

# **MADISON AREA MUNICIPAL STORMWATER PARTNERSHIP**

## **2023 ANNUAL INFORMATION AND EDUCATION WORK PLAN**

**DISTRIBUTED TO PARTNERSHIP MEMBERS ON DECEMBER 15TH, 2022**

The Madison Area Municipal Stormwater Partnership (MAMSWaP), under the auspices of a five-year memorandum of understanding through 2024, currently consists of 21 entities that have agreed to jointly implement stormwater outreach to reduce negative stormwater impacts. Members include the Cities of Fitchburg, Madison, Monona, Middleton, Stoughton, Sun Prairie and Verona; the Villages of Cottage Grove, Cross Plains, DeForest, Maple Bluff, McFarland, Shorewood Hills, Waunakee and Windsor; the Towns of Burke, Blooming Grove, Middleton, Westport; Dane County and the University of Wisconsin–Madison.

The MAMSWaP Information and Education (I&E) Committee assists the Dane County Stormwater Education Coordinator (SWEC) with development and implementation of projects and plans. Regular participation on the I&E Committee has included representatives from the Cities of Madison and Stoughton, Village of DeForest, Town of Burke, Dane County, Madison Metropolitan Sewerage District (MMSD), Wisconsin Department of Natural Resources (WDNR), AECOM, the University of Wisconsin – Madison and the University of Wisconsin- Madison Arboretum.

The MAMSWaP Annual I&E Work Plan seeks to meet or exceed the minimum requirements and elements outlined in the current WPDES Permit Number WI-S058416-4 (effective July 1, 2019 – June 30, 2024 and continuing until permit re-issuance); and, WPDES Permit Number WI-S050075-03 (effective May 1, 2019-April 30, 2024 and continuing until permit re-issuance) for the Village of Cross Plains, by developing and implementing a coordinated, regional outreach effort using consistent messages among and between communities to reduce the quantity and improve the quality of urban stormwater runoff and identify and eliminate illicit discharges. Numbered items are the specific elements from the permit language. Proposed programs and activities addressing the following required permit elements for 2023 are listed in Table 1.1.

- 3.1.4.1** Promote detection and elimination of illicit discharges and water quality impacts associated with such discharges from municipal separate storm sewer systems.
- 3.1.4.2** Inform and educate the public about the proper management of materials that may cause stormwater pollution from sources including: automobiles, pet waste, household hazardous waste and household practices.
- 3.1.4.3** Promote beneficial onsite reuse of leaves and grass clippings and proper use of lawn and garden fertilizers and pesticides.
- 3.1.4.4** Promote the management of streambanks and shorelines by riparian landowners to minimize erosion and restore and enhance the ecological value of waterways.
- 3.1.4.5** Promote infiltration of residential stormwater runoff from rooftop downspouts, driveways and sidewalks.

- 3.1.4.6** Inform and educate those responsible for the design, installation and maintenance of construction site erosion control practices and stormwater management facilities on how to design, install and maintain the practices.
- 3.1.4.7** Identify businesses and activities that may pose a stormwater contamination concern and educate those specific audiences on methods of stormwater pollution prevention.
- 3.1.4.8** Promote environmentally sensitive land development designs by developers and designers, including green infrastructure and low impact development.

## **Municipal Responsibilities**

It is not enough for municipalities to merely be an actively paying contributor to the Partnership. There are specific actions each municipality must do. For example, while MAMSWaP has created a useful website, each municipality needs to link to [www.ripple-effects.com](http://www.ripple-effects.com). Other examples include:

- using provided articles and other information in municipal newsletters or utility bill inserts,
- promoting MAMSWaP campaigns, events and trainings,
- providing information on municipal web sites,
- issuing press releases to local newspapers,
- implementing a local Adopt A Storm Drain program and
- promoting the storm drain marking program.

Municipalities must document in their reports to DNR how they have implemented outreach campaigns and used the materials developed by the I&E Committee.

## **Additional Activities and Ongoing Tasks**

There are some administrative tasks and ongoing programs that must be performed every year that are essential to the program and need to be accounted for in the annual work plan. Following is a partial list of those tasks.

