

Madison Area Municipal Stormwater Partnership (MAMSWaP)- I&E Update- May 1st, 2018

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 April 24th we had 242 Facebook followers, up from 205 in January.

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.

Plant Dane Update- Native plant orders were accepted through March 19th. The updated Dane County online order system worked well with few issues reported.

Participants/Orders- 283 (269 in 2017)

Number of Plants Ordered- 9,169 plants/kits ordered including donations (12,600 ordered in 2017)

Free Native Plants for School/Community Project Donations- 18 projects/1332 plants (168 plants donated 2017)

Where did participants hear about Plant Dane?

Workshop- 9	Friend/Neighbor- 75	Newsletter- 16	Newspaper- 24
Facebook-16	Flyer- 2	Relative- 12	Web site- 22
Ordered previously- 87	Other- 43	Radio- 2	

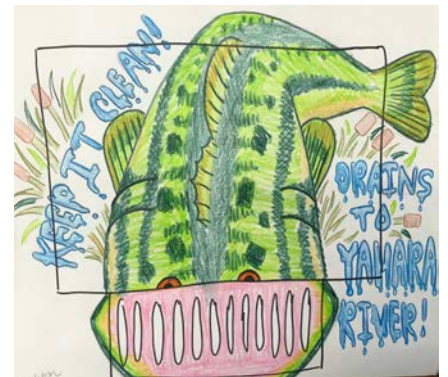
Plant pick up is scheduled for Saturday, May 19th from 8-11AM at the Dane Co. LWRD Office on Fen Oak Dr. If you'd like to help distribute plants, please contact Christal Campbell.

Trainings

Rain Garden Workshop Recap – 28 people attended the workshop on March 3rd. The longer 3-hr. workshop format worked well with sufficient time for one-on-one assistance. Participants were sent prep work before the workshop including specific instructions on how to calculate runoff area using DCI Maps prior to the workshop. Evaluations were very positive with most indicating that the information presented and format of the workshop was very useful and that they were likely to install a rain garden in the next two years. Two participants won an on-site visit and construction help from Phil Gaebler- City of Madison. Thanks Phil! All resources and presentations from the workshop are available on the Ripple Effects web site.

Storm Drain Mural Designs

All 10 school presentations/design workshops were completed in March and April. DAMA used drawings collected from each school to create four unique mural designs for each school to choose from. Schools and municipalities have until May 7th to select a final design. The goal is to have the majority of the school-based designs painted by the end of the school year. Local artists will be working with some students on each of the paintings.



Schools will be given a template article to try and spread the word and generate media attention. Christal is working on creating a story map that will include information on the project, a map of all mural locations, info on the designers (school and local artist), a photo of the final painting and a flow map that shows the flow path from the storm drain to the receiving waterbody.

Design selection and painting of the 10 local artist mural designs will take place in mid-late summer.

MAMSWaP 5-year Stormwater Knowledge and Behavior Change Survey- MAMSWaP will be distributing a survey to try and measure stormwater-related knowledge and actions of residents within the MAMSWaP area this fall. The 2018 survey will be similar to the 2013/14 survey which will allow for comparison between the two. Christal met with UW Extension, UW River Falls and UW Survey Center to discuss the project and rough costs and will be requesting full proposals in May. The goal is to get at least a 25-30% response rate and will likely cost around \$20,000. If anyone has worked with other groups/organizations that have experience doing survey work, please email Christal.

MAMSWaP 5-year I&E Workplan- I&E Committee recommends extending the existing 2014-2018 I&E Workplan one year through 2019. This will give the committee time to review and use the results of the upcoming MAMSWaP survey to guide the new 5 year plan. The new I&E Plan would start in 2020 and run through 2024. If anyone has any concerns with a 1-year extension, please let Christal know by May 15th.

Stormwater Animation- Susan Sandford and Christal Campbell are working with a local designer who specializes in educational animation videos on a short 30-sec. animation to help describe stormwater runoff and where it drains to. MAMSWaP has lots of resources on actions to improve quality and reduce stormwater runoff, but doesn't have many tools with basic info on stormwater and the issues related to increased runoff. Once completed, we hope to use the video as part of presentations, on social media and the Ripple Effects web site.

MAMSWAP Quarterly I&E Meeting Summary

The MAMSWaP I&E Committee met on April 19th, 2018. Updates on main topics are shared above. Please contact an I&E Committee member or Christal Campbell for further details including the complete meeting notes.

Upcoming Events/Grants

City of Madison Rain Barrel and Compost Sale- Saturday, May 12th – Alliant Energy Center

<https://www.cityofmadison.com/streets/compost/CompostBinSale.cfm>

Plant Dane plant pick up – Saturday, May 19th

Dane County Parks and Trails Unite Festival – Saturday, June 2nd -McDaniel Park and Lake Farm Park

Volunteer sign up-<https://signup.com/client/invitation2/secure/2241502/false#/invitation>

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 Enviroscope Watershed Model can be checked out from the University of Extension Dane Co. Natural Resources Ed. Center –contact Mindy Habecker if interested, habecker@countyofdane.com
