

**MADISON AREA MUNICIPAL STORMWATER PARTNERSHIP  
2024 ANNUAL INFORMATION AND EDUCATION WORK PLAN**

**DISTRIBUTED TO PARTNERSHIP MEMBERS ON DECEMBER 15TH, 2023**

The Madison Area Municipal Stormwater Partnership (MAMSWaP), under the auspices of a five-year memorandum of understanding through 2024, 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, Cross Plains, DeForest, Maple Bluff, McFarland, Shorewood Hills, Waunakee and Windsor; the Towns of Burke, Blooming Grove, Middleton, Westport; 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 Madison and Stoughton, Village of DeForest, Town of Burke, Dane County, Madison Metropolitan Sewerage District (MMSD), Wisconsin Department of Natural Resources (WDNR), AECOM, and the University of Wisconsin – 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-S058416-4 (effective July 1, 2019 – June 30, 2024 and continuing until permit re-issuance); and, WPDES Permit Number WI-S050075-03 (effective May 1, 2019 - April 30, 2024 and continuing until permit re-issuance) for the Village of Cross Plains, 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. The permit requires that the information and education plan establish measurable goals for the topic areas listed in Table 1 below. Each co-permittee shall address all eight topics at least once during the permit term with a minimum of six topics each year.

**Table 1. Public Education and Outreach Topic Areas and Descriptions**

#	Topic Area	Description
3.1.4.1	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.
3.1.4.2	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.

3.1.4.3	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.
3.1.4.4	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.
3.1.4.5	Residential Infiltration	Promote infiltration of residential storm water runoff from rooftop downspouts, driveways and sidewalks.
3.1.4.6	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.
3.1.4.7	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.
3.1.4.8	Green Infrastructure/Low Impact Development	Promote environmentally sensitive land development designs by developers and designers, including green infrastructure and low impact development.

### **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](http://www.ripple-effects.com). Other examples include:

- using provided articles and other information in municipal newsletters or utility bill inserts,
- promoting MAMSWaP campaigns, events and trainings,
- providing information on municipal web sites,
- issuing press releases to local newspapers,
- implementing a local Adopt A Storm Drain program, and
- promoting the storm drain marking program.

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

### **Additional Activities and Ongoing 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. The following is a partial list of those tasks:

1. Quarterly reporting to member municipalities
2. Annual reporting to DNR.
3. Billing municipalities and tracking payments.
4. Developing annual work plans.
5. Updating and maintaining the [www.ripple-effects.com](http://www.ripple-effects.com) website.
6. Continuing to be an active partner of WI Salt Wise.
7. Continuing to promote North American Stormwater and Erosion Control Association Wisconsin Chapter events.
8. Developing and distributing outreach tools and articles to municipalities, friends groups, community groups and neighborhood association newsletters.
9. Developing and providing presentations (PowerPoint, demonstrations, etc.) focused on audience interests/concerns.
10. Continuing to maintain and use existing list serves and distribution lists to disseminate info.
11. Continuing to provide organizations and community groups assistance and partnering with projects (presentations, displays etc. for communities).
12. Continuing to promote and support storm drain marking programs with supplies and other materials.
13. Promoting stormwater education materials and curriculum.
14. Publicizing training for building inspectors, contractors and staff.
15. Publicizing the availability of the Dane County Erosion Control and Stormwater Management Manual.
16. Promoting use of the Enviroscape model and Rainfall Simulator.
17. Continuing to coordinate outreach with partners such as Madison Metropolitan Sewerage District, Clean Sweep and others.
18. Continuing 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.

## **Acknowledgments**

The Madison Area Municipal Stormwater Partnership's 2024 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 2024 Annual I&E Work Plan**

Jeremy Balousek, Dane County Land and Water Resources Department

Judd Blau, Village of DeForest

Christal Campbell, Dane County Land and Water Resources Department

Sue Eddy, City of Stoughton

Rick Eilertson, AECOM

Phil Gaebler, City of Madison

Claudia Guy, Dane County Land and Water Resources Department  
Greg Hall, Village of DeForest  
Jon Jackson, UW-Madison  
Kathy Lake, Madison Metropolitan Sewerage District  
Hannah Mohelnitzky, City of Madison  
Rodney Scheel, City of Stoughton  
PJ Lentz, Town of Burke

For more information, visit [www.ripple-effects.com](http://www.ripple-effects.com) or contact Christal Campbell at 608-228-4493 or [campbell.christal@countyofdane.com](mailto:campbell.christal@countyofdane.com).