1. Quarterly reporting to member municipalities
2. Annual reporting to DNR.
3. Billing municipalities and track payments.
4. Developing annual work plans.
5. Updating and maintaining the [www.ripple-effects.com](http://www.ripple-effects.com) website.
6. Continuing to be an active partner of WI Salt Wise
7. Continuing to promote North American Stormwater and Erosion Control Association Wisconsin Chapter events.
8. Developing and distributing outreach tools and articles to municipalities, friends groups, community groups and neighborhood association newsletters.
9. Developing and providing presentations (PowerPoint, demonstrations, etc.) focused on audience interests/concerns.
10. Continuing to maintain and use existing list serves and distribution lists to disseminate info.
11. Continuing to provide organizations and community groups assistance and

- partnering with projects (presentations, displays etc. for communities).
12. Continuing to promote and support storm drain marking programs with supplies and other materials.
  13. Promoting stormwater education materials and curriculum.
  14. Publicizing training for building inspectors, contractors and staff.
  15. Publicizing the availability of the Dane County Erosion Control and Stormwater Management Manual.
  16. Promoting use of the Enviroscape model and Rainfall Simulator.
  17. Continuing to coordinate outreach with partners such as Madison Metropolitan Sewerage District, Clean Sweep and others.
  18. Continuing to actively participate in the Statewide Stormwater Collaborative group to learn from other stormwater groups across the state and discover possible projects to partner on.

## **Acknowledgments**

The Madison Area Municipal Stormwater Partnership's 2023 Annual Information and Education Work Plan was developed by the MAMSWaP I&E Committee. Committee member expertise, input and municipal cooperation was crucial for plan development and will continue to play an integral role in addressing stormwater runoff in Dane County. Thank you to everyone who helped.

### **I&E Committee Members Contributing to the 2023 Annual I&E Work Plan**

Jeremy Balousek, Dane County Land and Water Resources Department  
Judd Blau, Village of DeForest  
Christal Campbell, Dane County Land and Water Resources Department  
Sue Eddy- City of Stoughton  
Chris Egger, UW–Madison  
Rick Eilertson, AECOM  
Gail Epping Overholt- UW- Madison Arboretum  
Phil Gaebler, City of Madison  
Claudia Guy, Dane County Land and Water Resources Department  
Jon Jackson, UW-Madison  
Kathy Lake, Madison Metropolitan Sewerage District  
Hannah Mohelnitzky, City of Madison  
Rodney Scheel, City of Stoughton  
PJ Lenz, Town of Burke

For more information, visit [www.ripple-effects.com](http://www.ripple-effects.com) or contact Christal Campbell at 608-228-4493 or [campbell.christal@countyofdane.com](mailto:campbell.christal@countyofdane.com).

