

Madison Area Municipal Stormwater Partnership (MAMSWaP) – I&E Update- May 9th, 2017

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

My Fair Lakes Facebook page- The new Ripple Effects FB page is up and running. All followers of our old My Fair Lakes FB page were moved over to the Ripple Effects FB page. 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 at least once a week, but are happy to post additional events/articles. As of May 1st we had 169 Facebook followers.

My Fair Lakes 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 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.

Articles/Messages-

Plant Dane Toolkit- shared with partners in the February and March Ripple Effects Newsletter. The kit included: a press release, graphics, promo cards, flyers and a FB banner. Several FB posts were sent out on Ripple Effects FB page throughout February and March.

Plant Dane ads were placed in the Isthmus (print) and through Midwest Family Broadcasting (radio) and ran from early to mid-March.

Spring BMP Toolkit- Spring press release and sample Facebook posts are available in the MAMSWaP Resources Folder in Google Drive <https://drive.google.com/drive/folders/0B6IN0xfndLr9eDdzUzVvOExSVFU?usp=sharing> . Please use as is or customize for your community and share through your local communication channels.

**** All campaign tools are available on the MAMSWaP Resources Folder in Google Drive <https://drive.google.com/drive/folders/0B6IN0xfndLr9TXVtek90V05NbGc?usp=sharing> . Consider bookmarking this site as all future campaign resources will be available here.****

2017 Plant Dane Summary

- 12,600 plants sold (13,700 sold in 2016)
- 269 participants (280 participants in 2016)
- 164 donated plant – plants will go to Elvehjem Elementary and Sennett Middle School Rain Garden Projects

Overall we had few issues with the new order system through Agrecol besides the delay in the rollout. Requests for 2017 include: an option to pay by check, customize Pay Pal receipts, a tax exempt option, allow for customers to select specific projects to donate to and possibly allow customers to purchase additional varieties not offered through Plant Dane at normal cost.

Trainings

Rain Garden Workshop – 26 people attended the workshop on March 25th. Evaluations were very positive with most indicating that the information presented and format of the workshop was very useful. Participants really appreciated the one on one help they received from our experts during the “work time”. Participants were offered an opportunity to assist with a rain garden installation at Elvehjem Elementary in late May to gain some hands-on experience before creating a garden in their own yard.

Improvements for 2018- more time (3 hour workshop), be very specific on how to determine roof size before workshop, simplify sizing based on soil type and demonstrate how to use some online tools (Google Maps).

Illicit Discharge Training- 34 people attended the April 26th training at the Fitchburg Library representing seven municipalities/organizations. Following the presentation by Rick Wenta some mentioned they had witnessed illicit discharges, but didn't ever report them or didn't know the protocol for reporting. Participants felt the training would be useful to others in their organization. The training was taped and is available to view at

<https://youtu.be/IRw30S8PG1I>, please share with field staff along with a contact for reporting at your municipality. The video and additional training resources will be added to the Ripple Effects web site soon.

Looking into the possibility of Rick Wenta being the single point of contact for all illicit discharge reporting in Dane Co. though he doesn't have enforcement jurisdiction outside the City of Madison he could forward reports to municipal contacts. A single point of contact would allow MAMSWaP to move forward with a public outreach effort aimed at getting residents to identify and report illicit discharges.

Dane Co. Permeable Pavement Tour- June 27th, 2017

MAMSWaP is partnering with Green Tier to host a Dane Co. Permeable Pavement Tour this summer. The goal is to share information on permeable pavement options and how they perform in various applications. This will be a field trip style bus tour with stops at the Sycamore Rd. Test Site and 3-4 sites in and around Madison to view different installations. Contractors and municipal staff involved with each project will share their experiences and lessons learned at each site and be available to answer questions.

Leaf Management- Rain Event Alerts

Dane Co. is looking into some options for citizens to sign up to receive rain events alerts this coming fall. The alert system will be modeled after the City of Middleton leaf pilot alerts. The goal is give residents the option to receive both email and text alerts.

MAMSWAP Quarterly I&E Meeting Summary

The MAMSWaP I&E Committee met on April 19th, 2017. Updates on main topics are shared above. Please contact an I&E Committee member or Christal Campbell Campbell.christal@countyofdane.com/(608) 224-3746 for further details including the complete meeting minutes and attachments.

Upcoming Events

Plant Dane Plant Pick Up- Saturday, June 3rd 8-11AM, LWRD Building, 5201 Fen Oak Dr., Madison

NASECA Classroom Field Event-Equations for Success: Holistic Approaches to Stormwater Management & Conservation and Leveraging Green Infrastructure in La Crosse County- Friday, June 23rd in LaCrosse, WI <https://www.nasecawi.org/summer-2017-classroomfield-event/>

Dane Co. Permeable Pavement Tour- June 27th more info coming soon.

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.
- The Enviroscape Watershed Model is available and can be checked out from the Dane County LWRD-contact Christal Campbell if interested.