WPDES Permit (MAMSWaP) 2024 Annual Information and Education Work Plan for \_\_\_\_\_ Dane County, WI

Topic Areas Covered: \_\_\_\_\_

Active Delivery Mechanisms Used\*: \_\_\_\_\_

\* Per guidance from Eric R, MAMSWaP members may take credit for active mechanisms organized by MAMSWaP as long as they promote those activities.

Program/Activity	Audience	Timing	MAMSWaP Activities	Individual Municipality Activities (Check all that will be completed in 2024)	Public Education and Outreach Topic(s) Addressed <sup>1</sup>
Storm Drain Mural Program	Residential Educational	a. Nov-Dec 2023 b. Dec 2023-Jan 2024 c. Feb 2024 d. Mar-Aug 2024 e. Jun-Aug 2024 f. Jun-Aug 2024	a. Update and post Storm Drain Mural Grant on Ripple Effects web site. b. Promote Storm Drain Mural Grants. c. Rank and select 2-3 applications for new murals and 8-9 repainted murals. d. Work with municipalities, partner groups (schools, communities groups, etc.), and local artist to design and paint storm drain murals. e. Provide partner groups with articles to promote new murals locally. f. Add new storm drain murals to Storm Drain Mural Project map.	<input type="checkbox"/> Promote program and encourage partner groups to apply. <input type="checkbox"/> Help locate suitable storm drain mural sites. <input type="checkbox"/> Approve storm drain mural design.	1. Illicit Discharge Detection and Elimination 7. Pollution Prevention
Illicit Discharge Reporting Program	Residential Public Sector Private Sector	a. Jan-Mar 2024 b. Apr-May 2024	a. Work with City of Madison Dane County Public Health to create BMP fact sheets for contractors and businesses within sectors prone to engaging in unauthorized discharges. b. Mail or email local businesses of concern directly and share illicit discharge ordinance and BMP information.	<input type="checkbox"/> Share BMP fact sheets with local businesses directly from the municipality (or, alternatively, provide addresses of relevant businesses to the Stormwater Education Coordinate (SWEC) to be sent out from MDCPH/DCLWRD).	1. Illicit Discharge Detection and Elimination 7. Pollution Prevention
WI Stormwater Week	Residential Public Sector Educational	a. Jan 2023-Aug 2024 b. Apr-Aug 2024 c. Apr-Aug 2024	a. Participate on statewide Stormwater Collaborative Group planning team. b. Develop outreach resources to promote Stormwater Week. c. Plan and hold at least one local outreach event during Stormwater Week (potentially, a downspout garden kit sale).	<input type="checkbox"/> Promote stormwater related messages and events using provided outreach tools during WI Stormwater Week. <input type="checkbox"/> Host a local stormwater related event during WI Stormwater Week	1. Illicit Discharge Detection and Elimination 2. Household Hazardous Waste Disposal/Pet Waste Management/Vehicle Washing 3. Yard Waste Management/Pesticide and Fertilizer Application 5. Residential Infiltration 7. Pollution Prevention

