

Storm Drain Mural Program

2025 Application



The Storm Drain Mural Program, led by the Madison Area Municipal Stormwater Partnership (MAMSWaP) and Dane County, is partnering with local artists to use storm drains as a canvas to educate residents about stormwater pollution through art. The goal of these colorful murals is to capture the attention of those who pass by, help them understand where the stormwater that enters their storm drain flows and get them thinking about what they can do to “Keep It Clean.” In 2025, up to four more storm drain murals will be added to the landscape. Municipalities, organizations, schools or community groups **located in Dane County** that are interested in having a storm drain mural painted in their community are encouraged to apply. Applicants have the option to assist with the design process and painting. Visit www.ripple-effects.com/storm-drain-murals to view existing storm drain mural designs and locations.

All mural supplies and painting costs are covered through this program. There is no cost to the applicant or municipality. Murals will be painted using traffic paint and have a life expectancy of 1-3 years. Dane County and MAMSWaP are not financially responsible for maintaining or removing the mural once painted.

Requirements

Murals must be painted on public property; therefore applicants are required to work with their local municipality to obtain proper approvals.

Municipal Requirements:

1. Approve application and provide a main point of contact for Dane County and the artist to work with throughout the process.
2. Provide at least two possible storm drain mural locations that meet the following requirements:
 - storm drain is surrounded by concrete (see examples on right),
 - located near an area with lots of foot or bike traffic to allow for maximum visibility while also considering safety for viewer and existing traffic paint,
 - located in an area that can be coned off for a day to paint

Example of a good mural location:



Drain is surrounded by concrete and in an area with a lot of pedestrian traffic.

Example of a bad mural location:



Drain has grass above it and is located on a busy road with few bikes/pedestrians.



If you have questions or would like additional information, please contact:

Christal Campbell - Stormwater Education Coordinator
campbell.christal@danecounty.gov (608) 228-4493



Applicant Requirements:

1. Choose one of the project options below.

Option A - Group selects a mural design from the [Storm Drain Mural Catalogue](#). The artist will tailor the chosen design to the specifications of the approved drain location.

Option B - Group provides input and ideas that artist uses for a new mural design specific to approved location. This option requires that the group help plan an educational meeting for Dane County staff to present information about stormwater and collect mural design ideas and sketches to provide to the artist. The artist will present mural options based on group ideas to the group and municipal representatives for approval. Presentations/activities will be tailored for specific groups (school groups, scouts, clubs, etc.).

2. If the group is interested in painting, provide at least three, but no more than ten people to assist the artist on paint day.



Review Criteria

If more than seven suitable applications are received, Dane County staff will use the following criteria to rank applications:

1. Location of the Mural:
 - No other storm drain murals nearby.
 - Located in a high profile, visible area that will allow for maximum viewing.
2. Youth Involvement: project involves a youth group or school.

Timeline

Application Deadline: February 15th, 2025

Applicants notified: early March 2025

Educational meetings with groups: March thru early April 2025

Designs Options from DAMA: April 2025 (for groups assisting with design)

Final Design Selection: early May 2025

Painting: School groups will be scheduled first in May/early June. All other paintings will be completed in early summer.

Application for a Storm Drain Mural

Name: _____

Email: _____ Phone: _____

Community Group, Municipality or School Affiliation: _____

Please select one of the mural options below:

Option A - Group selects one mural designs from the storm drain mural design catalogue.
View the [Storm Drain Mural Catalogue](#) to view design options.

Option B - Group provides input on design of mural.

Why is your group interested in getting a storm drain mural painted in your community?

List at least two potential storm drain locations for the mural that have been approved by the local municipality. Storm drain locations must meet the specified requirements (see page 1). Include photos and nearest intersection. *Photos can be attached separately.*

Application continued.....

If your group chose Option A please indicate which design you selected from the [Storm Drain Mural Catalogue](#).

1. _____

If your group chose Option B, please provide an educational meeting opportunity where Dane County staff can present information about stormwater and collect mural ideas and sketches. Describe who this meeting would be with.

Would your group like to be involved in the painting of the mural? Yes No

Municipal Approval

The _____ of _____ supports the storm drain mural project, approves the potential storm drain mural locations above and is willing to work with Dane County to approve designs and coordinate mural painting with local artists.

Municipal Contact: _____

Email: _____

Phone: _____

Municipal Contact Signature: _____ Date: _____

Please return this form by February 15, 2025 to:

Christal Campbell-Stormwater Education Coordinator
Dane County Land & Water Resources Department
5201 Fen Oak Dr. Room 208
Madison, WI 53718

Campbell.christal@danecounty.gov - (608) 228-4493