

Communication Strategies



NEWSC

Stormwater Pond Vegetation Management and Maintenance Workshop

November 14, 2017

Audiences / Stakeholders

- Residents / Property Owners
- Elected Officials
- Regulators



Audiences / Stakeholders, **cont'd**

- Staff
- Developers
- Contractors
- Maintainers
- Facility Users



Tailor message and detail to audience

E.g.: “Bathtub” analogy for ponds



Common Communication Issues and Topics

Maintenance Requirements and Limitations

NO MOW ZONE

CONSERVATION TEST AREA

Why is the grass longer here?

Rosemont is testing out this area as a no mow zone. It has been selected to:

- Prevent Sediment Runoff
- Increase Wildlife Habitat
- Improve Air Quality by Reducing CO₂ Emissions from Mowers
- Act as a Natural Filter to Capture Pollutants



Source: Rosemont College

Uncertainty about pond ownership and responsibility



Communication with Homeowners Associations and Condo Associations



Vegetation / landscaping stewardship plan

- Required of developer
- Given to Homowners Assoc.
- Greatly improves O&M



Easement Negotiations



Timeframe for vegetation establishment



Realistic Expectations



Communication Methods



Stormwater Newsletter

City of Waukesha
Department of Public Works

Vol 200
Fall 2011 Issue 1

College Avenue Area Flood Relief and Stormwater Analysis

The City of Waukesha has begun a flood relief and stormwater analysis in the College Avenue area. The analysis will focus on the area between College Avenue and the intersection of College Avenue and Highway Avenue. The analysis will include a site visit, a hydrologic analysis, a hydraulic analysis, and a conceptual design. The analysis will be completed by the end of the year.

Goals of the Analysis

- Determine the flood risk to the area and the potential for property damage.
- Determine the stormwater quality impacts to the area.
- Determine the potential for erosion and sedimentation.
- Determine the potential for water quality impacts to the area.

Public Meeting
Wednesday, August 3, 2011
at 6:00 pm at the City of Waukesha Common Council Chambers, City Hall, 201 North 4th St.

Your elected officials will be the recipients of the analysis. They will be the ones to make the final decision on the project.



Meetings

- Public meetings / outreach
- Public participation, pre- and post-construction



Communication with Elected Officials



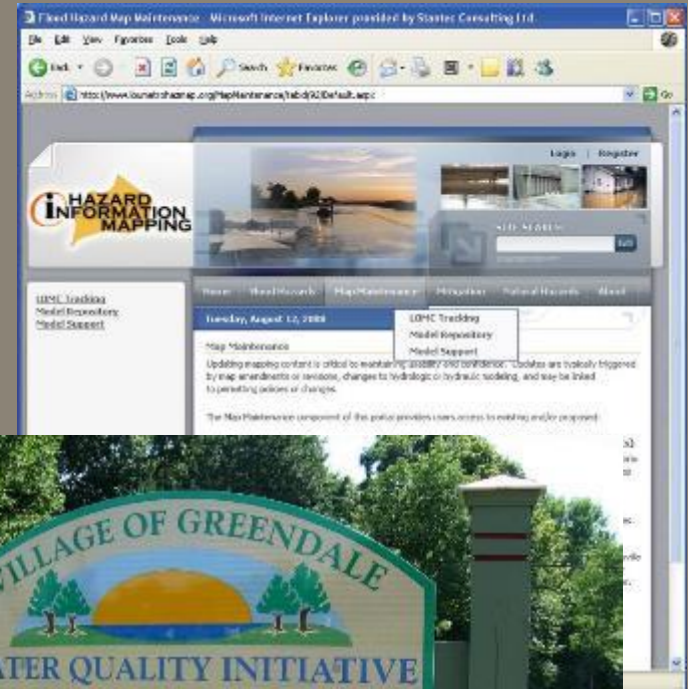
Prebid, preconstruction and construction meetings

- Discuss customized or unusual specifications



Communications

- Newsletters
- Web
- Signage
- Workshops
- Brochures
- Mailings



Questions?