

Madison Area Municipal Stormwater Partnership (MAMSWaP)-I&E Update Nov. 12th, 2024

Respectfully submitted by Christal Campbell, MAMSWaP Stormwater Education Coordinator-Dane County Water Resource Engineering Division, 608-228-4493, 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 events you may have coming up in your area so we can share and promote them. Please like and share our posts to spread the word in your community. As of Nov. 5th, we had 885 Facebook followers, an increase of about 50 from July.

Ripple Effects email box/web site- Christal and Claudia maintain the Ripple.Effects@countyofdane.com email box and are 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.

MAMSWaP Newsletter/Reminders- Sent out Aug. 16th and Sept. 18th.

Leaf-free Streets Update- Toolkit was shared with partners in August 16th newsletter and is available on the MAMSWaP member's page.

- 2024 rain alert subscriptions- 24 email (523 total), 56 text (693 total)
- Rain alerts issued: Oct. 23rd and 29th, Nov. 1st and 8th
- 300+ flyers and 30 yard signs requested
- Dane County Leaf-free Streets Press Release issued Oct. 21st.
- Nextdoor.com Leaf-free Streets post on Dane County page Oct 23rd. It generated 28,896 impressions, 39 likes and 6 comments.

Rain Barrel Sale Summary- The rain barrel order system is closed for the year and will open again in late April 2025.

- A record # of rain barrels (735) sold in 2024, a 25% increase from 2023.
- 237 MAMSWaP residents requested reimbursements for 318 rain barrels in 2024.
- \$9,540 issued to member residents as part of rain barrel reimbursement program in 2024.

Adopt A Storm Drain Update- Since relaunching in early 2024 the online Adopt A Storm Drain application has been working well with significantly less user issues reported.

- 116 total number of adopters
- 245 drains adopted
- 660 cleanings logged

2024 MAMSWaP Stormwater Outreach/Ed. Survey- We received 359 mailed responses from the 1500 surveys that were randomly mailed to MAMSWaP community residents, 24% response rate. 185 online surveys (fully completed) were submitted. The link to the separate online survey was sent to municipal and local partner groups with a request to share with their residents and members and also promoted via the Ripple Effects FB page. Survey results will be shared at the Nov. MAMSWaP meeting. The final report will be shared in late Dec. 2024.

2025-2029 MAMSWaP Information and Education Plan DRAFT- A [draft of the 2025-2029 MAMSWaP I&E Plan along with a list of significant changes/additions](#) was shared with MAMSWaP municipal contacts on November 6th. Please send any comments/suggested changes to Christal or Claudia by Nov. 18th.

WI Stormwater Week 2024 Summary- 2024 WI Stormwater Week was celebrated Sept. 21st-29th. Partners across the state were encouraged to promote daily topics/social media posts, webinars, and local events and link to local stormwater programs people could get involved with.

Statewide Webinars:

- Sept. 24 – A Salty Situation Webinar (WI Salt Wise & SWRPC)-46 registered/18 attended
- Sept. 25 –Pond Problems & Solutions Webinar (Root-Pike & WI DNR)- 98 registered/23 attended
- Sept. 26 – Is stormwater treated? Webinar (City of Superior & MMSD)- 52 registered/31 attended

Dane County Events:

- Sept. 23-Lil Explorers-Stormwater Preschool Program-Lussier Heritage Center -5 youth and 5 adults attended
- Sept. 24-Native Gardening for Healthy Lands and Waters Event-native Garden/downspout garden kit pick up, design workshop, and educational stations- 150+ attended
- Late Aug-Sept.24 -Native garden and downspout garden kit sale-open to all Dane County- 52 downspout garden kits sold, 27 pollinator garden kits sold, 30 garden design workshop/kits sold
- Sept. 26-Salt Wise Workshop and Equip. Open House (Parking Lots)- Madison Metro. Sewerage District -24
- 9/29-Waubesa Wetlands Film Screening and Education Event -Lussier Heritage Center-200+ attended.