**Table 1.1 – 2023 MAMSWaP Information and Education Programs and Activities**

<b>Program/Activity</b>	<b>Audience</b>	<b>Responsible Parties/Partners</b>	<b>Timing</b>	<b>Actions/Deliverables</b>	<b>Public Education and Outreach Topic(s) Addressed*</b>
Storm Drain Mural Program	Residential Educational	SWEC, Local Artist, MAMSWaP Communities, Schools, Community Groups	1. Nov 2022 2. Dec 2022-Jan 2023 3. Feb 2023 4. Mar-Aug 2023 5. Jun-Aug 2023 6. Jun-Aug 2023	1. Update and post Storm Drain Mural Grant on Ripple Effects web site. 2. Promote Storm Drain Mural Grants. 3. Rank and select up to 5 applications for new murals and 5 repainted murals. 4. Work with municipalities, partner groups and artist to design and paint storm drain murals. 5. Provide partner groups with articles to promote new murals locally. 6. Add new storm drain murals to Storm Drain Mural Project map.	1. Illicit Discharge Detection and Elimination 7. Pollution Prevention
Illicit Discharge Reporting Program	Residential Public Sector Private Sector	SWEC, Madison/Dane County Public Health, MAMSWaP Communities	1. Dec 2022-Dec 2023 2. Dec 2022-Dec 2023	1. Work with City of Madison/Dane County Public Health to update reporting system and information sharing between agencies. 2. Share illicit discharge reports (calls or web reports). submitted to LWRD with municipal contact and assist with follow up, as needed.	1. Illicit Discharge Detection and Elimination 7. Pollution Prevention
Stormwater Awareness Week	Residential Public Sector Educational	SWEC, Statewide Stormwater Collaborative Group, MAMSWaP Communities	1. Sept 2022-Aug 2023 2. Apr-Aug 2023 3. Apr-Aug 2023	1. Participate on statewide Stormwater Awareness Week planning team. 2. Plan virtual learning opportunities and develop outreach resources to promote Stormwater Awareness Week. 3. Plan and hold at least one local outreach event during Stormwater Awareness Week.	1. Illicit Discharge Detection and Elimination 2. Household Hazardous Waste Disposal/Pet Waste Management/Vehicle Washing 3. Yard Waste Management/Pesticide and Fertilizer Application 5. Residential Infiltration 7. Pollution Prevention
Clean Sweep Local Collection Event	Residential	SWEC, Dane County Waste and Renewables, MAMSWaP Communities	1. Apr-Aug 2023 2. Jun-Aug 2023 3. Aug 2023	1. Partner with Dane County Dept. of Waste and Renewables to plan a local Clean Sweep Hazardous Waste Collection Event in a MAMSWaP community (western Dane County). 2. Develop outreach tools and promote event. 3. Hold Hazardous Waste Collection Event.	1. Illicit Discharge Detection and Elimination 2. Household Hazardous Waste Disposal 7. Pollution Prevention

\*from Table 1 of WPDES WI-S058416-04

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Stormwater Pollution/Prevention Education Tools (Rainfall Simulator, Enviroscape, Stormwater Animation, Lawns and Water Quality video, Stormwater Pollution and Solutions video and Storm Drain Marking)	Residential Educational	SWEC, MAMSWaP Communities, Schools, Community Groups	1. Jan-Dec 2023 2. Jan-Dec 2023 3. Jan-Dec 2023	1. Promote stormwater ed. tools to groups and educators. 2. Use stormwater ed. tools in at least 5 presentations, in-person or virtual. 3. Check out stormwater ed. tools to at least 5 educators/groups.	1. Illicit Discharge Detection and Elimination 2. Household Hazardous Waste Disposal/Pet Waste Management/Vehicle Washing 3. Yard Waste Management/Pesticide and Fertilizer Application 4. Stream and Shoreline Management 5. Residential Infiltration 7. Pollution Prevention
Leaf-free Streets for Clean Waters	Residential Educational Private Sector	SWEC, MAMSWaP Communities, Community Groups	1. Sept 2023 2. Oct-Nov 2023 3. Oct-Nov 2023	1. Update and distribute Leaf-free Streets for Clean Waters Toolkit to municipalities and groups. 2. Promote actions and rain alert system through social media, flyers, newsletter articles, signs, presentations, newspaper and online advertising. 3. Monitor weather and issue email/text rain alerts.	3. Yard Waste Management/Pesticide and Fertilizer Application
Plant Dane Native Plant Program and Free Native Plants for School and Community Projects (FNPSCP) Program	Residential Educational Private Sector	SWEC, MAMSWaP Communities, Schools, Community Groups	1. Nov 2022-Jan 2023 2. Nov- Dec 2022 3. Dec 2022-Jan 2023 4. Feb 2023 5. Feb-Mar 2023 6. Feb-Mar 2023 7. Feb-Mar 2023 8. Feb-Mar 2023 9. May-Jun 2023	1. Work with Agrecol to update plant list/order system. 2. Update and post FNPSCP Grant Application. 3. Promote and review FNPSCP Grants. 4. Launch Plant Dane online order site. 5. Solicit and collect donations for at least 10 FNPSCPs. 6. Update and distribute Plant Dane Toolkit to municipalities and groups. 7. Host rain garden workshop with at least 20 people. 8. Sell at least 20,000 native plants through Plant Dane. 9. Distribute native plant orders/donations.	4. Stream and Shoreline Management 5. Residential Infiltration 7. Pollution Prevention 8. Green Infrastructure/Low Impact Development
Adopt A Storm Drain Program (AASD)	Residential	SWEC, MAMSWaP Communities, Community Groups, Dane Co. Land Info. Office	1. Jan-Dec 2023 2. Jan-Dec 2023 3. Jan-Dec 2023 4. Jan-Dec 2023 5. Jan-Dec 2023 6. Jan-Dec 2023 7. Jan-Dec 2023 8. Jan-Dec 2023	1. Recruit at least 1 new partner community. 2. Maintain and improve AASD app. 3. Assist volunteers with web issues. 4. Supply municipalities with cleaning kit materials. 5. Distribute cleaning kits to volunteers. 6. Develop outreach tools and promote program 7. Coordinate and implement program. 8. Develop and distribute volunteer newsletter 3-4x/year.	1. Illicit Discharge Detection and Elimination 3. Yard Waste Management/Pesticide and Fertilizer Application 7. Pollution Prevention

