

# **MADISON AREA MUNICIPAL STORMWATER PARTNERSHIP 2017 ANNUAL INFORMATION AND EDUCATION WORK PLAN**

**DISTRIBUTED TO PARTNERSHIP MEMBERS ON JANUARY 5TH, 2017**

The Madison Area Municipal Stormwater Partnership (MAMSWaP), under the auspices of a five-year memorandum of understanding through 2018, 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 and Waunakee; and the towns of Burke, Blooming Grove, Madison, Middleton, Westport and Windsor; 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 Fitchburg, Madison, and Stoughton, Village of McFarland, Town of Westport, Dane County, Madison Metropolitan Sewerage District (MMSD), Wisconsin Department of Natural Resources (WDNR) and UW Madison.

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-S058416-3 (effective July 1, 2009 – June 30, 2014 and continuing until permit re-issuance); WPDES Permit Number WI-S050075-2 (May 1, 2014 – April 30, 2019) for the Village of Cottage Grove and City of Stoughton) 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. Language for elements C(1)(b)(6) and (7) has been updated to reflect permit reissuance language anticipated by Wisconsin Department of Natural Resources staff. Proposed activities addressing the following required permit elements for 2017 are listed in Table 1.1.

**C(1)(b)(1).** Promote detection and elimination of illicit discharges and water quality impacts associated with such discharges from municipal separate storm sewer systems.

**C(1)(b)(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.

**C(1)(b)(3).** Promote beneficial onsite reuse of leaves and grass clippings and proper use of lawn and garden fertilizers and pesticides.

**C(1)(b)(4).** Promote the management of streambanks and shorelines by riparian landowners to minimize erosion and restore and enhance the ecological value of waterways.

**C(1)(b)(5).** Promote infiltration of residential stormwater runoff from rooftop downspouts, driveways and sidewalks.

**C(1)(b)(6).** Inform and where appropriate 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.

**C(1)(b)(7).** Identify businesses and activities that may pose a stormwater contamination concern, and where appropriate, educate specific audiences on methods of stormwater pollution prevention.

**C(1)(b)(8).** Promote environmentally sensitive land development designs by developers and designers.

## **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.myfairlakes.com](http://www.myfairlakes.com) (soon to be replaced by [www.ripple-effects.com](http://www.ripple-effects.com)). Other examples include:

- using the articles and other tools developed for municipalities in municipal newsletters or utility bill inserts,
- using displays developed for municipalities,
- providing information on municipal web sites and social media sites
- issuing press releases to local newspapers, and
- implementing storm drain marking programs.

Municipalities must document in their reports to WDNR how they have used the materials developed by the I&E Committee.

## **Additional Activities and Ongoing Tasks**

The actions listed below are completed and/or implemented annually by the SWEC and consume a considerable amount of the half-time hours available.

- Quarterly reporting to member municipalities.
- Biennial reporting to WDNR.
- Bill municipalities and track payments.
- Develop annual work plan.
- Continue to partner with University of Wisconsin Arboretum's Earth Partnership Program.
- Develop/provide presentations focused on audience interests/concerns.
- Maintain and use existing listserv and distribution lists and develop new lists (as needed) to disseminate information.
- Continue providing organizations and community groups' assistance and collaborating with projects.
- Promote and advocate for stormwater focused trainings, webinars and lectures for contractors, municipal staff, designers and developers.
- Search and promote grant opportunities to fund stormwater practices or programs for municipalities, citizens, schools, water groups, businesses, etc.

- Promote stormwater related resources including: curriculum developed for MAMSWaP, A Reflection of All DVD and other videos on stormwater practices, the Dane Co. Erosion Control and Stormwater Management Manual, and the Enviroscope model.
- Continue to coordinate outreach with other local water groups-

## **Acknowledgments**

The Madison Area Municipal Stormwater Partnership's 2017 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 2017 Annual I&E Work Plan**

Jeremy Balousek, Dane County Land and Water Resources Department  
Christal Campbell, Dane County Land and Water Resources Department  
Allan Coville, Village of McFarland  
Rick Eilertson, City of Fitchburg  
Phil Gaebler, City of Madison  
Mindy Habecker, Dane County – UW Extension  
Sue Jones, Dane County Land and Water Resources Department  
Kathy Lake, Madison Metropolitan Sewerage District  
Kim McCutcheon, Wisconsin Department of Natural Resources  
Rodney Scheel, City of Stoughton  
Marisa Trapp, UW–Madison  
Tom Wilson, Town of Westport

For more information, visit [www.myfairlakes.com](http://www.myfairlakes.com) or contact Christal Campbell at 608-224-3746 or [campbell.christal@countyofdane.com](mailto:campbell.christal@countyofdane.com).

