

Madison Area Municipal Stormwater Partnership (MAMSWaP)-I&E Update Aug. 5th, 2025

Respectfully submitted by Christal Campbell, MAMSWaP Stormwater Education Coordinator-Dane County Water Resource Engineering Division, 608-228-4493, Campbell.christal@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 Aug. 1st, we had 927 Facebook followers.

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 us know.

MAMSWaP Newsletter/Reminders- Sent out May 9th.

Rain Gardens Coaching Session Reimbursements – 11 of the 26 Rain Garden Coaching Session participants applied for and received up to \$50 Plant Dane native plant reimbursements. Applications were due by July 12th. 9 applications were from City of Madison residents, 1 from Verona, and 1 from Sun Prairie. Types of gardens installed: 9 rain gardens*, 9 downspout gardens and 2 native gardens. *Two additional rain gardens reported, but participants did not apply for a reimbursement.

Storm Drain Murals Update- Five new murals were painted this summer. Two of the five repaints are also completed. The remaining three repaints will be completed in August. Sonya Sankaran, our current artist, is unable to continue with the program next year. Christal is working with Dane Arts Mural Arts and/or Dane Arts to explore partnership opportunities for 2025.

Rain Barrel Sales/Reimbursements- We've sold almost 400 rain barrels this year with 86 MAMSWaP residents applying for reimbursements (31%). Residents from across most MAMSWaP communities have taken advantage of the reimbursement program. Cost is \$82 with a \$30 reimbursement for MAMSWaP residents. Rain barrel sales will continue through October unless supply runs out.

Adopt A Storm Drain Program- The Adopt A Storm Drain (AASD) program continues to grow with 22 new adopters and 53 new storm drains adopted in the last six month across seven of the eight participating communities and 153 cleanings reported in the last three months. Thank you mailings were sent in early June to active volunteers with a homemade card and voucher for a free Lussier Heritage Center program. All AASD volunteers were also invited to our upcoming Dane County LWRD/Parks Volunteer Picnic on Sept. 9th. We're always looking for ways to recognize volunteers and keep them engaged! If your community is interested in joining the AASD program, please contact Christal or Claudia.

Nature in Session-Stormwater Exploration Programs- Two communities have taken advantage of our free Stormwater Exploration Programs 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. We have funding to pay for up to 16 additional sessions in 2025. If you are interested, visit <https://lussierheritagecenter.com/Nature-in-Session> to request a program.

WI Stormwater Week 2025 (Sept. 20th-28th)- This year the statewide planning team is asking groups to plan local clean-up events around the state. We're working on planning a few local clean-ups and/or partnering with other groups that have local clean-up events already planned here in Dane Co. If you know of a

shoreline/waterbodies in your community that could benefit from a fall clean-up and are willing to partner on an event during Stormwater Week, please contact Christal or Claudia. WI Stormwater Week plans also include four webinars and a social media campaign directing people to local resources and programs. We'll share outreach resources, links to registrations, etc. with partners later this month. Visit wistormwater.com for more information on the statewide initiative. As in previous years, Dane County/MAMSWaP will also have its own WI Stormwater Week page to direct people to with info on local events and programs to get involved with.

Daily Webinars (12-1pm):

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

Dane County Events (tentative plan):

- Monona Bay Shoreline Clean-Up- 9/13 (week early, but will advertise)
- Friends of the Yahara Headwaters Fall Clean-Up- 9/20
- Native Garden Learning Hub Gathering- Rain Gardens and Downspout Gardens @ Lussier Family Heritage Center -9/21 (2-4pm)
- Lake Wingra Community Bike/Walk- 9/28 (will include clean up component and station with rainfall simulator)
- Stoughton Yahara River Clean-Up- TBD

Sample library programs/resources and school lessons available encourage libraries and schools to get involved with Stormwater Week. Please share information and links to web pages with your local libraries and schools. Christal and Claudia may be able to assist/present.

<https://www.wistormwater.com/library-resources>

<https://www.wistormwater.com/school-and-classroom-resources>

Leaf-free Streets for Clean Waters- If you are interested in printed outreach resources (flyers, door hangers) or customized yard signs for your community, please let Christal know by Sept. 1st. The [outreach toolkit](#) will be updated in late August and shared with partners.

MAMSWAP Quarterly I&E Meeting Summary

The MAMSWaP I&E Committee meeting met on July 30th. Project updates are provided above. Please contact an I&E Committee member or Christal Campbell for further details or questions.

Recent Presentations/Events

- Party for the Planet @ Zoo (rainfall sim demo)- May 3rd
- Crestwood Elem rainfall sim demo/rain garden (Owen Park, Madison)- May 14th
- Plant Dane Pick Up- May 17th
- Stoughton Public Works Event @ Yahara Elem. (Enviroscape)- May 21st
- Waunakee Public Works Event @ Public Works Building (rainfall sim demo)- May 22nd
- Youth Governance Program @ Zoo (large and small rainfall sim demo)- May 28th
- McFarland Library Nature in Session- Stormwater Exploration @ Lewis Park -June 11th
- Environmental Fun Fair @ Lussier Family Heritage Center (rainfall sim demo)- July 13th

Upcoming Presentations/Events/Trainings

- WI Stormwater Week -Sept. 20st-28th
- Native Plant Gardening Hub Gathering- Rain Gardens and Downspout Gardens (Lussier HC)- Sept. 21st
- NASECA Rice Lake Field Event- Sept. 18th *MAMSWaP Members Discount Code-[mamswap100](#)*

- Smart Salting Trainings-
 - Madison- Sept. 18th (workshop)
 - Madison-Oct 14th (workshop)
 - DeForest- Oct. 30th (open house)
 - Madison-Nov. 11th (workshop)

Resources to check out- contact Christal or Claudia

-Tabletop Rainfall Simulator

-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>

