



GREEN SUMMER

**Neighbor to Neighbor. Building
Fresh Coast Guardians.**

**Jay Feiker, Neighborhood
Outreach Coordinator, MMSD**

**Kayla Janowski, Planner,
AECOM**

Our Agenda

- **Milwaukee Metropolitan Sewerage District**
- **2035 Vision / Green Infrastructure Mission**
- **Green Summer Concept**
- **Lessons Learned**
- **Limitations**
- **Results**

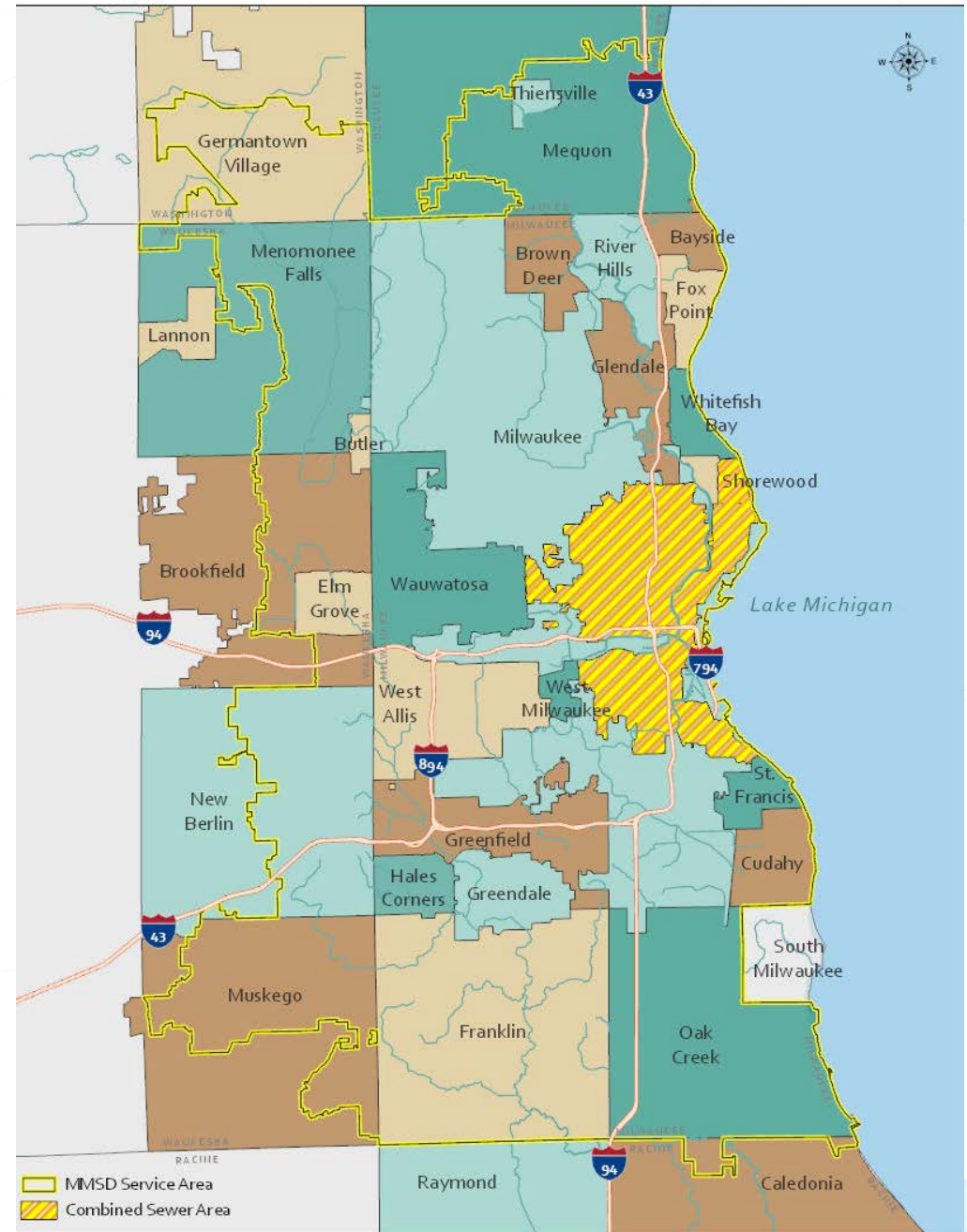
MMSD SERVES



- 1.1 Million Customers
- 28 Municipalities
- 411 Square Miles

We Protect the Public & Lake Michigan:

- Convey, Store, Reclaim Wastewater
- Manage Flooding
- Make Fertilizer
- Much, much more...



