

Madison Area Municipal Stormwater Partnership (MAMSWaP)-I&E Update Nov 10th, 2020

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 October 28th we had 537 Facebook followers, up from 502 in April.

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.

Leaf-free Streets Update-

- Leaf-free Streets Toolkit was shared with partners in late August in the MAMSWaP and Watershed Network e-newsletters.
- Several municipalities, groups and individuals requested customized Leaf-free Streets signs and about 300 signs have been distributed so far.
- Print and digital ads ran in the Isthmus and State Journal in mid-Oct.
- 3 Rain Alerts have been issued since Oct. 1st (Oct 10th, 20th and 24th)
- 721rain alert subscribers (335 email, 386 text). Up from 528 in 2019.
- Most new subscribers are from Madison, Middleton and Fitchburg. All three municipalities promoted program through either print or electronic communication tools.

Storm Drain Mural Program 2020/21-

- Repaints in Middleton and zoo are complete.
- Elvehjem Elem- Final design selected, painting in 2021
- Tenney/Lapham Neighborhood Association-Design ideas collected, waiting on designs from DAMA, painting 2021
- Aldo Leopold Nature Center- Design ideas collected, waiting on designs from DAMA, painting in 2021
- New Century School – Hope to present virtually this fall/winter and paint in 2021
- Prairie Unitarian Universalist Society- Not set up for virtual learning, would like to hold off until 2021.

Plans for 2021- Start accepting grant applications in Dec. 2020 for up to 10 murals including up to 3 repaints.

Illicit Discharge Ordinance Update- A draft of the Illicit Discharge Ordinance was presented to the Lakes and Watershed Commission at their October meeting. Recent changes to the draft-

- Exemption for firefighting removed
- Agricultural areas in compliance with Ch. 49 would be exempt from illicit discharge regs.

The latest draft is scheduled to be introduced to the county board in November. There will still be an opportunity to collect input during the public comment period. The goal is to have the ordinance adopted by January, develop an outreach campaign this winter and launch the campaign in spring/summer 2021. To view the latest version of the ordinance visit https://drive.google.com/drive/folders/18ET-oWx7JX_3yPUG8BYQPsNfj0ZwDEJh?usp=sharing

WI Salt Wise Update/Salt Certification Trainings-Allison Madison has been doing a great job coordinating Salt Wise efforts and trainings with the help of the Salt Wise Team.

- Revamped and streamlined existing Parking Lot Training for the virtual delivery
- Followed up with past certification participants, invited them to trainings and discussed program needs
- Worked with City of Madison to improve certification site make sure certification lists were up to date
- Promoted trainings, more than 100 participants in Oct 27/28th trainings.
- Highlighting success stories on new story map
- Winter Maintenance Equipment Demo-Nov. 12th**
- Last Virtual Parking Lot Training- Nov. 17th**
- Salt Awareness Week- Jan11-15th**

MMSD will be applying for a grant through the Fund for Lake MI to fund continue Allison's position for the next two years. MAMSWaP, the City of Madison, Dane County, City of Milwaukee and others have committed funds as match. The MAMSWaP I&E Committee agreed to provide \$5000 a year for two years.

Party for the Planet Clean Up Event Summary- Partnered with Henry Vilas Zoo as continued effort to celebrate Earth Day. Both the initial and rescheduled (August) Party for the Planet Earth Day event were cancelled due to COVID. Decided to try and engage groups in a social distanced water/storm drain clean up event in coordination with International Coastal Clean Up Day on Sept. 19th. Engaging small groups proved to be very difficult with COVID restrictions, but some took part in individual clean-up efforts.

43 volunteers

30 bags of trash collected

20 bags of recyclables

13 different locations (Madison, Verona, McFarland)

Madison- 22 volunteers, 2 groups, 7 bags of trash, 2 bags recyclables

Verona-10 volunteers, 5 groups, 15 bags of trash, 14 bags of recyclables

McFarland- 11 volunteers, 7 groups, 8 bags of trash, 5 bags of recyclables

Adopt a Storm Drain Pilot 2021- Looking for 3-4 municipalities that are interested in being part of an Adopt a Storm Drain pilot in 2021. Municipalities would have to provide inlet locations and commit to working with Christal on pilot and promoting pilot in their communities. Christal will send out a request in early Dec. asking for interested participants. Municipalities will be selected on a first come, first served basis.

2021MAMSWaP I&E Work Plan and Municipal Template- Both the 2021 I&E Work Plan and Municipal Template were distributed to partners in late August in the Ripple Effects newsletter. Links to the 2021 I&E Work Plan and the Municipal Template are available on the About Us page on the web site <https://ripple-effects.com/mamswap>.

MAMSWAP Quarterly I&E Meeting Summary

The MAMSWaP I&E Committee meeting met on Oct 22nd. Project updates are provided above. Please contact an I&E Committee member or Christal Campbell for further details or questions.

Presentations/Events-

Aldo Leopold Nature Center, Monona- Storm Drain Mural Presentation –Sept. 30th

Party for the Planet Clean Up- Sept. 19th

Upcoming Trainings/Grants

Storm Drain Mural Grant- applications available in Dec. 2020

Free Native Plants for School and Community Projects (Spring Cycle)- applications available in Dec. 2020

Winter Equipment Demo- November 12th www.wisaltwise.com

Salt Certification Training- November 17th (Parking Lots and Sidewalks)- www.wisaltwise.com

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-lwrd.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.

-Resources for partners are available on our Partner Resources Page- <https://ripple-effects.com/outreach-tools> and MAMSWaP Resources folder in the Google Drive

<https://drive.google.com/drive/u/0/folders/0B6IN0xfndLr9TXVtek90V05NbGc>

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