



Madison Area Municipal Storm Water Partnership Information & Education Plan 2025-2029

Acknowledgements

The Madison Area Municipal Storm Water Partnership's (MAMSWaP) 2025-2029 Information and Education (I&E) Plan was developed by the MAMSWaP I&E Committee. Their 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.

MAMSWaP Municipalities

| <u>Cities</u> | <u>Villages</u> | <u>Towns</u> | <u>Other</u> |
|---------------|-----------------|----------------|--------------|
| Fitchburg | Cottage Grove | Blooming Grove | Dane County |
| Madison | Cross Plains | Burke | UW-Madison |
| Middleton | DeForest | Middleton | |
| Monona | Maple Bluff | Westport | |
| Stoughton | McFarland | | |
| Sun Prairie | Shorewood Hills | | |
| Verona | Waunakee | | |
| | Windsor | | |

I&E Committee Members

Jeremy Balousek- Dane County Land and Water Resources Department
Judd Blau and Greg Hall- Village of DeForest
Christal Campbell- Dane County Land and Water Resources Department
Sue Eddy- City of Stoughton
Rick Eilertson- AECOM
Phil Gaebler and Hannah Mohelnitzky- City of Madison
Claudia Guy- Dane County Land and Water Resources Department
Jon Jackson and Marcus Mussey- UW-Madison
Kathy Lake-Madison Metropolitan Sewerage District
PJ Lentz- Town of Burke
Anne Pearce- UW Madison Arboretum

All MAMSWaP municipalities provide equal opportunities in employment and programming. Publications are available in alternative formats upon request. This document is available at www.ripple-effects.com.

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INTRODUCTION

In order to comply with the stormwater discharge permit regulations contained in NR 216 of the Wisconsin Administrative Code, 21 municipal entities in Dane County developed this information and education (I&E) plan as part of their joint permit requirements.

The Wisconsin Department of Natural Resources and the United States Environmental Protection Agency (EPA) have identified the importance of informing and educating municipalities, the construction trades, professional service providers and residents about stormwater pollution. Stormwater pollution control is most effectively implemented when people understand the impact of stormwater pollution, its sources and the actions that can be taken to control it.

The goal of the municipal stormwater discharge permit program is to reduce adverse impacts to water quality in our lakes and streams from urban sources of stormwater runoff. The project area addressed in this plan is rich in water resources that have been negatively affected by stormwater runoff. The goals identified in this plan will direct MAMSWaP's I&E activities for the next five years to address stormwater pollution.

Regulatory Requirements for Information and Education

Outreach is an important feature of a comprehensive and effective stormwater management program. For municipalities that are required to have a municipal stormwater discharge permit, an I&E program is not only a good idea, it is required. Wisconsin's stormwater regulations for municipalities under Subchapter I of NR 216, Wis. Adm. Code, require the development and implementation of an I&E program to educate various target audiences on the proper management of materials and behaviors that may pollute stormwater. The program must direct the process for the distribution of appropriate information and public outreach to increase awareness of stormwater impacts on waters of the state. Additionally, performance standards for developed urban areas contained in Subchapter III of NR 151, Wis. Adm. Code, require local governments of such areas to develop and implement a public I&E program to assist in reducing polluted runoff.

The types of activities and behaviors the regulatory programs are intended to address include: improper disposal of waste and dumping of materials, effective construction-site erosion control and long-term stormwater management, residential infiltration practices, green infrastructure, lawn and garden fertilizer and pesticide application, yard waste management and disposal, pet waste disposal, stream and shoreline management and other business and household practices that may contaminate stormwater runoff. This plan is designed to address all these activities and will meet the regulatory requirements for an effective I&E program.

This plan focuses on urban stormwater from central Dane County municipalities. Agricultural runoff is therefore not addressed in this plan, but is a component of several local, state and federal programs and is included in Subchapter II of NR 151.

Dane County's Erosion Control and Stormwater Management Ordinance sets standards for the quality and the quantity of stormwater runoff from areas where alterations to the landscape and the creation of impervious surfaces result in changes in the amount and quality of water flowing off the site. Where appropriate, this plan integrates NR 216 requirements with those of the Dane County Erosion Control and Stormwater Management Ordinance (Dane County Ordinances Chapter 14, www.danecounty.gov/documents/pdf/ordinances/ch014.pdf)

I&E Plan Development and Implementation

The MAMSWaP I&E Committee reviewed previous five-year I&E plans, the results of the 2024 MAMSWaP Five Year Survey and input from member communities to develop the 2025-2029 I&E plan.

