

Madison Area Municipal Stormwater Partnership (MAMSWaP)-I&E Update Nov. 7th, 2023

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. 2nd we had 774 Facebook followers.

Ripple Effects email box/web site- Christal maintains the Ripple.Effects@countyofdane.com email box and is 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. 7th, Aug. 31st and Oct. 27th

WI Stormwater Week Recap- The first ever WI Stormwater Week was held Aug. 5th-13th. The goal was to raise awareness of stormwater issues and provide information on actions and programs residents can get involved with to reduce stormwater pollution. Statewide events included two webinars and social media campaign with daily stormwater topics. MAMSWaP members were asked to sign on and share customized social media posts to promote local programs and statewide events. A WI Stormwater Week web page was created on our Ripple Effects web site with links to events for the week and local resources that corresponded to the daily topics. Traffic to the Ripple Effects pages increased substantially during WI Stormwater Week, especially to the WI Stormwater Week page, Downspout Garden Sale page and Rain Barrel Sale page.

WI Stormwater Week Events

- Summer at the Storm Drains- Storm Drain Mural Scavenger Hunt in partnership with the City of Madison and Clean Lakes Alliance (CLA). Around 200 entries were submitted. Prizes included gift cards to local vendors, restaurants, rain barrels and downspout garden kits.
- Native Downspout Garden Plant Kit Sale (open to residents of MAMSWaP communities). 91 kits were available for \$30/each. Kits sold out by early afternoon on the first day of the sale.

Location	# of Downspout Garden Kits Purchased
Deforest	2
Madison	43
Madison / Fitchburg	7
Madison / Middleton	5
McFarland	1
Middleton	12
Monona	10
Stoughton	8
Sun Prairie	1
Waunakee	1
Eau Claire	1
Total	91

-Rain Barrel Sale (open to all Dane County residents). 93 rain barrels sold between July 30th and Aug. 13th

- Webinars: Managing Water Where it Falls (Aug. 8th) - 70 attended, Leaf-free Streets (Aug. 10th) - 30 attended. Recordings are available on the WI Land and Water web site.

- Waunakee Household Hazardous Waste Disposal Event (Aug 12th) -95 tickets sold- 77 pre-registration, 14 day of, 4 no-shows.

Location	# of tickets
Black Earth	1
Brooklyn	1
Cross Plains	1
Dane	3
DeForest	6
Fitchburg	1
Lodi	1
Madison	8
Middleton	13
Monona	1
Mount Horeb	1
Sun Prairie	6
Verona	1
Waunakee	33

2024 Storm Drain Mural Plans- We recently assessed the condition of all storm drain murals across the county to determine which need to be repainted. Many of the murals are still in relatively good shape, but some have worn away and need a refresh. For 2024, we'll focus on repainting 8 murals and only painting up to 2-3 new murals. We're going to try a new process that includes applying grit and a sealer to better protect the murals. Applications for new mural will be available in Dec. 2023. If you have a good location for a mural in your community, please contact Christal.

MAMSWaP Days at Clean Sweep- We're partnering with Dane County Clean Sweep to host a few MAMSWaP days in 2024 for some MAMSWaP municipalities that are located within close proximity to the Clean Sweep facility where we can't justify a costly remote event.

- 2024 Partner municipalities-Cottage Grove, McFarland, Town of Burke and Town of Blooming Grove
- Offer up to 100-150 free vouchers to each municipality to dispose of household hazardous waste at the Clean Sweep facility. Pre-registration required.
- Each municipality will be assigned a specific Sat. in March/April with extended hours.
- Cost will be split between MAMSWaP and the municipality.
- MAMSWaP will coordinate registration system and provide municipality with outreach materials.
- Clean Sweep will provide increased staffing on MAMSWaP days.
- Partner municipality will take the lead on spreading the word locally.

Rain Barrel Summary – The rain barrel program continues to be popular with 528 sold in 2023 and 32% of customers applying for a reimbursement. Rain barrel sales ended for the year on Oct. 31st and all rain barrels must be picked up by Nov. 23rd. Sales will open back up in April 2024.

