

MAMSWaP I&E Update

Tuesday, August 3, 2010

Respectfully submitted by Marcia Hartwig, Madison Area Municipal Storm Water Partnership (MAMSWaP) Storm Water Education Coordinator, 608-224-3746, hartwig@co.dane.wi.us. Please feel free to contact me with questions.

CONSULTANTS AND MUNICIPAL REPRESENTATIVES: *Please make this report available to your municipalities.*

Garden Expo

Again had a display at Wisconsin Public Television's (WPT) Garden Expo. Instead of distributing only printed materials, we had CDs duplicated with PDFs of the most popular publications available, but some preferred the printed version.

Isthmus Green Day and Other Advertising

Isthmus had an event at the Monona Terrace called Green Day with vendors, speakers and presentations. I set up a rain garden display to increase Plant Dane! program participation.

2010 Plant Dane! Cost-Share Program

2010 Plant Dane! Cost-Share Program concluded May 15 (order deadline) with plant delivery on June 26. Participation again doubled from the previous year (~120 applicants in 2010).

Dane Waters: A Reflection of Us All

Our DVD began airing on WPT's Wisconsin Channel in April and will air for two years.

City of Fitchburg's Green Day

Set up a display focusing mostly on rain gardens. City personnel staffed the display.

Beach Party

MAMSWaP helped sponsor a beach party as part of the annual Take a Stake in the Lakes Days on June 26. Hundreds of people were around the beach party tent, which had various MAMSWaP information available.

Salt Use Workshop

The I&E Committee has coordinated an event for Tuesday, August 10 here at Fen Oak for public works directors to learn what other directors in the area are doing to reduce salt use and save money while keeping the roads safe. Contact Genesis Steinhorst at City of Madison to register (266-4059). The first staff person from each MAMSWaP municipality is free. There is a nominal fee for additional staff.

Fall Leaf Campaign

This year's campaign will again include the yard signs, brochures and coasters. It will also include advertising with Madison Newspapers, Isthmus and other local papers reminding people to keep leaves out of the street gutter and ditch.

myfairlakes.com web site update

In conjunction with the fall leaf campaign, the myfairlakes.com website will be getting a new look, which reflects the campaign outreach materials.

2010 MAMSWP Meeting Dates (Large Group, not I&E)

The Madison Area Municipal Storm Water Partnership meets quarterly, the first Tuesday of February, May, August and November. Future dates: November 2, 2010; February 1, 2011; May 3, 2011; August 2, 2011