The long-term oversight and funding strategy for the I&E plan implementation used during the 2003-2008, 2009-

2013, 2014-2019, and 2020-2024 permit cycles will again be employed during 2025-2029. Each municipality has committed to contributing funds towards plan implementation, as detailed in the Intergovernmental Agreement to Fund a Position for Storm Water Information, Education and Outreach Coordination for MAMSWaP.

Levels of financial contributions from each MAMSWaP municipality are based on population according to 2020 census data. Dane County and UW-Madison contributions were not based on population, as that would double count municipal populations. MAMSWaP approved the financial contribution schedule, which is included in the Intergovernmental Agreement. The 75% Stormwater Education Coordinator position, created by the Intergovernmental Agreement and housed at the Dane County Land & Water Resources Water Resource Engineering Division, will continue to staff the I&E Committee, prepare annual work plans and coordinate implementation of this plan with oversight provided by the I&E Committee and provide materials to MAMSWaP municipalities for their use. I&E Plan implementation progress reports will continue to be a regular agenda item for the MAMSWaP quarterly meetings. Specific actions to achieve plan goals will be included in annual work plans instead of the five-year plan, including those that must be completed by the municipalities.

Audiences

Outreach programs are designed to meet the educational needs of specific audiences. These audiences may be determined by where they live, the work they do, their contribution to the problem and their ability to make behavioral changes that can lead to achieving the stormwater program's goals. Outreach programs are tailored to meet audiences' unique needs for specific topics or skills using the delivery method that best meets their learning styles or goals. Target audiences may include: the general public, public sector employees/elected officials, residents, businesses, educational institutions/groups, community groups, contractors, consultants, developers, industries, and/or other appropriate audiences.

Geographic Focus of the Plan

The geographic focus of the plan is Dane County, Wisconsin. Some of the programs will be implemented county-wide, while others will be limited to the area within the boundaries of the 21 member municipalities

Program Effectiveness

Program effectiveness must be evaluated to determine whether it is worth the time, energy and resources invested in the outreach program. Programs that rely solely on enforcement or monetary incentives have not been successful. Research has shown that a strong outreach program must be used to complement other means. This is especially true when enforcement is spotty, penalties light and the audience is vast.¹

Outreach is just one part of the stormwater permit process. It is critical that all aspects of the program be looked at as a whole. If stormwater goals and implementation are unrealistic, then the success of the education program is unlikely, no matter how well conceived.

Part of the answer to whether an education program will be successful is based on the change in behavior expected. A well-written and well-executed I&E plan identifies behavior changes needed to positively impact stormwater quantity and quality. Outreach programs that focus on behaviors likely to be adopted are more successful than those that are difficult or expensive. Information is also a powerful tool that provides audiences with appropriate materials and activities to become more knowledgeable and empowered to take action.

When target audiences are asked to do things that are difficult, different or expensive, they are unlikely to comply without additional incentives. To decide if an expected behavior is likely to be adopted and, thus, if an educational plan is to be successful, the plan should address the following criteria:

- The requested behavior should be clear to the target audience.
- The expected water quality response based on implementation of the requested behaviors should be clear to the target audience.

- The behavior should be made visible to others in an effort to change social norms.
- The barriers to behavior change should be determined and addressed.
- Research-based tools such as incentives, prompts and public commitments should be used, if possible.
- The behavior should be low-cost in terms of time, money or energy.

¹ UWEX 1989 Metropolitan Milwaukee study.

PERMIT REQUIREMENTS, GOALS, AND PROGRAMS

Permit Requirements

The Madison Area Municipal Stormwater Partnership (MAMSWaP) Information and Education (I&E) Plan reflects the requirements of the NR 216 permit, focusing on reducing urban stormwater runoff, improving urban stormwater quality and eliminating illicit discharges. WPDES Permit Number WI-S058416-4 (effective July 1, 2019 – June 30, 2024) states the following in Section 3: [Note, the Village of Cross Plains’ permit (WPDES Permit Number WI-S050075-03) has similar language].

