

Madison Area Municipal Stormwater Partnership (MAMSWaP)-I&E Update May 3rd, 2022

Respectfully submitted by Christal Campbell, MAMSWaP Stormwater Education Coordinator-Dane County Water Resource Engineering Division, 608-224-3746, 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 articles or events you may have coming up in your area so we can share and promote. We try and post content once a week, but are happy to post additional events/articles. As of April 27th we had 690 Facebook followers, up from 651 in January.

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.

Illicit Discharge Ordinance Training – We are planning to host a training to provide information on Dane County’s new illicit discharge ordinance. We’d like your input on if there are any related topics (such as fair weather outfall inspections) that would be helpful to cover as part of this training. Please reach out to Claudia with any ideas or requests (guy.claudia@countyofdane.com). The target audience for this training will be the MS4 program administrators at MAMSWaP communities. The training will occur in late May or early June. Please keep an eye out for a doodle poll to determine the best date and time for everyone.

If you haven’t already, please go to the hyperlink below and provide the name and contact information for the designated illicit discharge staff for your municipality. This is who will be contacted if we receive illicit discharge reports in your municipality. If you’re unable to fill in the Google doc, please email contact information for your primary and backup contact to Claudia.

<https://docs.google.com/spreadsheets/d/1IJGDI418GEnAIGzLsROZtesDSpf0V8DVzrkX4L1j69o/edit?usp=sharing>

Adopt a Storm Drain Program- We are now opening the Adopt a Storm Drain program up to other MAMSWaP municipalities. Since launching the program in Nov. 2021, 148 storm drain have been adopted by 73 residents in five MAMSWaP communities. We're ready to open the program up to other interested MAMSWaP municipalities. In order to participate municipalities must:

- Provide an electronic file with storm drain locations,
- have a designated staff member who will work with Christal on cleaning kit distribution and act as the local liaison to the program and
- use provided outreach materials to promote the program locally.

Contact Christal know if you are interested in offering the program in your municipality. <https://ripple-effects.com/Adopt-A-Storm-Drain>

Plant Dane 2022-Order period ended March 22nd.

- 31,372 plants sold (21,965 in 2021)
- 3,312 plants donated to 31 projects (2168 to 21 projects in 2021)
- Pick up dates May 21st 8-11AM (order #s3394-3828) and May 25th 4-7PM (order #s 3829-4261)
- Information sources- 300 repeat customers
 - 191 friend/neighbor
 - 111 Facebook
 - 78 email
 - 55 newspaper
 - 54 newsletter
 - 41 web site
 - 33 relative

Native Landscaping: A Beautiful Solution to Pollution Webinar- March 8th

The webinar provided an introduction to the benefits of native plants and an overview of how to build three different native plant gardens including: a basic native garden, a downspout garden and a rain garden.

- 77 registered, 49 tuned in, 29 views
- sent follow up email with resources, link to recording and survey
 - 22 started the survey, but only 9 completed it
 - positive feedback, virtual format preferred

Habitat for Humanity (H4H) Rain Garden Project- Building a rain garden at a new H4H home located off Tennyson Ln in north Madison next to Lakeview Elementary School. Site assessment and design were completed by Dane County in March and funding for Plant Dane plants provided by MAMSWaP. Build day set for Saturday, June 4th. Native Landscaping Webinar participants will be invited to attend and assist as an educational opportunity. If we don't have enough interest, we'll reach out to Empower U participants and residents in Wingra watershed who have expressed interest in rain gardens. Hoping to create time-lapse video of the process to post on the web site.

NEW Native Garden Signs- MAMSWaP has three new native garden signs that will be available free of charge to groups that are participating in our Free Native Plants for School and Community Groups program and MAMSWaP communities in early summer. These are meant to be educational signs to help promote native gardens, downspout gardens and rain gardens. Signs are 10"x12" metal signs and come with a U-channel post. Contact Christal, if interested.

Spring Clean Sweep Household Hazardous Waste (HHW) Disposal Event – Dane County Waste and Renewables, MAMSWaP and City of Middleton partnered to host a local HHW Disposal event on Sat., April 23rd. Tickets were limited to 160 vehicles this spring to keep costs down. The event was open to all Dane County residents and tickets were \$10 online. On site tickets were also available, but not promoted.

