

Madison Area Municipal Stormwater Partnership (MAMSWaP)-I&E Update Nov. 4th, 2025

Respectfully submitted by Christal Campbell, MAMSWaP Stormwater Education Coordinator-Dane County Water Resource Engineering Division, 608-228-4493, Christal.Campbell@danecounty.gov.

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 Oct. 31st, we had 936 Facebook followers.

Ripple Effects email box/web site- Christal maintains 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 us know.

MAMSWaP Newsletter/Reminders- Sent out August 29th and September 18th.

WI Stormwater Week 2025 (Sept. 20th-28th)- Information about WI Stormwater Week with link to resources, outreach tools, and our local Dane County WI Stormwater Week web page was shared with partners on Sept. 2nd and 18th. Overall, there was good participation in webinars and local events.

Daily Statewide Webinars (12-1pm):

- Monday, Sept. 22 – Clean-Up 101 – 34 attendees
- Tuesday, Sept. 23 – What are the benefit of shoreline restoration?- 58 attendees
- Wednesday, Sept. 24 –What’s an illicit discharge?- 55 attendees
- Thursday, Sept. 25 – How to engage the community in stormwater education? – 50 attendees

Dane County Events:

- Monona Bay Shoreline Clean-Up- 9/13 – 41 participants
- Friends of the Yahara Headwaters Fall Clean-Up- 9/20 – 25 participants
- Native Garden Learning Hub Gathering- Rain Gardens and Downspout Gardens @ Lussier Family Heritage Center -9/21 – 21 participants
- Lil’ Explorers Stormwater Adventure 9/23- 8 participants
- Lake Wingra Community Bike/Walk- 9/28 – about 100 participants

Adopt A Storm Drain Program- The Adopt A Storm Drain (AASD) program continues to grow with 12 new adopters and 31 new storm drains adopted since August across five participating communities and 187 cleanings reported in the last three months. If your community is interested in joining the AASD program, please contact Christal or Claudia.

Rain Barrel Sales/Reimbursements- We’ve sold 435 rain barrels this year with 103 MAMSWaP residents applying for reimbursements (33%). Residents from across most MAMSWaP communities have taken advantage of the reimbursement program. The rain barrel sale closed on Oct. 31st and will open again in May 2026. Christal is working with Earthmark to determine costs for 2026 and restock our supply over the winter.

Leaf-free Streets for Clean Waters- An updated outreach toolkit was shared with partners in September. To date five rain alerts have been issued (Oct. 5th, 13th, 16th, 20th, and 31st). Rain alert email subscribers are up to 567 and text subscribers are at 716, an increase of 121 subscribers in 2025. City of Verona and City of Sun Prairie have requested custom yard signs and outreach tools. An additional 20 Dane County residents have requested yard signs, mostly from Madison and Middleton.

Storm Drain Murals Update- Mark Fraire with Dane Arts helped us connect with a new artist, Rodrigo Carapia, to take over the Storm Drain Mural program in 2026. Rodrigo has lots of experience working with school age students on designing and painting murals and is excited to partner with us on this project. The 2026 Storm Drain Mural applications will be available in Dec. and due Feb. 15th. If you know of a group/school that might be interested in applying, please encourage them to contact Christal to get help finding a suitable mural location.

Online Rain Garden/Native Garden Course-We recently met with UW Extension staff about partnering on a self-led on Rain Garden/Native Garden course. The idea is to create a flexible course with various modules covering specific native gardening topics as a lot of the information needed to prep, design and maintain native gardens is the same for various types of gardens. Participants would complete specific modules pertaining to the type of native garden they are interested in, pollinator, rain garden, downspout gardens, etc. Following completion of the course, we hope to offer students additional resources to encourage action, possibly a free site visit or reimbursement for plants/materials.

Nature in Session-Stormwater Exploration Programs- We will continue to offer up to 20 FREE Nature in Session Stormwater Exploration Programs for MAMSWaP partners through Lussier Family Heritage Center this year. [Nature in Session](#) brings programming out to the community (schools, libraries, camps). Sessions normally cost \$50 each, but MAMSWaP members can request up to 3 Stormwater Exploration sessions free of charge. Please share with schools and libraries in your communities. See promotional [flyers](#) and [social media graphics](#) on MAMSWaP Member page. Visit <https://lussierheritagecenter.com/Nature-in-Session> to request a program.

MAMSWAP Quarterly I&E Meeting Summary

The MAMSWaP I&E Committee meeting met on Oct. 22nd. Project updates are provided above. Please contact an I&E Committee member or Christal Campbell for further details or questions.

Recent Presentations/Events

- WI Stormwater Week -Sept. 20st-28th
- Native Plant Gardening Hub Gathering- Rain Gardens and Downspout Gardens (Lussier HC)- Sept. 21st
- Lil' Explorers- Stormwater Adventures (Lussier HC)- Sept. 23rd
- Lake Wingra Community Bike Ride/Walk- Sept. 28th- rainfall simulator
- Explorers 3 High School Stormwater Session (Lussier HC)- Oct. 23rd

Upcoming Presentations/Events/Trainings

- Smart Salting Trainings- Nov. 11th (Madison)
- NASECA Erosion Control and Compliance Training- Dec. 9th-10th (Pewaukee)-**\$100 discount for MAMSWaP partners- use code MAMSWAP100 when registering**

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>
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