The Madison Area Municipal Stormwater Partnership (MAMSWaP), under the auspices of a five-year memorandum of understanding through 2018, currently consists of 21 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 and Waunakee; and the towns of Burke, Blooming Grove, Madison, Middleton, Westport and Windsor; 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 McFarland, Town of Westport, Dane County, Madison Metropolitan Sewerage District (MMSD), Wisconsin Department of Natural Resources (WDNR) 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-S058416-3 (effective July 1, 2009 – June 30, 2014 and continuing until permit re-issuance); WPDES Permit Number WI-S050075-2 (May 1, 2014 – April 30, 2019) for the Village of Cottage Grove and City of Stoughton) 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. Language for elements C(1)(b)(6) and (7) has been updated to reflect permit reissuance language anticipated by Wisconsin Department of Natural Resources staff. Proposed activities addressing the following required permit elements for 2017 are listed in Table 1.1.

C(1)(b)(1). Promote detection and elimination of illicit discharges and water quality impacts associated with such discharges from municipal separate storm sewer systems.
C(1)(b)(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.
C(1)(b)(3). Promote beneficial onsite reuse of leaves and grass clippings and proper use of lawn and garden fertilizers and pesticides.
C(1)(b)(4). Promote the management of streambanks and shorelines by riparian landowners to minimize erosion and restore and enhance the ecological value of waterways.
C(1)(b)(5). Promote infiltration of residential stormwater runoff from rooftop downspouts, driveways and sidewalks.
C(1)(b)(6). Inform and where appropriate 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.

C(1)(b)(7). Identify businesses and activities that may pose a stormwater contamination concern, and where appropriate, educate specific audiences on methods of stormwater pollution prevention.

C(1)(b)(8). Promote environmentally sensitive land development designs by developers and designers.

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.myfairlakes.com (soon to be replaced by www.ripple-effects.com). Other examples include:

- using the articles and other tools developed for municipalities in municipal newsletters or utility bill inserts,
- using displays developed for municipalities,
- providing information on municipal web sites and social media sites
- issuing press releases to local newspapers, and
- implementing storm drain marking programs.

Municipalities must document in their reports to WDNR how they have used the materials developed by the I&E Committee.

Additional Activities and Ongoing Tasks
The actions listed below are completed and/or implemented annually by the SWEC and consume a considerable amount of the half-time hours available.

- Quarterly reporting to member municipalities.
- Biennial reporting to WDNR.
- Bill municipalities and track payments.
- Develop annual work plan.
- Continue to partner with University of Wisconsin Arboretum’s Earth Partnership Program.
- Develop/provide presentations focused on audience interests/concerns.
- Maintain and use existing listserv and distribution lists and develop new lists (as needed) to disseminate information.
- Continue providing organizations and community groups’ assistance and collaborating with projects.
- Promote and advocate for stormwater focused trainings, webinars and lectures for contractors, municipal staff, designers and developers.
- Search and promote grant opportunities to fund stormwater practices or programs for municipalities, citizens, schools, water groups, businesses, etc.
• Promote stormwater related resources including: curriculum developed for MAMSWaP, A Reflection of All DVD and other videos on stormwater practices, the Dane Co. Erosion Control and Stormwater Management Manual, and the Enviroscape model.
• Continue to coordinate outreach with other local water groups.

Acknowledgments
The Madison Area Municipal Stormwater Partnership’s 2017 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 2017 Annual I&E Work Plan
Jeremy Balousek, Dane County Land and Water Resources Department
Christal Campbell, Dane County Land and Water Resources Department
Allan Coville, Village of McFarland
Rick Eilertson, City of Fitchburg
Phil Gaebler, City of Madison
Mindy Habecker, Dane County – UW Extension
Sue Jones, Dane County Land and Water Resources Department
Kathy Lake, Madison Metropolitan Sewerage District
Kim McCutcheon, Wisconsin Department of Natural Resources
Rodney Scheel, City of Stoughton
Marisa Trapp, UW–Madison
Tom Wilson, Town of Westport