Rain Barrel Sales

Location*	Rain Barrels Sales
Cottage Grove	6
Cross Plains	13
Dane	1
Deforest	30
Madison	178
Madison / Fitchburg	68
Madison / Middleton	11
McFarland	25
Middleton	26
Monona	68
Oregon	9
Stoughton	4
Sun Prairie	20
Verona	14
Waunakee	6
Windsor	5
Other	44
TOTAL	528

Rain Barrel Reimbursements

Location	# of People who Applied for a Reimbursement	# of Rain Barrel Reimbursement Provided
Blooming Grove	1	1
Burke	1	1
Cottage Grove	3	3
Cross Plains	3	3
DeForest	8	8
Fitchburg	11	12
Madison	86	95
Monona	0	0
McFarland	6	7
Middleton	6	7
Stoughton	3	3
Sun Prairie	9	12
Verona	7	7
Waunakee	6	6
Windsor	3	3
TOTAL	153	168

*Based on billing zip code.

Green Infrastructure (GI) Tour Summary- The 2023 Green Infrastructure Bus Tour took place on October 3rd from 8:30 am-1:00 pm. The goal of this tour was to provide stormwater professionals with exposure to different types of facilities that can be used to meet stormwater requirements, additional insight into the maintenance of these facilities post-construction, and considerations to keep in mind during the design process. Thirty-seven people attended. The tour featured seven sites, including: Wingra School, Westmorland neighborhood, First Unitarian Church, Madison Christian Community, Nesbitt-Heights Stormwater Facilities, Promega-Chappelle, the O'Brien Solar Fields, and Terravessa. For more details on the locations or the tour, contact Claudia Guy.

Leaf-free Street for Clean Waters Update- Toolkit shared with partners in late August and available on the MAMSWaP members page.

- 2023 rain alert subscriptions- 48 email (499 total), 93 text (642 total). Noticeable increase after Madison Minute article (9/20), City of Madison Press Event (10/10), and Nextdoor.com post 10/17)
- Rain alerts issued: Oct 10th, 23rd, and 30th
- 1500 flyers requested and 10 signs

New Adopt a Storm Drain Reporting Page- We're in the process of transitioning existing adopters to a new and improved Adopt A Storm Drain Reporting Site to replace our old system that had a growing number of issues that we weren't able to fix in house. The new system was created by our Dane County staff, which allows us to make easy changes and address issues that come up in a timely fashion. We'll re-launch the Adopt A Storm Drain program in spring 2024 using the new, more reliable site. Main improvements/features include:

- Much more user-friendly interface

- Username and password login
- Option to submit before and after photos directly on the site
- Reporting/cleaning history visible to the adopter
- Dashboard with total number of cleanings, volume, dates, etc. (coming soon)
- Automated emails
- Fields to collect address and phone number
- Customized reports

2024 MAMSWaP Stormwater Outreach/Ed. Survey- We will be working with UW Extension Evaluation Team at the Natural Resources Institute on our 5-year Stormwater Outreach and Ed. Survey. This is the same group we worked with for the 2018/19 Survey. In addition to the mailed survey we will also be distributing an online survey to water related groups and organizations that likely have heard about our programs. Results of this survey will be compared to the results obtained through the mailed random sample survey. We'll be updating the survey this winter and distributing it in late Feb/early March. The cost of the survey project is about \$48,000. Results will be used to develop the 2025-2029 5-year I&E Plan.

MAMSWAP Quarterly I&E Meeting Summary

The MAMSWaP I&E Committee meeting met on October 24th. 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- Aug 5th-12th
- Downspout Garden Kit Sale (Pre-order)- Aug. 7th-11th
- Household Hazardous Waste Disposal Event (Waunakee)- Aug. 12th
- EcoLatino Watershed Presentation (Madison)- Aug. 23rd
- Water Stewards Workshop (Rainfall Simulator Demo)- Sept. 15th
- Green Infrastructure Tour- Oct. 3rd
- Salt Wise Parking Lot Training and Brine Open House-Forest Products Lab –Oct. 5th
- Water Stewards Workshop (Rainfall Simulator Demo)- Oct. 21st
- Salt Wise Equipment Open House- Sun Prairie- Oct. 28th

Upcoming Events

- NASECA Construction Site Erosion Control and Stormwater Training- Pewaukee- Nov. 28th-29th – ***MAMSWaP members receive a \$100 discount (discount code-mamswap100).***
- Salt Wise Roads Training- Madison Metro. Sewerage District, Nov. 28th

Resources to check out- contact Christal

- Tabletop Rainfall Simulator – Available to check out again in April 2024
- Bean Bag Toss Game
- Enviroscape

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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