3.1 Public Education and Outreach: Each co-permittee shall maintain its public education and outreach program to increase the awareness of stormwater pollution impacts on waters of the state and to encourage changes in public behavior to reduce such impacts. The co-permittee shall implement the following measurable goals:

3.1.1 MAMSWaP Membership. Continue to be a member of the Madison Area Municipal Stormwater Partnership (MAMSWaP) information and education program. Alternatively, if a co-permittee discontinues to be a member of the MAMSWaP information and education program, then they must develop and implement a work plan on their own that meets the requirements of section 3.1 of this permit.

3.1.2 MAMSWaP Education Plan. Participate in the implementation of the most recent Madison Area Municipal Storm Water Partnership (MAMSWaP) 5-Year Information and Education Plan, which are prepared on behalf of the co-permittees. By December 1 of each year, the co-permittees shall collectively develop an annual work plan to guide implementation of the MAMSWaP information and education plan for the following calendar year. The information and education plan shall establish measurable goals for the topic areas listed in Table 1 below.

3.1.3 Educator Coordinator Cooperation. Cooperate with and assist the person(s) functioning in the Storm Water Education Coordinator position(s) and created pursuant to the information and education agreement by providing pertinent information requested by the coordinator to facilitate implementation of the information and education plan. This section is not applicable if the co-permittee discontinues participation in the MAMSWaP information and education program.

3.1.4 Topics. Each co-permittee is individually responsible to have its own public education and outreach plan, which should follow the MAMSWaP information and educational plan and be adapted to its own municipality. Each co-permittee shall address all eight topics in Table 1 at least once during the permit term with a minimum of six topics being addressed each year, except, co-permittees that are a City, Village, or Town with a population less than 5,000 based on the latest U.S. Census, shall address a minimum of four topics each year. Topics may be repeated as necessary. Co-permittees shall select from the topic areas in Table 1.

Table 1: Public Education and Outreach Topic Areas and Descriptions

| # | Topic Area | Description |
|---|---|---|
| 1 | Illicit Discharge Detection and Elimination | Promote detection and elimination of illicit discharges and water quality impacts associated with such discharges from municipal separate storm sewer systems. |
| 2 | Household Hazardous Waste Disposal/Pet Waste Management/Vehicle Washing | Inform and educate the public about the proper management of materials that may cause storm water pollution from sources including automobiles, pet waste, household hazardous waste and household practices. |
| 3 | Yard Waste Management/Pesticide and Fertilizer Application | Promote beneficial onsite reuse of leaves and grass clippings and proper use of lawn and garden fertilizers and pesticides. |
| 4 | Stream and Shoreline Management | Promote the management of streambanks and shorelines by riparian landowners to minimize erosion and restore and enhance the ecological value of waterways. |
| 5 | Residential Infiltration | Promote infiltration of residential storm water runoff from rooftop downspouts, driveways and sidewalks. |
| 6 | Construction Sites and Post-Construction Storm Water Management | Inform and educate those responsible for the design, installation, and maintenance of construction site erosion control practices and storm water management facilities on how to design, install and maintain the practices. |
| 7 | Pollution Prevention | Identify businesses and activities that may pose a storm water contamination concern and educate those specific audiences on methods of storm water pollution prevention. |
| 8 | Green Infrastructure/Low Impact Development* | Promote environmentally sensitive land development designs by developers and designers, including green infrastructure and low impact development. |

*Note: Additional information on green infrastructure and low impact development may be found on the USEPA’s Internet site at: <https://www.epa.gov/green-infrastructure>

The MAMSWaP I&E Plan seeks to meet or exceed these minimum requirements and elements 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.

Goals and Desired Outcomes

The long-term goals and desired outcomes detail the knowledge and skills needed in order to meet the required permit elements. The following long-term goals are directly related to and grouped under each of the eight elements identified in Section 3.1.4, Table 1 of the Permit.

3.1.4.1 Promote detection and elimination of illicit discharges and water quality impacts associated with such discharges from municipal separate storm sewer systems.

People who live or work in Dane County will:

- understand the difference between sanitary sewers and stormwater sewers;
- understand that stormwater runoff that enters storm drains eventually ends up in our lakes, rivers and streams;
- be able to identify illicit discharges (e.g., oil, grease, sediment, soap, or other substance deposited into a storm drain structure or overland drainage);
- understand the environmental consequences and negative impacts of illicit discharges on water quality;
- not dump material into inlet structures, streets or any other conveyance; and
- know how to report a potential illicit discharge.