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

<b>Activity</b>	<b>Notes</b>	<b>Responsible Parties/Partners</b>	<b>Timing</b>	<b>Performance Goal</b>	<b>Permit Requirement Addressed</b>
1. Develop and distribute articles and messages with stormwater BMP's to municipalities and water groups.	Create seasonal communication toolkits with articles, FB posts, graphics, etc.	SWEC MAMSWaP Communities	Jan-Dec	Create and distribute at least 4 seasonal communication toolkits to partners.	C.1.b.1 C.1.b.2 C.1.b.3 C.1.b.5 C.1.b.7
2. Continue work on web-based interactive map of MAMSWaP area watersheds and sewershed including: municipal boundaries, control practices and stormwater drainage networks, BMPs.	Integrate info to promote reporting of illicit discharge, BMPs.	SWEC MAMSWaP Communities	Jan-Dec	-Create mock-up of map using Madison data with watershed/sewershed boundaries and storm drain locations to share with partners. -Identify data gaps to implement across MAMSWaP area -Develop a plan with cost estimate to integrate additional options such as a "Follow the Flow" application.	C.1.b.1 C.1.b.4 C.1.b.5 C.1.b.8
3. Partner with Dane Co. Dept. of Health on training to help municipal field staff identify and report illicit discharges.	Use City of Madison training as model.	SWEC Rick Wentta- Dane Co. Health	Apr-May	Hold training with at least 10 participants.	C.1.b.1
4. Promote storm drain marking program.	Develop new publication to share with youth and service groups.	SWEC MAMSWaP Communities	Apr-Oct	Engage at least 5 groups in storm drain marking.	C.1.b.2
5. Collaborate with external partners to offer permeable surface workshop for municipal staff, consultants, and developers.	Include visit to USGS Test Site on Sycamore Ave.	SWEC USGS MAMSWaP Communities	Jun-Jul	Hold training with at least 10 participants.	C.1.b.2 C.1.b.6 C.1.b.8
6. Collaborate with WI Salt Wise partners to promote, develop and distribute resources to reduce chloride containing deicers and encourage using the right amount for safety.	Update WI Salt Wise web site. Create toolkit with articles, FB posts, graphics, posters, etc.	WI Salt Wise partners SWEC MAMSWaP Communities	Nov-Jan	Create and distribute WI Salt Wise communication toolkit.	C.1.b.2 C.1.b.7

7. Collaborate with WI Salt Wise partners to offer winter maintenance training in Dane Co. area.	2 trainings-1 for managers and 1 for field staff	WI Salt Wise Partners SWEC	Sept-Oct	Hold 2 winter maintenance trainings with at least 40 participants.	C.1.b.2 C.1.b.7
8. Continue to implement a campaign to keep leaves out of streets and storm drains.	Articles, FB posts, graphics, advertising, etc.	SWEC MAMSWap Communities	Aug-Oct	Create and distribute leaf-free streets communication toolkit.	C.1.b.3
9. Collaborate with partners to develop a leaf-free streets community engagement toolkit.	Build on previous pilots/studies and work with partners to develop.	SWEC Clean Lakes Alliance Friends of Lake Wingra	Jul-Sept	Create and distribute a leaf-free streets community engagement toolkit with summary of effective methods and tools to encourage behavior change.	C.1.b.3
10. Continue to implement Plane Dane Program.	Coordinate ordering, update web site, develop materials, promote, and manage orders and pick up event.	SWEC MAMSWap Communities	Jan-Mar	Create and distribute Plant Dane toolkit. Sell at least 10,000 native plants through Plant Dane Cost Share Program.	C.1.b.3 C1.b.4 C.1.b.5
11. Offer advanced rain garden workshop to assist residents/groups looking to install a rain garden.	Solicit help from partners/professionals to staff tables on design, plant selection, installation and maintenance.	SWEC MAMSWap Communities	Mar	Hold advanced rain garden workshop with at least 15 participants.	C.1.b.5
12. Integrate new Ripple Effects brand into existing and future campaigns and programs.	All programs will be linked visually following Ripple Effects Design Guide criteria.	SWEC	Jan-Dec	Ripple Effects brand will be integrated into all campaigns and outreach programs.	N/A
13. Transition to new Ripple Effects website to replace myfairlakes.com.	Use new Dane. Co. content management system template. Monitor analytics and try to boost hits and time on site.	SWEC	Jan-June	Complete new ripple effects web site to engage partners and citizens in stormwater practices. Increase visits to site compared to 2016.	N/A