1. From Table 1 of WPDES WI-S058416-04

Program/ Activity	Audience	Timing	MAMSWaP Activities	Individual Municipality Activities (Check all that will be completed in 2024)	Public Education and Outreach Topic(s) Addressed*
Clean Sweep Local Collection Event	Residential	a. Jan-Apr 2024 b. Jan 2024 c. Jan-Feb 2024 d. Mar-Apr 2024	a. Partner with Dane County Waste and Renewables and participating communities to plan a municipal Clean Sweep Hazardous Waste Collection Event at the Clean Sweep facility. b. Create a registration and voucher system for residents. c. Create outreach tools for participating communities. d. Hold Hazardous Waste Collection Events.  ***This is limited to four municipalities located in proximity to the Clean Sweep facility. Contact the SWEC, if interested.***	<input type="checkbox"/> Promote Clean Sweep Hazardous Waste Collection Event using provided outreach tools (only open to residents of selected communities).	1. Illicit Discharge Detection and Elimination 2. Household Hazardous Waste Disposal 7. Pollution Prevention
Stormwater Pollution/ Prevention Education Tools	Residential Educational	a. Jan-Dec 2024 b. Jan-Dec 2024 c. Jan-Dec 2024 d. Apr-Oct 2024	a. Promote stormwater ed. tools to groups and educators. b. Use stormwater ed. tools in at least 5 presentations, in-person or virtual. c. Check out stormwater ed. tools to at least 5 educators/groups. d. Prepare and maintain rainfall simulator samples.  <i>Educational tools include:            Rainfall Simulator, Enviroscape, Stormwater Animation, Lawns and Water Quality video, Stormwater Pollution and Solutions video and Storm Drain Marking</i>	<input type="checkbox"/> Promote stormwater ed. tools to local partners, groups and educators. <input type="checkbox"/> Post links to virtual resources on municipal web site. <input type="checkbox"/> Check out the Enviroscape or Rainfall Simulator to use at local event(s) or presentation(s). <input type="checkbox"/> Provide SWEC with a local presentation opportunity along with contact information.  ***Limited to 10 SWEC-led presentations per year for all MAMSWaP partners***	1. Illicit Discharge Detection and Elimination 2. Household Hazardous Waste Disposal/Pet Waste Management/Vehicle Washing 3. Yard Waste Management/Pesticide and Fertilizer Application 4. Stream and Shoreline Management 5. Residential Infiltration 7. Pollution Prevention
Leaf-free Streets for Clean Waters	Residential Educational Private Sector	a. Sept 2024 b. Sept-Oct 2024 c. Oct-Nov 2024 d. Oct-Nov 2024	a. Update and distribute Leaf-free Streets for Clean Waters Toolkit to municipalities and groups. b. Print leaf-free streets signs for municipalities, as requested. c. Promote actions and rain alert system through social media, flyers, newsletter articles, signs, presentations, newspaper and online advertising. d. Monitor weather and issue email/text rain alerts.	<input type="checkbox"/> Promote Leaf-free Streets program, encourage residents to remove street leaves before the rain and sign up for rain alerts using provided outreach toolkit. <input type="checkbox"/> Make signs available to residents. <input type="checkbox"/> Engage local groups in heavy street tree areas and reward good practices.	3. Yard Waste Management/Pesticide and Fertilizer Application