Municipal staff will understand how to identify illicit discharges and respond appropriately when an illicit discharge or other water quality problem is detected or reported.

Businesses, contractors, and industries will understand Dane County illicit discharge ordinance requirements and implement best management practices to prevent illicit discharges.

3.1.4.2 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.

People who live or work in Dane County will:

- understand the impacts of their actions on water quality;
- understand actions that prevent water pollution;
- pick up after pets and know how to properly dispose of pet waste;
- know where to properly dispose of household hazardous waste and will properly dispose of household hazardous waste; and
- understand and implement practices to minimize water pollution from automobiles.

3.1.4.3 Promote beneficial onsite reuse of leaves and grass clippings and proper use of lawn and garden fertilizers and pesticides.

People who live or work in Dane County will:

- understand how yard waste can contribute to water pollution;
- understand practices that minimize water pollution from yard waste;
- leave grass on lawn after mowing or compost grass clippings onsite;
- mulch leaves into lawn or compost leaves onsite;
- remove leaves and grass clippings from impervious surfaces before the rain;
- know how to minimize fertilizer and pesticide use by applying only what is needed at key times during the year.

Retailers who sell fertilizers will understand Dane County's ordinance requirements regarding the sale of fertilizers containing phosphorus and follow display rules.

3.1.4.4 Promote the management of streambanks and shorelines by riparian landowners to minimize erosion and restore and enhance the ecological value of waterways.

Riparian landowners in Dane County will:

- understand how proper management of shorelines with native plantings minimizes erosion and water pollution; and
- implement practices on their property that minimize erosion and water pollution.

3.1.4.5 Promote infiltration of residential stormwater runoff from rooftop downspouts, driveways and sidewalks.

People who live or work in Dane County will:

- understand the importance of minimizing stormwater runoff;
- understand how stormwater quantity impacts surface water, habitat and groundwater;
- understand how practices to keep rain where it lands can minimize water pollution;
- know where to get information on practices to increase infiltration of stormwater; and
- understand and implement practices to increase infiltration including: installation of rain gardens, native plantings, rain barrels, permeable pavement, and redirecting downspouts.

3.1.4.6 Inform and 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.

Municipalities (staff, elected officials, their consultants, etc.) will:

- encourage “green developments;”
- evaluate and utilize appropriate BMPs;
- communicate standards to landowners, developers, contractors and consultants;
- review plans and enforce standards in plans;
- understand:
 - stormwater rules and regulations,
 - why proper municipal stormwater practices are important, and
 - what is required to achieve behavior change, which includes a combination of education, proper planning and enforcement; and
- provide demonstrations of new and innovative practices that meet or exceed standards.

Construction Professionals (consultants, developers, contractors and builders) will:

- evaluate opportunities to reduce imperviousness and increase infiltration and recharge;
- understand that there are runoff standards, the resources needed to install and maintain BMPs including cost, time and siting limitations, and see BMPs as necessary, functional, and marketable;
- understand local and state stormwater standards and other requirements;
- prepare plat and site designs that minimize erosion and stormwater runoff, and meet or exceed local and state stormwater and design standards;
- provide accurate information to developers and municipalities on practices to meet standards including innovative practices based on emerging science and engineering knowledge.;
- will install and maintain effective erosion control and stormwater management practices;
- follow plans and not interfere with site stormwater and erosion controls and will follow construction sequencing plans to protect stormwater quality and prevent regulatory concerns;
- understand the financial and other benefits of complying with erosion control and stormwater requirements;
- understand elements of and implement low-impact/conservation design developments and

- other innovative erosion control and stormwater management techniques; and
- market developments based in part on stormwater compliance and benefits of stormwater practices.

3.1.4.7. Identify businesses and activities that may pose a stormwater contamination concern and educate those specific audiences on methods of stormwater pollution prevention.

Private business owners and staff will:

- evaluate opportunities to reduce imperviousness and increase infiltration and recharge;
- understand that there are runoff standards, and support local and state stormwater standards and other requirements to protect surface water quality;
- understand that BMPs are necessary, functional, and marketable, and the financial and environmental benefits of complying with erosion control and stormwater requirements;
- install and maintain effective stormwater management practices; and
- not interfere with site stormwater and erosion to protect stormwater quality and prevent regulatory concerns.