- 135 online tickets sold
- 126 of those who pre-registered attended the event
- 23 day of tickets sold
- 2 vouchers

Depending on what the final staffing/disposal costs are from Veolia for this event, MAMSWaP hopes to partner with Dane County Waste and Renewables to offer local HHW disposal events every other year in MAMSWaP communities. Cost for the fall event ended up being about \$24,000 for 250 participants/vehicles. Dane County Waste and Renewables paid for the entire bill and MAMSWaP planned and coordinated the event. By limiting ticket sales to 160 we're hoping to get the cost down to ~\$15-16,000 for this event with \$1500 in ticket sales and contributions from MAMSWaP (\$6,000), Waste and Renewables (\$6,000) and City of Middleton (\$2,000).

Storm Drain Mural Update/Repaints- We received and approved four storm drain mural applications for 2022 along with two carryovers from 2021. All new site locations are "paint ready" and presentations were all completed in late March/early April. All sites will be providing input on designs. Painting will be done with students in late May/early June.

New murals:

- Randall Elementary, Madison
- Spring Harbor Middle School, Madison
- Jefferson Middle School, Madison
- Cottage Grove Elementary, Cottage Grove

2021 Carryovers:

- Warner Park, Madison
- Mariposa Daycare, Fitchburg

We have a couple municipalities that have requested repaints. If you have a mural that was painted in 2018-2020 that is looking a little worn and you'd like it repainted this year, contact Christal.

Earthmark Rain Barrels for Sale- Dane County/MAMSWaP is selling 50 gallon rain barrels at a discounted rate of \$74 (typically retails for ~\$150). This program is open to all Dane County residents and businesses. Residents that live in a MAMSWaP community are eligible to apply for an additional \$30 reimbursement. Rain barrels will be available for pickup at the Middleton Recycling Center and Deforest Yardwaste Collection Site during normal operating hours for those facilities from April-September. For more information on how to order a rain barrel, and how to apply for available reimbursement programs, please visit: www.ripple-effects.com/rainbarrels. Thanks to the City of Middleton and Village of DeForest for assisting with storage and distribution.

Sustain Dane Water Stewards Program- MAMSWaP is partnering with Sustain Dane to offer a NEW Water Stewards Program. This program is based off of the recent Master Recyclers Program. Participants will learn about how our local water system works, the human impact on water and gain knowledge and skills about practical actions to conserve, protect, restore, and advocate for our local water systems. MAMSWaP/Dane County stormwater programs and tools will be shared during two required virtual sessions.

Session 1: Tuesday, June 14 from 12-1:30 pm

Session 2: Tuesday, June 21 from 12-1:30 pm

The cost is \$15/individual and financial assistance is available. Participants will be encouraged to complete a water-focused project of their choosing following the sessions. To fully complete the program and receive the water steward certification, participants will have to complete a water project with the support of Sustain Dane and partners. Registration will be open in mid-May at <https://sustaindane.org/>.

2022 MAMSWaP Invoices Due- emailed to municipal contacts on Jan. 18th. Due April 30th, 2022.

MAMSWAP Quarterly I&E Meeting Summary

The MAMSWaP I&E Committee meeting met on April 20th. Project updates are provided above. Please contact an I&E Committee member or Christal Campbell for further details or questions.

Presentations -

Native Landscaping: A Beautiful Solution to Pollution webinar- March 8th
Storm Drain Mural Presentation Randall Elem.- March 22nd
Storm Drain Mural Presentation Spring Harbor Middle School-March 24th
Storm Drain Mural Presentation Jefferson Middle School- April 7th
Storm Drain Mural Presentation Cottage Grove Elem. – April 19th

Upcoming Events

Empower U! Stormwater Workshop- May 19th (UW Arboretum)
Sustain Dane Water Stewards Webinar- June 14th (virtual)
Sustain Dane Water Stewards Webinar- June 21st (virtual)
Jr Naturalist Rainfall Simulator Demo- June 29th (virtual)
Dane County Parks Pop-Up Event – July 10th (Lussier Family Heritage Center)

Resources to check out- contact Christal

-Tabletop Rainfall Simulator – now available to check out
-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.
 - Resources for partners are available on our Partner Resources Page- <https://ripple-effects.com/Partner-Resources> and MAMSWaP Resources folder in the Google Drive <https://drive.google.com/drive/u/0/folders/0B6IN0xfndLr9TXVtek90V05NbGc>
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