\*from Table 1 of WPDES WI-S058416-04

Program/ Activity	Audience	Timing	MAMSWaP Activities	Individual Municipality Activities (Check all that will be completed in 2024)	Public Education and Outreach Topic(s) Addressed*
Plant Dane Native Plant Program	Residential Educational Private Sector	a. Nov 2023-Jan 2024 b. Feb 2024 c. Feb-Mar 2024 d. Feb-Mar 2024 e. May-Jun 2024	a. Work with Agrecol to update plant list/order system. b. Launch Plant Dane online order site. c. Update and distribute Plant Dane Toolkit to municipalities and groups. d. Sell at least 20,000 native plants through Plant Dane. e. Distribute native plant orders/donations.	<input type="checkbox"/> Promote Plant Dane program and encourage residents and groups to plant native plants and build rain gardens using provided campaign tools. <input type="checkbox"/> Volunteer to hand out plants during a Plant Dane pickup event.	4. Stream and Shoreline Management 5. Residential Infiltration 7. Pollution Prevention 8. Green Infrastructure/Low Impact Development
Free Native Plants for School and Community Projects (FNPSCP) Program		a. Nov- Dec 2023 b. Dec 2023-Jan 2024 c. Feb-Mar 2024 d. May-Jun 2024	a. Update and post FNPSCP Grant Application. b. Promote and review FNPSCP Grants. c. Solicit and collect donations for at least 10 FNPSCPs. d. Distribute native plant donations.	<input type="checkbox"/> Promote FNPSCP program to local schools, groups, non-profits, neighborhood associations, etc. and encourage groups to apply. <input type="checkbox"/> Assist groups with planning and installation of gardens. <input type="checkbox"/> Promote local projects and encourage local residents and groups to donate plants through Plant Dane orders system.	5. Residential Infiltration 7. Pollution Prevention 8. Green Infrastructure/Low Impact Development
Rain Garden Coaching Session / Workshop	Residential Educational General Public	a. Feb-Mar 2024 b. Feb-Mar 2024 c. Feb-Mar 2024 d. May-Jul 2024	a. Plan and host rain garden coaching session or workshop with at least 20 people. b. Promote rain garden coaching sessions. c. Coordinate registrations and create customized tools for each participant. d. Offer and process plant reimbursements for participants located in MAMSWaP communities.	<input type="checkbox"/> Promote the Rain Garden Workshop and encourage residents to sign up. <input type="checkbox"/> Volunteer to be a trainer at the Rain Garden Workshop.	5. Residential Infiltration 7. Pollution Prevention 8. Green Infrastructure/Low Impact Development
Adopt A Storm Drain Program (AASD)	Residential Educational	a. Jan-Dec 2024 b. Jan-Dec 2024 c. Jan-Dec 2024 d. Jan-Dec 2024 e. Jan-Dec 2024 f. Jan-Dec 2024	a. Coordinate with Dane County Information Management to maintain and improve AASD website. b. Assist volunteers with web issues. c. Supply municipalities with cleaning kit materials. d. Develop outreach tools and promote program. e. Develop and distribute volunteer newsletter, the Storm Drain Scoop, 3-4x/year. f. Work with partner communities interested in joining the program.	<input type="checkbox"/> Participate in program and provide storm drain location data to Dane County. <input type="checkbox"/> Distribute cleaning kits to local volunteers. <input type="checkbox"/> Promote program locally using campaign tools through newsletters, local newspaper, mailings, web site, meetings, social media, etc. ***Contact SWEC, if interested.***	1. Illicit Discharge Detection and Elimination 3. Yard Waste Management/Pesticide and Fertilizer Application 7. Pollution Prevention
NASECA Trainings	Construction Professionals Public Sector	a. Jan-Dec 2024 b. Jan-Dec 2024 c. Jan-Dec 2024	a. Promote NASECA Trainings. b. Provide discounts to attend trainings for MAMSWaP communities.	<input type="checkbox"/> Promote NASECA Trainings to local construction professionals and municipal staff	6. Construction Sites and Post-Construction Storm Water Management

\*from Table 1 of WPDES WI-S058416-04

Program/ Activity	Audience	Timing	MAMSWaP Activities	Individual Municipality Activities (Check all that will be completed in 2024)	Public Education and Outreach Topic(s) Addressed*
WI Salt Wise Program and Salt Certification Trainings	Residential Private Sector Public Sector	a. Jan-Dec 2024 b. Jan-Mar 2024, Sept-Dec 2024 c. Sept-Dec 2024 d. Sept-Dec 2024	c. Encourage municipal staff and contractors to attend NASECA events. a. Participate on WI Salt Wise Steering Committee and attend meetings. b. Collaborate with WI Salt Wise partners to promote, develop and distribute resources to reduce winter salt use. c. Partner with WI Salt Wise to hold one in-person salt related training (certification or specialized training) in Dane County with at least 20 participants. d. Contract with Bolton and Menks to lead one virtual salt certification training.	and encourage attendance through MAMSWaP provided discounts. <input type="checkbox"/> Promote Salt Wise resources and practices to businesses, residents, schools, organizations, and facility managers using WI Salt Wise campaign tools. <input type="checkbox"/> Provide Salt Wise Coordinator with a local presentation opportunity along with contact information (school district, local company, etc). **Limited to 2 WI Salt Wise-led presentations per year for all MAMSWaP partners*** <input type="checkbox"/> Send municipal staff to Salt Certification Trainings. <input type="checkbox"/> Promote Salt Certification Trainings to municipal and private winter maintenance professionals and facilities managers. <input type="checkbox"/> Partner with Salt Wise to host a salt related training in your community and actively participate by sharing local efforts with group to reduce salt use. ***Limited to one MAMSWaP partner per year***	7. Pollution Prevention
Rain Barrel Sale	Residential	a. Mar-Apr 2024 b. Apr-Oct 2024 c. Apr-Oct 2024 d. Apr-Oct 2024 e. Apr-Oct 2024	a. Develop outreach tools to promote program. b. Order rain barrels and maintain supply. c. Maintain online order system to sell rain barrels. d. Collect and process reimbursement requests for residents in MAMSWaP communities. e. Partner with City of Middleton and Village of Deforest to store and distribute barrels.	<input type="checkbox"/> Promote use of rain barrels and purchase of discounted rain barrels using MAMSWaP outreach tools.	5. Residential Infiltration
Lawn Care Calendar	Residential	a. Feb-Mar 2024 b. Mar-April 2024 c. April 2024	a. Partner with UW to create lawn care calendar. b. Create outreach tools for partners. c. Publish and promote lawn care calendar.	<input type="checkbox"/> Promote use of final lawn care calendar using MAMSWaP outreach tools.	3. Yard Waste Management/Pesticide and Fertilizer Application 5. Residential Infiltration