For more information, visit www.myfairlakes.com or contact Christal Campbell at 608-224-3746 or campbell.christal@countyofdane.com.
<table>
<thead>
<tr>
<th>Activity</th>
<th>Goal</th>
<th>Timing</th>
<th>Responsible Parties/Partners</th>
<th>Permit Requirement</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Develop and distribute articles and messages with stormwater BMP's</td>
<td>Create seasonal communication toolkits with articles, FB posts, graphics, etc.</td>
<td>Jan-Dec</td>
<td>SWEC, MAMSWaP, Communities</td>
<td>C.1.b.1</td>
<td>Publish toolkits to partners. Update WI Salt Wise web site.</td>
</tr>
<tr>
<td></td>
<td>Create seasonal communication toolkits with articles, FB posts, graphics, etc.</td>
<td>Nov-Jan</td>
<td>WI Salt Wise</td>
<td>C.1.b.2</td>
<td>Publish toolkits to partners. Update WI Salt Wise web site.</td>
</tr>
<tr>
<td>2. Continue work on web-based interactive map of MAMSWaP area watersheds and sewershed including: municipal boundaries, control practices and stormwater BMP's</td>
<td>Integrate additional options such as a &quot;Follow the Flow&quot; application and interactive analytics with cost estimates to WAMSWaP area</td>
<td>Jun-Jul</td>
<td>SWEC, MAMSWaP, Communities</td>
<td>C.1.b.8</td>
<td>Develop mock-up of map using Madison Basin Information System.</td>
</tr>
<tr>
<td></td>
<td>Engage at least 5 groups in storm drain marking activities</td>
<td>Apr-Oct</td>
<td>SWEC, Communities</td>
<td>C.1.b.2</td>
<td>Engage at least 5 groups in storm drain marking activities</td>
</tr>
<tr>
<td></td>
<td>Hold training with at least 10 participants</td>
<td>Apr-May</td>
<td>Rick Wenta - Dane Co. Health</td>
<td>C.1.b.1</td>
<td>Hold training with at least 10 participants</td>
</tr>
<tr>
<td></td>
<td>Promote storm drain marking program</td>
<td>Apr-May</td>
<td>SWEC, Communities</td>
<td>C.1.b.7</td>
<td>Promote storm drain marking program</td>
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<td></td>
<td>4. Promote storm drain marking program</td>
<td>Apr-May</td>
<td>SWEC, Communities</td>
<td>C.1.b.7</td>
<td>Promote storm drain marking program</td>
</tr>
<tr>
<td></td>
<td>Hold training with at least 10 participants</td>
<td>Apr-May</td>
<td>USGS, MAMSWaP, Communities</td>
<td>C.1.b.8</td>
<td>Hold training with at least 10 participants</td>
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<tr>
<td></td>
<td>Develop new documents to share training at Madison</td>
<td>Apr-May</td>
<td>SWEC, Communities</td>
<td>C.1.b.2</td>
<td>Develop new documents to share training at Madison</td>
</tr>
<tr>
<td></td>
<td>Use City of Madison training as model</td>
<td>Apr-May</td>
<td>Rick Wenta - Dane Co. Health</td>
<td>C.1.b.1</td>
<td>Use City of Madison training as model</td>
</tr>
<tr>
<td></td>
<td>3. Partner with Dane Co. Dept.</td>
<td>Apr-May</td>
<td>SWEC, Communities</td>
<td>C.1.b.7</td>
<td>Partner with Dane Co. Dept.</td>
</tr>
<tr>
<td></td>
<td>Promote storm drain marking program</td>
<td>Apr-May</td>
<td>SWEC, Communities</td>
<td>C.1.b.7</td>
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<td></td>
<td>2. Continue work on web-b</td>
<td>Apr-May</td>
<td>SWEC, Communities</td>
<td>C.1.b.7</td>
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<td>1. Promote storm drain marking program</td>
<td>Apr-May</td>
<td>SWEC, Communities</td>
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</tr>
</tbody>
</table>

Table 1.1 - MAMSWaP Information and Education Activities
<table>
<thead>
<tr>
<th>#</th>
<th>Objective</th>
<th>Start/End Dates</th>
<th>Responsible Parties</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>7.</td>
<td>Collaborate with WI Salt Wise partners to offer winter maintenance training in Dane Co. area.</td>
<td>Sept-Oct</td>
<td>WI Salt Wise partners</td>
<td>Offer 2 trainings to field managers and 1 for field staff partners.</td>
</tr>
<tr>
<td>8.</td>
<td>Continue to implement a communication toolkit.</td>
<td>Aug-Oct</td>
<td>SWEC</td>
<td>Create and distribute lead-free streets maintenance training materials.</td>
</tr>
<tr>
<td>9.</td>
<td>Collaborate with WI Salt Wise partners to offer winter maintenance training in Dane Co. area.</td>
<td>Sept-Oct</td>
<td>WI Salt Wise partners</td>
<td>Hold 2 winter maintenance trainings with at least 50 participants.</td>
</tr>
<tr>
<td>10.</td>
<td>Continue to implement Plane Dane Program.</td>
<td>Jan-Mar</td>
<td>SWEC</td>
<td>Coordinate ordering, update website, develop materials, promote, and manage orders and pick up event.</td>
</tr>
<tr>
<td>11.</td>
<td>Collaborate with WI Salt Wise partners to offer winter maintenance training in Dane Co. area.</td>
<td>Sept-Oct</td>
<td>WI Salt Wise partners</td>
<td>Create and distribute Plant Dane toolkit.</td>
</tr>
<tr>
<td>12.</td>
<td>Integrate new Ripple Effects brand into existing and future campaigns and programs.</td>
<td>Jan-Dec</td>
<td>SWEC</td>
<td>Ripple Effects DesPair will be integrated into future campaigns and programs.</td>
</tr>
</tbody>
</table>

**Guidelines and System Requirements:***
- Myfairlakes.com
- Ripple Effects DesPair
- SWEC

**Programs:***
- Install a Rain Garden.
- Residents' Groups looking to install a Rain Garden.
- Blueprints to assist residents with rain gardens.
- SWEC

**Objectives:***
- At least 15 participants.
- At least 10,000 native plants through Plane Dane Program.
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