Property owners and managers will:

- understand stormwater rules and regulations, will understand why proper stormwater practices are important, and will utilize appropriate BMPs and
- be aware of and utilize appropriate good housekeeping practices that apply to their property (e.g. garbage collection, de-icing, lawn care/landscaping practices, yard waste disposal, vehicle fluid management, salt pile protection, etc.)

3.1.4.8. Promote environmentally sensitive land development designs by developers and designers, including green infrastructure and low impact development.

Municipalities (staff, elected officials, their consultants, etc.) will:

- hire contractor and consultants that have experience in green infrastructure;
- encourage “green developments”; and
- include green infrastructure in project plans.

Construction Professionals will:

- prepare plat and site designs that minimize erosion and stormwater runoff, and meet or exceed local and state stormwater and design standards and
- understand elements of and implement low-impact/conservation design developments and other innovative erosion control and stormwater management techniques.

Property owners will:

- understand the benefits of installing green infrastructure and
- know what green infrastructure options are available and how to incorporate green infrastructure into new construction or site improvement projects.

Programs and Activities

The programs and/or activities listed in Table 2 will be used to achieve the goals and outcomes listed above for each topic area required in the permit. All programs and/or activities may not be implemented every year and additional activities may be added. A complete list of activities that will be implemented each year will be specified in the MAMSWaP Annual Information and Education Work Plan along with available resources to assist municipalities in the development of their individual information and education plans and outreach efforts.

The MAMSWaP Annual Information and Education Work Plan will be shared with partners listed in Municipal Contacts table (Appendix A) by December 1st each year.

Table 2: MAMSWaP Program and Activities

| # | Topic Area | Programs/Activities | Audiences |
|---|---|--|--|
| 1 | Illicit Discharge Detection and Elimination | <ul style="list-style-type: none"> • Storm Drain Mural Program • Adopt A Storm Drain Program • Illicit Discharge Outreach and Reporting System • Illicit Discharge Municipal Trainings | Residential Educational Public Sector |
| 2 | Household Hazardous Waste Disposal/ Pet Waste Management/ Vehicle Washing | <ul style="list-style-type: none"> • Dane County Clean Sweep Events • Enviroscape Model Demonstrations • Nature in Session Stormwater Program for Schools (Lussier Heritage Center) | Residential Educational |
| 3 | Yard Waste Management/ Pesticide and Fertilizer Application | <ul style="list-style-type: none"> • Leaf-free Streets for Clean Waters Program • Adopt A Storm Drain Program • Lawncare Calendar to Protect Waters • Enviroscape Model/Rainfall Simulator Demonstrations | Residential Educational Businesses/Retailers |
| 4 | Stream and Shoreline Management | <ul style="list-style-type: none"> • Plant Dane Native Plant Program • Free Native Plants for School and Community Projects • Rainfall Simulator Demonstrations | Residential Community Groups |
| 5 | Residential Infiltration | <ul style="list-style-type: none"> • Plant Dane Native Plant Program • Free Native Plants for School and Community Projects • Rain Garden Training and Reimbursement Program • Rain Garden Online Training Modules • Rainfall Simulator Demonstrations • Rain Barrel Program • Native Demonstration Gardens • Nature in Session Stormwater Program for Schools (Lussier Heritage Center) | Residential Educational |

| # | Topic Area | Programs/Activities | Audiences |
|---|---|--|---|
| 6 | Construction Sites and Post-Construction Storm Water Management | <ul style="list-style-type: none"> • NASECA Training Discounts • Erosion Control Inspections • Maintenance Resources for Stormwater Management Facility Owners • Dane County Erosion Control and Stormwater Management Trainings | Construction Prof. Public Sector Private Sector |
| 7 | Pollution Prevention | <ul style="list-style-type: none"> • WI Salt Wise Trainings/Resources • Illicit Discharge Outreach and Reporting System | Residential Private Sector Public Sector |
| 8 | Green Infrastructure/ Low Impact Development | <ul style="list-style-type: none"> • Rain Garden Training • Rain Barrel Program • Native Demonstration Gardens • Green Infrastructure Tour • Rainscaping for Non-Governmental Organizations Program | Construction Prof. Public Sector Educational Community Groups |

Annual Work Plans

Potential projects will be considered each fall for the coming year's annual work plan based on several factors, including that year's project funding, opportunities to leverage MAMSWaP's outreach with the work of other partners and the relative annual importance of each nonpoint pollution source listed as part of the WPDES permit requirements.