\*from Table 1 of WPDES WI-S058416-04



Program/ Activity	Audience	Timing	MAMSWaP Activities	Individual Municipality Activities (Check all that will be completed in 2024)	Public Education and Outreach Topic(s) Addressed*
Stormwater Facility Interpretive Signage	General Public	a. Dec 2023-May 2024 b. May-Aug 2024	a. Work with local artist to create stormwater facility illustrations. b. Create signage templates for different types of stormwater facilities. c. Post signage at Dane County Parks with stormwater facilities.	<input type="checkbox"/> Use provided illustrations/templates to develop educational signage for municipal stormwater facilities.	8. Green Infrastructure/Low Impact Design
Green Infrastructure Demo Projects	General Public	a. April-Oct 2024 b. April-Aug 2024 c. Sept-Oct 2024	a. Work with selected MAMSWaP communities to create demo downspout gardens. b. Create signage for demo gardens. c. Provide plants and a printed sign for demo gardens.	<input type="checkbox"/> Provide SWEC with potential location(s) for a demo downspout garden. <input type="checkbox"/> Provide input on draft signage. <input type="checkbox"/> Install plants and signage, provided by SWEC.  ***Contact SWEC, if interested.***	5. Residential Infiltration 7. Pollution Prevention 8. Green Infrastructure/Low Impact Development
5-year Stormwater Outreach Survey	General Public	a. Nov-Dec 2023 b. Dec 2023 c. Feb-Mar 2024 d. Apr-May 2024 e. Jun-Jul 2024 f. Aug 2024	a. Work with consultant to update 2018/2019 survey. b. Send draft survey to I&E Team for input. c. Distribute online partner survey to local environmental or water related groups. d. Work with consultant to analyze results and develop draft survey report. e. Provide draft survey report to I&E Team for input. f. Present results to MAMSWaP Large Group.	<input type="checkbox"/> Help distribute and encourage completion of online survey to local environmental or water related groups.	ALL
Check-in Meetings with MAMSWaP Communities	MAMSWaP Communities	a. July-Sep 2024	a. Coordinate meetings with individual MAMSWaP communities to discuss what's been working/not working, and gather input on future programs/activities.	<input type="checkbox"/> Coordinate with SWEC and attend check-in meeting.	ALL
MAMSWaP I&E 5-Year Plan	MAMSWaP Communities	a. Sep-Oct 2024	a. Develop draft 5-Year Plan using input from Check-in Meetings and Stormwater Outreach Survey results. b. Provide 5-Year Plan to I&E Team for input. c. Provide 5-Year Plan to MAMSWaP Large Group for input and finalization.	<input type="checkbox"/> Provide input on draft 5-Year Plan.	ALL

\*from Table 1 of WPDES WI-S058416-04