

Madison Area Municipal Stormwater Partnership (MAMSWaP)-I&E Update- Aug. 6th, 2019

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 July 30th we had 417 Facebook followers, up from 410 in May.

Ripple Effects email box/web site- Christal maintains the info@ripple-effects.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.

Storm Drain Mural Project 2019- All ten murals have been painted. Photos and location of murals are available on the Storm Drain Mural Map <https://www.ripple-effects.com/Storm-Drain-Murals> .

Leaf-free Streets for Clean Waters- Plans for 2019- The Leaf-free Streets for Clean Waters campaign will include all the components from last year. The goal of this campaign is to encourage residents to remove street leaves before the rain and promote the rain alerts. In an effort to recognize individual efforts packs with thank you notes and postcards will be assembled and made available to local groups and municipalities. We will also print a small supply of customizable yard signs to help make individual efforts more visible and encourage neighbors to join in. Please let Christal know by August 31st if your municipality or local group is interested in any of these new resources.

New WPDES Group Permit Requirements- Our new 5-year WPDES Group Permit went into effect July 1st, 2019. Changes to the outreach and education requirements include:

- communities with more than 5,000 people must address at least six of eight topics areas per year using four different education delivery mechanisms, two of which must be active mechanisms.
- communities with less than 5,000 people must address at least four of eight topic areas per year using four education delivery mechanisms, one of which must be an active mechanism.
- all co-permittees must have their own education and outreach plan based off the MAMSWaP annual work plan.

Permittees must begin implementing new requirements by March 21st, 2021. To assist co-permittees Christal will supply the following resources:

1. Annual I&E Work Plans by Oct. 31st along with a calendar indicating when campaign/outreach resources will be available so partners can develop individual ed. and outreach plans, plan events and communication to local residents/businesses.
2. A list of activities/ideas on how to implement overarching campaigns locally.

Illicit Discharge Ordinance and Lab Costs-

Dane Co. LWRD is working with Rick Wenta (Dane Co/City of Madison Public Health) to draft a new county-wide illicit discharge ordinance based off of the City of Madison ordinance. We've also received support to have a single point of contact at Dane Co. Public Health that could receive illicit discharge reports county-wide and work with individual municipalities to address them. The goal is to have an illicit discharge ordinance in place by early 2020 and launch an outreach campaign to encourage reporting of illicit discharges next summer.

MAMSWaP partners receive a discounted rate for illicit discharge sample analysis at the City of Madison/Dane County Public Health Lab. Details on lab tests and discounted pricing are available in our MAMSWaP Resources Folder on our Google Drive- <https://drive.google.com/file/d/1Y5GPvDk0-JhtCK2NRsNtSe6IVS85qe6I/view?usp=sharing> .

MAMSWaP 5-year Stormwater Knowledge and Behavior Change Survey Report-We received the final survey report from UW. The report is available on the Ripple Effects web site- <https://ripple-effects.com/documents/reports/2018-MAMSWaP-Survey-Report-Final.pdf> .

MAMSWaP 5-Year Agreement and I&E Plan- The 2020-2024 MAMSWaP Contribution Schedule (<https://drive.google.com/file/d/1Pj2R-wFi-j9QazpCmKEhNrnNm0dJOYE3/view>) was shared with partners in June. The

I&E Committee is currently working on the 5-year I&E Work Plan and will share with partners in the fall along with the 2020 Annual I&E Plan for partners to use to develop their own I&E Work Plan.

MAMSWAP Quarterly I&E Meeting Summary

The MAMSWaP I&E Committee meeting met on July 25th. Project updates are provided above. Please contact an I&E Committee member or Christal Campbell for further details or questions.

Upcoming Events/Grants

NASECA Classroom/Field Event BMPs and Product Demos- Sept. 19th - <https://nasecawi.org/events-training/rice-lake-reception-classroom-field-event-2019/>

Winter Salt Certification Trainings- Sept 16/17 (City of Madison Emil St), Oct 8/9 (Madison Metro. Sewerage District), Nov 5/6 (Lussier Heritage Center)

Madison Metro. Sewerage District Chloride Reduction Grants- <http://www.madsewer.org/Programs-Initiatives/Chloride-Reduction/Chloride-Grants>

Dane County Urban Water Quality Grants- <https://wred-lwr.d.countyofdane.com/documents/UWQG/UWQG%20Application%202016-06-28.doc>

Resources to check out- contact Christal

- 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.

