

Madison Area Municipal Stormwater Partnership (MAMSWaP)-I&E Update May 7th, 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 May 2nd, we had 819 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 March 6th

Plant Dane 2024 Summary- Order period ended March 19th

- 899 orders (773 in 2023)
- 35,372 plants ordered (30,256 in 2023)
- 3,060 plants donated to 39 projects. (2,524 donations to 39 projects in 2023)
- 385 repeat customers (272 in 2023)

Plant pick-up Sat., May 18th 8am-2pm at Dane Co. Parks facility on Robertson Rd. Customers assigned a pick-up time slot based on date of order.

Still looking for people to help with pick up on the May 18th. Contact Christal if you can help.

Dig Into Rain Gardens-1:1 Coaching Sessions – 32 of 35 registered attended. Breakdown of where people came from. Feedback from participants was very positive. Residents in MAMSWaP communities are eligible to receive up to a \$50 reimbursement for Plant Dane plants once proof of rain garden installation is received.

Participants from the following communities:

- Madison-24
- McFarland-2
- Oregon- 2
- Monona- 4
- Fitchburg- 1
- Middleton- 1
- Stoughton- 1

Storm Drain Murals 2024- We received and accepted all four applications that were submitted.

- Crestwood Elementary- Madison
- Huegel Elementary- Madison
- Outdoors We Learn Afterschool – Madison
- Monona Youth Bike Camp

We'll be using a new process that incorporates grit and sealer on new storm drains and repaints this year increase life expectancy of the murals. Up to eight repaints will be completed this year based on our condition inspections from 2023.

MAMSWaP Days at Clean Sweep- Four MAMSWaP events were held at Clean Sweep this spring. Events were only open to residents of participating communities and participants had to pre-register for a free voucher

to dispose of household hazardous waste. A limited number of free vouchers (100-150) were available for each municipality. Cost for free vouchers was split between MAMSWaP and the participating municipalities. Clean Sweep provided staff to keep the facility open after hours and tours of the product exchange room were offered during slow times. Outreach materials were shared with each community to promote the event locally.

- Sat., March 2nd – Town of Blooming Grove- 60 registered/43 attended
- Sat., March 16th- Village of Cottage Grove- 103 registered/64 attended
- Sat., April 13th- Town of Burke- 74 registered/48 attended
- Sat., April 27th- Village of McFarland- 120 registered/70 attended

In the future, we'll likely offer discounted tickets (\$5-10) rather than free vouchers to encourage attendance on the day of the event.

Rain Barrel Program- The rain barrel sale opened in early April for the year. The program continues to be wildly popular with almost 400 barrels sold within two weeks of sale opening. We recently decided to increase the cost from \$74 to \$78 to recoup more of the shipping costs. All program outreach resources have been updated with the new price and can be found on our member's page.

Stormwater Facility Signs/Illustrations- Our first Dane County Parks stormwater sign design for Salmo Pond Park is complete. The illustrations (bioretention basin, dry pond, and permeable pavement) and sign files are available to MAMSWaP members to use for outreach materials or signage and will be posted on our members page.

WI Stormwater Week 2024- WI Stormwater Week is scheduled for Sept. 21st-29th this year. WI DNR is working on hiring an intern to coordinate this statewide effort this year. One of the goals is to engage schools and libraries by providing lessons and resources. Statewide events will include a couple webinars and a social media campaign directing people to local resources and programs. Local events are encouraged. Here's the tentative plan of events for Dane County:

- "Roots and Ripples: Gardening for Healthy Lands and Waters" native garden/downspout garden design workshop 9/24
- native garden and downspout garden kit sale-open to all Dane County- distribute 9/24- order early Sept.
- downspout garden blitz for interested member communities
- Waubesa Wetlands Film Screening-Lussier HC-9/29

Adopt A Storm Drain Relaunch- Since transitioning to the new system in Nov. 2023 about half of our existing adopters have returned. We have updated all our outreach resources and hope to actively start promoting the program again after the official transition from .com to .gov for Dane County in mid-May.

2024 MAMSWaP Stormwater Outreach/Ed. Survey- Our 5-year Stormwater Outreach and Ed. Survey were mailed to a random sample of 1500 residents within MAMSWaP communities in late April. In addition to the mailed survey we will share an online version of the survey for member communities to distribute to their local environmental groups, committees, and residents in June after the mailed survey process is completed. We hope to have the survey results to share with MAMSWaP members in Aug. Results will be used to develop the 2025-2029 5-year I&E Plan.

2024 MAMSWaP Budget- The 2024 Budget will be presented at the meeting. See 2024 Budget at the end of the I&E Update.

2025-2029 5-Year MAMSWaP Agreement/Contribution Schedule-We will share the 2025-2029 5-Year MAMSWaP Intergovernmental Agreement Contribution Schedule with partners in June. The contribution schedule will be updated based on the 2020 Census data and contributions will include a 5% increase per year.

Partner Check-In Meetings- Claudia and Christal will be reaching out to schedule check in meetings with MAMSWaP communities this summer. The goal is to get feedback on how things are going and needs for the future. Input will be used to develop the 5-year I&E Plan along with the results of the survey this fall.

MAMSWAP Quarterly I&E Meeting Summary

The MAMSWaP I&E Committee meeting met on April 23rd. Project updates are provided above. Please contact an I&E Committee member or Christal Campbell for further details or questions.

Recent Presentations/Events

- Olbrich Garden Presentation- Plant Dane- Feb. 12th
- Salt Wise Parking Lot Training (MMSD)- Feb. 13th
- Dig Into Rain Gardens- 1:1 Coaching Sessions- Mar. 2nd
- Storm Drain Mural Presentation (Outdoors We Learn, Madison)- Mar. 13th
- Storm Drain Mural Presentation (Crestwood Elem, Madison)- Apr. 3rd
- Storm Drain Mural Presentation (Huegel Elem., Madison)- Apr. 18th
- Clean Sweep HHW Events- Mar. 2nd, 16th, Apr. 13th and 27th
- Bilingual Conservation Fair (Elver Park, Madison)- Apr. 20th - rainfall simulator
- Party for the Planet (zoo)- May 4th- rainfall simulator

Upcoming Presentations/Events

- Lussier Family Heritage Center Staff Training- May 7th
- Green Market (Shorewood Hills)- May 11th – rainfall simulator
- Plant Dane Plant Pick Up- May 18th
- Leopold School Environmental Event (Madison)- May 22nd -Enviroscape
- Storm Drain Mural Presentation (Monona Bike Camp)- June 12th
- Love Our Lake Event (McDaniel Park, McFarland)- June 13th – rainfall simulator
- DPI Library System Meeting – WI Stormwater Week Resources- June 18th
- Environmental Fun Fair- July 14th – rainfall simulator
- Lussier Family Heritage Center Water Camp- July 31st

Resources to check out- contact Christal or Claudia

-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.

-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>