\*from Table 1 of WPDES WI-S058416-04

<b>Program/Activity</b>	<b>Audience</b>	<b>Responsible Party/Partners</b>	<b>Timing</b>	<b>Actions/Deliverables</b>	<b>Public Education and Outreach Topic(s) Addressed*</b>
NASECA Trainings	Construction Professionals Public Sector	SWEC, MAMSWaP Communities	1. Jan-Dec 2023 2. Jan-Dec 2023 3. Jan-Dec 2023	1. Promote NASECA Trainings. 2. Provide discounts to attend trainings for MAMSWaP communities. 3. Encourage municipal staff and contractors to attend NASECA events.	6. Construction Sites and Post-Construction Storm Water Management
WI Salt Wise Program and Salt Certification Trainings	Residential Private Sector Public Sector	SWEC, WI Salt Wise Partners, MAMSWaP Communities, CARPC	1. Jan-Dec 2023 2. Jan-Mar 2023, Sept-Dec 2023 3. Sept-Dec 2023 4. Sept-Dec 2023	1. Participate on WI Salt Wise Team and attend meetings. 2. Collaborate with WI Salt Wise partners to promote, develop and distribute resources to reduce winter salt use. 3. Host one in-person salt related training (certification or specialized training) in Dane County with at least 20 participants. 4. Contract with Bolton and Menk to run one virtual salt certification training.	2. Household Hazardous Waste Disposal/Pet Waste Management/Vehicle Washing 7. Pollution Prevention
Stormwater and Erosion Control Plan Review and Inspections	Construction Professionals Residential	MAMSWaP Communities, Dane County Water Resource Engineering	1. Jan-Dec 2023 2. Jan-Dec 2023	1. Review erosion control and stormwater management plans. 2. Conduct inspections of erosion control and stormwater practices.	6. Construction Sites and Post-Construction Storm Water Management
Green Infrastructure Tour	Consultants Public Sector	SWEC, MAMSWaP Communities, Dane County Water Resource Engineering	1. Apr-Aug 2023 2. Jun-Aug 2023 3. Aug 2023	1. Plan tour and identify locations and partners. 2. Promote tour to consultants and municipal staff working in MAMSWaP communities. 3. Host Green Infrastructure tour.	6. Construction Sites and Post-Construction Storm Water Management 8. Green Infrastructure/Low Impact Development
Rain Barrel Sale	Residential	SWEC, MAMSWaP Communities	1. Apr-Oct 2023 2. Apr-Oct 2023 3. Apr-Oct 2023 4. Apr-Oct 2023 5. Apr-Oct 2023	1. Develop outreach tools to promote program. 2. Order rain barrels and maintain supply. 3. Maintain online order system to sell rain barrels. 4. Collect and process reimbursement requests for residents in MAMSWaP communities. 5. Partner with City of Middleton and Village of Deforest to store and distribute barrels.	5. Residential Infiltration
5-year Stormwater Outreach Survey	Residential	SWEC, MAMSWaP Communities	1. Jun-Oct 2023 2. Oct-Dec 2023 3. Nov-Dec 2023	1. Develop proposal and reach out to potential partners to contract with. 2. Select contractor/partner. 3. Review existing survey and determine what, if any modifications need to be made. CONTINUE IN 2024	ALL

\*from Table 1 of WPDES WI-S058416-04