resources Page- <https://ripple-effects.com/Partner-Resources> and MAMSWaP Resources folder in the Google Drive <https://drive.google.com/drive/u/0/folders/0B6IN0xfndLr9TXVtek90V05NbGc>

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