

MADISON AREA MUNICIPAL STORMWATER PARTNERSHIP

2021 ANNUAL INFORMATION AND EDUCATION WORK PLAN

DISTRIBUTED TO PARTNERSHIP MEMBERS ON AUGUST 27TH, 2020

The Madison Area Municipal Stormwater Partnership (MAMSWaP), under the auspices of a five-year memorandum of understanding through 2024, currently consists of 22 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, Madison, 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 Fitchburg, Madison, and Stoughton, Village of DeForest, Town of Westport, Dane County, Madison Metropolitan Sewerage District (MMSD), Wisconsin Department of Natural Resources (WDNR), AECOM, the University of Wisconsin Extension 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-S058416-4 (effective July 1, 2019 – June 30, 2024 and continuing until permit re-issuance); and, WPDES Permit Number WI-S050075-03 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 2021 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. 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, and
- implementing storm drain marking programs.

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 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 the stormwater curriculum developed for MAMSWaP.
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 the Rock River Stormwater Group, Madison Metropolitan Sewerage District 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 2021 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 2021 Annual I&E Work Plan

Jeremy Balousek, Dane County Land and Water Resources Department
Kelli Bialkowski, Village of DeForest
Christal Campbell, Dane County Land and Water Resources Department
Chris Egger, UW–Madison
Rick Eilertson, AECOM
Gail Epping Overholt- UW Arboretum
Phil Gaebler, City of Madison
Claudia Guy, City of Fitchburg
Mindy Habecker, Dane County – UW Extension
Jon Jackson, UW-Madison
Kathy Lake, Madison Metropolitan Sewerage District
Hannah Mohelnitzky, City of Madison
Rodney Scheel, City of Stoughton
Tom Wilson, Town of Westport

For more information, visit www.ripple-effects.com or contact Christal Campbell at 608-224-3746 or campbell.christal@countyofdane.com.

Table 1.1 – 2021 MAMSWaP Information and Education Programs and Activities

Program/Activity	Audience	Responsible Parties/Partners	Timing	Actions/Deliverables	Public Education and Outreach Topic(s) Addressed*
Storm Drain Mural Program	Residential Educational	SWEC, Dane Arts Mural Arts (DAMA), MAMSWaP Communities, Schools, Community Groups	1. Nov 2020 2. Dec 2020-Jan 2021 3. Feb 2021 4. Mar-Aug 2021 5. Jun-Aug 2021 6. Jun-Aug 2021	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 10 applications for new or repainted murals 4. Work with municipalities, partner groups and DAMA 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
Illicit Discharge Reporting Program	Residential Public Sector Private Sector	SWEC, MAMSWaP Communities	1. Nov 2020-April 2021 2. Nov 2020-Feb 2021 3. April-May 2021	1. Develop outreach campaign and guidance documents for specific audiences 2. Develop single point of contact reporting system protocol 3. Hold at least one Illicit Discharge training for public staff	1. Illicit Discharge Detection and Elimination 7. Pollution Prevention
Clean Sweep Local Collection Event	Residential	Clean Sweep, MAMSWaP Communities, Madison Metro. Sewerage District	1. May-November 2021	1. Partner with Dane County Landfill to hold a local Clean Sweep Hazardous Waste Collection Event in a MAMSWaP community.	1. Illicit Discharge Detection and Elimination 2. Household Hazardous Waste Disposal 7. Pollution Prevention
Stormwater Pollution/Prevention Education Tools (Rainfall Simulator, Enviroscape, Stormwater Curriculum, 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 2021 2. Jan-Dec 2021 3. Jan-Dec 2021	1. Promote stormwater ed. tools to partners, 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

*from Table 1 of WPDES WI-S058416-04

Program/Activity	Audience	Responsible Parties/Partners	Timing	Actions/Deliverables	Public Education and Outreach Topic(s) Addressed*
Leaf-free Streets for Clean Waters	Residential Educational Private Sector	SWEC, MAMSWaP Communities, Community Groups	1. Sept 2021 2. Oct-Nov 2021 3. Oct-Nov 2021	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. 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. Dec 2020-Jan 2021 2. Nov 2020 3. Dec 2020-Jan 2021 4. Feb 2021 5. Feb-Mar 2021 6. Feb-Mar 2021 7. Feb-Mar 2021 8. Feb-Mar 2021 9. May-June 2021	1. Work with Agrecol to update plant list and order system. 2. Update and post FNPSCP Grant Application 3. Promote 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. Hold rain garden workshop with at least 15 participants. 8. Sell at least 10,000 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 Pilot	Residential	SWEC, MAMSWaP Communities, Community Groups	1. Jan-Mar 2021 2. Apr-Jul 2021 3. Apr-Jul 2021 4. Jul-Dec 2021	1. Recruit partner community(ies) 2. Collect needed maps/data 3. Work with Dane County Info Management on online program 4. Launch pilot program	1. Illicit Discharge Detection and Elimination 3. Yard Waste Management/Pesticide and Fertilizer Application 7. Pollution Prevention
NASECA Trainings	Construction Professionals Public Sector	SWEC, MAMSWaP Communities	1. Jan-Dec 2021 2. Jan-Dec 2021	1. Promote NASECA Trainings 2. Provide discounts to attend trainings for MAMSWaP communities	6. Construction Sites and Post-Construction Storm Water Management

*from Table 1 of WPDES WI-S058416-04

Program/Activity	Audience	Responsible Party/Partners	Timing	Actions/Deliverables	Public Education and Outreach Topic(s) Addressed*
WI Salt Wise Program and Salt Certification Trainings	Residential Private Sector Public Sector	SWEC, WI Salt Wise Partners, MAMSWaP Communities	<ol style="list-style-type: none"> 1. Jan-Mar 2021, Sept-Dec 2021 2. Jan-Mar 2021, Sept-Dec 2021 3. Oct-Dec 2020 4. Aug-Nov 2021 5. Sept-Nov 2021 	<ol style="list-style-type: none"> 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. Update and distribute WI Salt Wise Toolkit to municipalities and groups. 4. Hold at least two salt certification trainings with at least 20 participants. 5. Hold at least specialized training with at least 10 participants (ex.-calibration, brine, equipment demo). 	<ol style="list-style-type: none"> 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	<ol style="list-style-type: none"> 1. Jan-Dec 2020 2. Jan-Dec 2020 	<ol style="list-style-type: none"> 1. Review erosion control and stormwater management plans 2. Conduct inspections of erosion control and stormwater practices. 	<ol style="list-style-type: none"> 6. Construction Sites and Post-Construction Storm Water Management

*from Table 1 of WPDES WI-S058416-04