As the Stormwater Education Coordinator's work plan is developed each year, potential partners will be identified to help with development and implementation of activities. If needed, funding will be sought from sources beyond contributing municipalities, including Urban Nonpoint Source and Stormwater Grants from DNR and Dane County Urban Water Quality Grants.

Annual Tasks

There are some administrative tasks and ongoing programs that must be performed every year that are essential to the program and need to be accounted for in the annual work plan. Following is a partial list of those tasks.

1. Quarterly reporting to member municipalities.
2. Annual reporting to DNR.
3. Bill municipalities and track payments.
4. Develop annual work plans.
5. Update and maintain the www.ripple-effects.com website.
6. Continue to be an active partner of WI Salt Wise.
7. Promote North American Stormwater and Erosion Control Association (NASECA) Wisconsin Chapter events.
8. Develop and distribute outreach tools and articles to municipalities, friends' groups, community groups and neighborhood association newsletters.
9. Develop and provide presentations/demonstrations focused on audience interests/concerns.
10. Maintain and use existing list serves and distribution lists to disseminate information.
11. Promote stormwater-related activities and lessons to groups and educators (libraries, schools, community groups).
12. Promote trainings for consultants, contractors, and municipal staff.

13. Promote tools such as the Dane County Erosion Control and Stormwater Management Manual.
14. Continue to seek opportunities to partner with local or regional environmental or water-related groups on outreach efforts.
15. Continue to actively participate in the Statewide Stormwater Collaborative group to learn from other stormwater groups across the state and discover possible projects to partner on.

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.ripple-effects.com. Other examples include:

- using provided outreach tools to promote MAMSWaP campaigns, events and trainings through local communication channels (newspaper, social media, newsletters, etc.),
- implementing education and outreach programs locally, and
- encouraging staff to attend stormwater-related trainings led by Dane County, MAMSWaP, or other partners (e.g. WI Salt Wise).

Municipalities must document in their reports to DNR how they have implemented outreach campaigns and used the materials developed by the I&E Committee.

EVALUATION

Evaluation is an important component of the Information and Education (I&E) Plan. It begins when the program is planned, is incorporated into each step of implementation, and is emphasized at critical points. Evaluation will be an ongoing process to measure the effectiveness of both the individual activities and the overall plan in increasing knowledge that could lead to positive behavior changes. Evaluation will also provide a mechanism for obtaining feedback from the target audiences on how to improve subsequent educational activities.

MAMSWaP uses various forms of both informal and formal evaluation to help measure the effectiveness of programs including: workshop evaluations, participation in specific campaigns, feedback from partners and target audiences, behavioral observations, and web site and social media analytics. In addition to the evaluation methods listed above, MAMSWaP partnered with the University of Wisconsin Extension in 2024 to design, distribute and analyze a formal random sample survey of residents in MAMSWaP communities. At the time of writing this plan, the results of the survey have been collected and preliminary results are available. Once the final report has been completed, it will be available on www.ripple-effects.com. Information from all these evaluation methods were used to develop this I&E Plan and will be used to develop future annual work plans.

Outreach strategies need to be opportunistic and flexible, providing easily accessed educational materials regarding practices and behaviors, allowing for rapid responses as well as adequate resources to support rapid responses. Annual work plans will take into account not only the results of the 2024 survey, but also experiences from implementation of previous work plans and activities.

The I&E plan is a product of a continuous planning and evaluation process. The 2024 survey was implemented to determine: the knowledge of urban stormwater pollution issues, actions residents are taking to reduce and improve the quality of stormwater, and willingness and motivators to implement specific stormwater practices among residents in the project area.

The I&E Committee will continue to provide oversight during implementation of the 2025-2029 I&E plan. As activities are planned and materials developed, the I&E Committee will review them and provide feedback as needed, continuing to focus the I&E efforts on activities required by the permit. Additional feedback will be obtained from the audiences of some of the individual education activities, providing useful information on how the actions can be improved during the course of the implementing the plan.