Stormwater Week Plant Kit Sales

Municipality*	Downspout Garden Kits Sold	Pollinator Garden Kits Sold	Garden Design Kits Sold
Cottage Grove	0	0	1
Cross Plains	0	1	0
DeForest	3	1	0
Fitchburg	2	1	1
Madison	27	13	18
McFarland	1	1	2
Middleton	1	3	1
Monona	4	1	1
Oregon	3	1	0
Stoughton	3	2	0
Sun Prairie	1	3	1
Verona	1	0	2
Waunakee	1	0	1
Other	5	0	2
Total	52	27	30

* Based on Billing City.

2025 Storm Drain Murals Program- The 2025 Storm Drain Mural Program Application will be posted on the Ripple Effects web site in early Dec. We anticipate painting up to four new murals and up to four repaints in 2025. If you know of a good site or a group that might be interested in applying, please reach out to Christal or Claudia or share the program information -[Storm Drain Mural program/application](#) . Deadline to apply is Feb. 15th.

Free Native Plants for School and Community Programs (Spring Cycle)- The application period for the spring cycle will open in early Dec. Deadline to apply is Feb. 1st. Please share with local groups that might be interested- [Free Native Plants for Schools and Community Projects | Land and Water Resources Department](#).

2025 MAMSWaP Clean Sweep Events- Four MAMSWaP Clean Sweep are scheduled for this spring. Partnering municipalities are assigned a week during which residents who register can dispose of household hazardous waste for a reduced cost (\$5). Residents must use the voucher during open business hours of the assigned week. Each community will be limited to 100-125 vouchers and the cost will be evenly split between MAMSWaP, the participating municipality, and the resident each paying \$5 per voucher that is redeemed during the event. 2025 Clean Sweep Event Schedule:

- March 25-29- Stoughton Event
- March 31-April 5- Town of Middleton Event
- April 7-12- Windsor Event
- April 14-19- Monona Event

Partner Check-In Meetings- Claudia and Christal met with fifteen of the twenty MAMSWaP communities this summer. Feedback on current efforts and needs for the future was collected and used to develop the 5-year I&E Plan. If you didn't get a chance to schedule a meeting and would still like to meet, please contact Christal.

2025-2029 5-Year MAMSWaP Agreement -The 2025-2029 5-Year MAMSWaP Agreement will be shared with municipal partners in late November for signatures once the 5-Year I&E Plan is finalized.

MAMSWAP Quarterly I&E Meeting Summary

The MAMSWaP I&E Committee meeting met on Oct. 29th. Project updates are provided above. Please contact an I&E Committee member or Christal Campbell for further details or questions.

Recent Presentations/Events

- Elvehjem Community Resource Fair- Aug. 17th – rainfall simulator
- Lil Explorers-Stormwater Theme (Lussier Heritage Center)- Sept. 23rd – Enviroscope
- WI Stormwater Week Webinars -Sept. 24th-26th
- Native Garden Event/Downspout-Pollinator Garden Pick up (Lussier HC)- Sept. 24th - rainfall simulator
- Salt Wise Training (Dane County)- Sept. 26th, Oct. 9th and 23rd, Nov. 12th
- Waubesa Wetlands Film screening (Lussier Heritage Center)- Sept. 29th – rainfall simulator
- Rock River Confluence (Fitchburg) - Nov. 9th – presentation and rainfall simulator

Upcoming Presentations/Events/Trainings

- Windsor/DeForest Rotary Club Stormwater Presentation- Nov. 13th
- NASECA Construction Site Erosion Control and Stormwater Training- Pewaukee- Dec. 11-12th – *MAMSWaP members receive a \$100 discount (discount code-MAMSWAP100).*
- Salt Wise Parking Lot Training- Madison-Nov. 21st

Resources to check out- contact Christal or Claudia

-Tabletop Rainfall Simulator – will be available for checkout in late April 2025

-Bean Bag Toss Game

-Enviroscope

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.

-Outreach resources for internal and external partners are available on our Outreach Tools Page-

<https://ripple-effects.com/outreach-tools>

-MAMSWaP Resources web page for municipal partners- <https://ripple-effects.com/mamswap-members>