

Ripple Effects
SMALL ACTIONS MAKE A BIG DIFFERENCE!

NASECA Conference
Feb. 10th, 2021

Christal Campbell
Madison Area Municipal Stormwater Partnership (MAMSWaP) and
Dane County Land and Water Resources Dept.

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Plant Dane

Goal: Encourage residents and organizations to plant native gardens and rain gardens to reduce stormwater runoff.

Options:

- Order Low cost native plants- 40+ species, \$2.25/each
- Donate plants for Free Native Plants for School and Community Projects (spring)
- Grow native plants from seed-training and seed provided. (fall)
- Learn – attend a Rain Garden Workshop (virtual)

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Madison Area Municipal Stormwater Partnership (MAMSWaP)

21 municipalities working together to reduce stormwater impacts to Dane County waters

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Leaf-free Streets for Clean Waters

Goal: Encourage residents to actively remove street leaves before the rain.

Target Audience: Residents and businesses located in densely populated urban areas with a high concentration of large terrace trees.

Key Messages:

- Leaves left in the street every fall are a major source of phosphorus to urban stormwater.
- When it rains water runs through street leaves forming a "leaf-tea" rich in dissolved phosphorus that drains to our lakes, rivers and streams.
- Safely removing street leaves before the rain can significantly reduce the amount of phosphorus in urban stormwater- Join us in keeping streets leaf-free this fall!

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Seasonal Education and Outreach Programs

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Partner Toolkits

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Storm Drain Mural Program

Goal: Raise awareness that stormwater runoff drains to local waters.

2021 Storm Drain Mural Applications Due Feb 15th

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Trainings

Illicit Discharge Training

Permeable Pavement Bus Tour

Rain Garden Workshop

Salt Certification Workshops

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WI Salt Wise- wisaltwise.com

Goal: Reduce salt pollution in our lakes, streams, and drinking water.

Target Audiences:

- Applicators
- Homeowners
- Salt Retailers
- Businesses

Key Messages:

- Once you put salt down, it doesn't go away
- Excessive salt use harms our waters and infrastructure.
- Mechanical removal first.
- Use the right product for conditions.
- Apply the correct amount, a little goes a long ways.

Outreach Methods/Tools:

- Trainings/Demos
- Presentations, articles, videos and materials for partners.
- Chloride Reduction Grants (Madison Metro. Sewerage District)

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Educational Resources

Tabletop Rainfall Simulator

Stormwater Animation Video

Enviroscape

Rainfall Simulator Demo Video

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Adopt A Storm Drain Pilot

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Questions?

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