APPENDIX A

Municipal Contacts

| MUNICIPALITY | CONTACT INFO |
|---------------------------|---|
| Fitchburg (city) | Ben Schulte, Environmental Engineer, City of Fitchburg, 5520 Lacy Road, Fitchburg, WI 53711-5318; 608-270-4262; ben.schulte@fitchburgwi.gov |
| Madison (city) | Greg Fries, P.E., Principal Engineer, City of Madison Engineering Division, City-County Building, Room 115, 210 Martin Luther King Jr. Blvd., Madison, WI 53703; 608-267-1199; gfries@cityofmadison.com |
| Middleton (city) | Erik Sorensen, Assistant City Engineer, City of Middleton Public Works Dept., 7426 Hubbard Ave., Middleton, WI 53562; 606-821-8378; esorensen@cityofmiddleton.us |
| Monona (city) | Daniel Stephany, Director of Public Works & Utilities, City of Monona, 5211 Schluter Road, Monona, WI 53716; 608-222-2525; dstephany@ci.monona.wi.us |
| Stoughton (city) | Sue Eddy, Engineer Technician, 207 South Forrest St., Stoughton, WI 53589; 608-873-8458; seddy@cityofstoughton.com |
| Sun Prairie (city) | Adam Schleicher, City Engineer, City of Sun Prairie, 300 E. Main St., Sun Prairie, WI 53590; 608-825-1170; aschleicher@cityofsunprairie.com |
| Verona (city) | Bryan Manning, Public Works Director, City of Verona, 410 Investment Ct., Verona, WI 53593-8749; 608-848-6801; bmanning@veronawi.gov |
| Cottage Grove (village) | Kyela Sprecht, Public Works and Utilities Director, Village of Cottage Grove, 210 Progress Dr., Cottage Grove, WI 53527, 608-839-5813, kspecht@village.cottage-grove.wi.us |
| Cross Plains (village) | Jerry Gray, Village of Cross Plains, 2417 Brewery Rd, Cross Plains, WI 53528, 608-235-1054; jerry@cross-plains.wi.us |
| DeForest (village) | Judd Blau, Village of DeForest, 205 DeForest Street, PO Box 510, DeForest, WI 53532; 608-846-6751; Blauj@vi.deforest.wi.us |
| Maple Bluff (village) | Tom Schroeder, Public Works Superintendent, Village of Maple Bluff, 18 Oxford Place, Madison, WI 53704; 608-244-3048; tschroeder@villageofmaplebluff.com |
| McFarland (village) | Lee Igl, Director of Public Works, Village of McFarland, 5915 Milwaukee St., McFarland, WI 53558; 608-838-7287; lee.igl@mcfarland.wi.us |
| Shorewood Hills (village) | Brian Mooney, Village Administrator, Village of Shorewood Hills, 810 Shorewood Blvd., Madison, WI 53705; 608-267-2680; BMooney@shorewood-hills.org |
| Wauwaukee (village) | Aaron Jahncke., Village Engineer, Village of Wauwaukee, 500 W. Main St., Wauwaukee, WI 53597; 608-849-6469; ajahncke@wauwaukee.com |
| Windsor (village) | Davis Clark, Director of Public Works, Village of Windsor, 4084 Mueller Road, DeForest, WI 53532; 608-888-0066; davis@windsorwi.gov |
| Blooming Grove (town) | Mike Wolf, Town Administrator, Town of Blooming Grove, 1880 S. Stoughton Road, Madison, WI 53716; 608-223-1104; bgadmin@blmgrove.com |
| Burke (town) | PJ Lentz, Town Clerk/Treasurer, Town of Burke, 5365 Reiner Rd., Madison, WI 53718; 608-825-8420; Clerk@TownofBurke.com |
| Middleton (town) | Meghan Hughes, Treasurer, 7555 West Old Sauk Road, Verona, WI 53593; 608-833-5887; mhughes@town.middleton.wi.us |
| Westport (town) | Dean Grosskopf, Town Administrator, Town of Westport, 5387 Mary Lake Rd., Wauwaukee, WI 53597; 608-849-4372; dgrosskopf@townofwestport.org and Jess |
| Dane County | Jeremy Balousek, Water Resource Engineering Division Manager, Dane County Land and Water Resources Dept., 5201 Fen Oak Drive, Rm 208, Madison, WI 53718; 608-224-3747; balousek@countyofdane.com |
| UW-Madison | Jon Jackson, Lead Environmental Affairs Specialist, UW-Madison, 21 N. Park St, Mail Room 7259., Madison, WI 53715, (608) 220-6648; jon.jackson@wisc.edu |