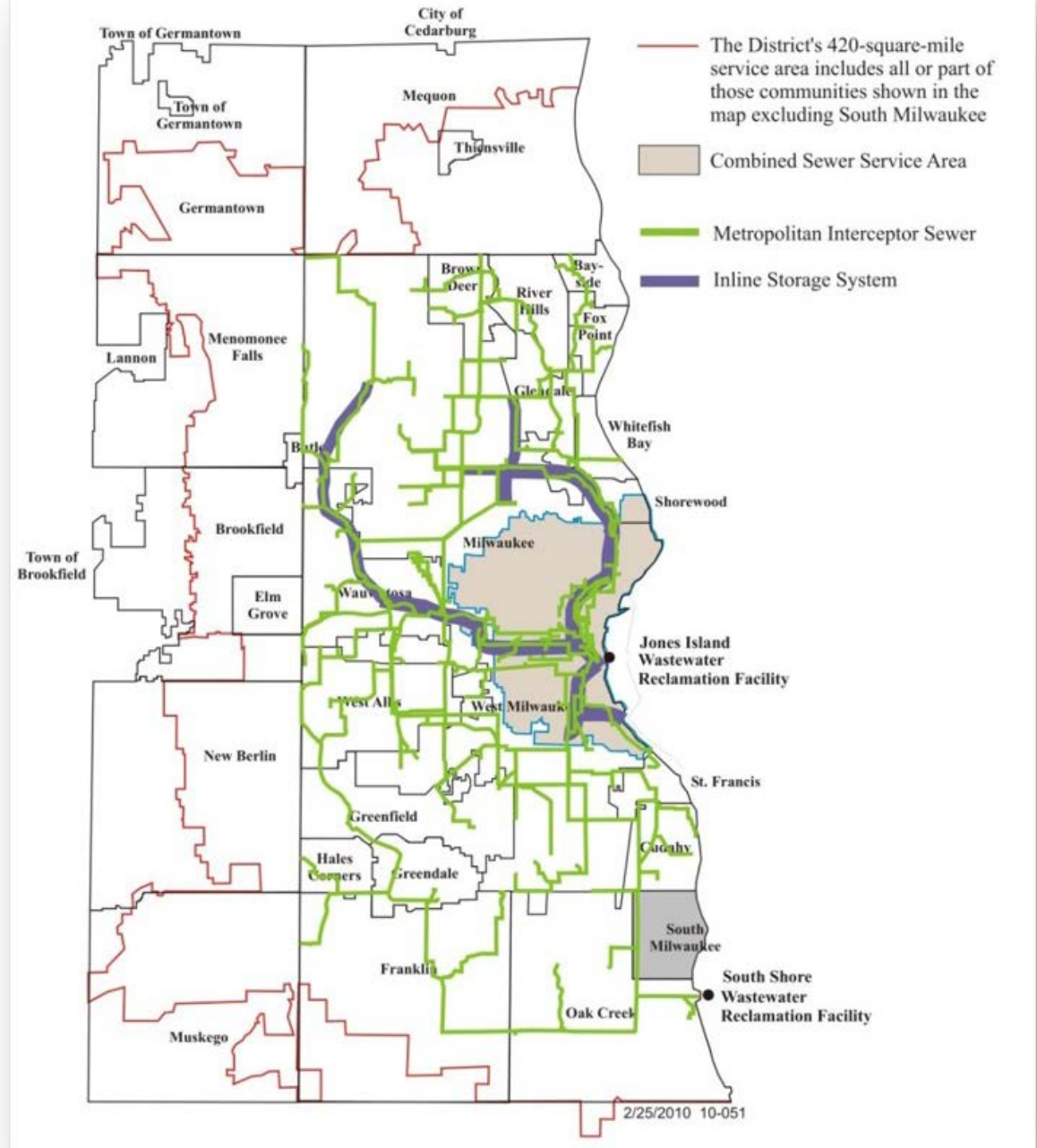
MMSD Region Sewers



300 Miles of MMSD Sewer

3,000 Miles of Municipal Sewer

3,000 Miles of Private Sewer



MMSD Before Sewers



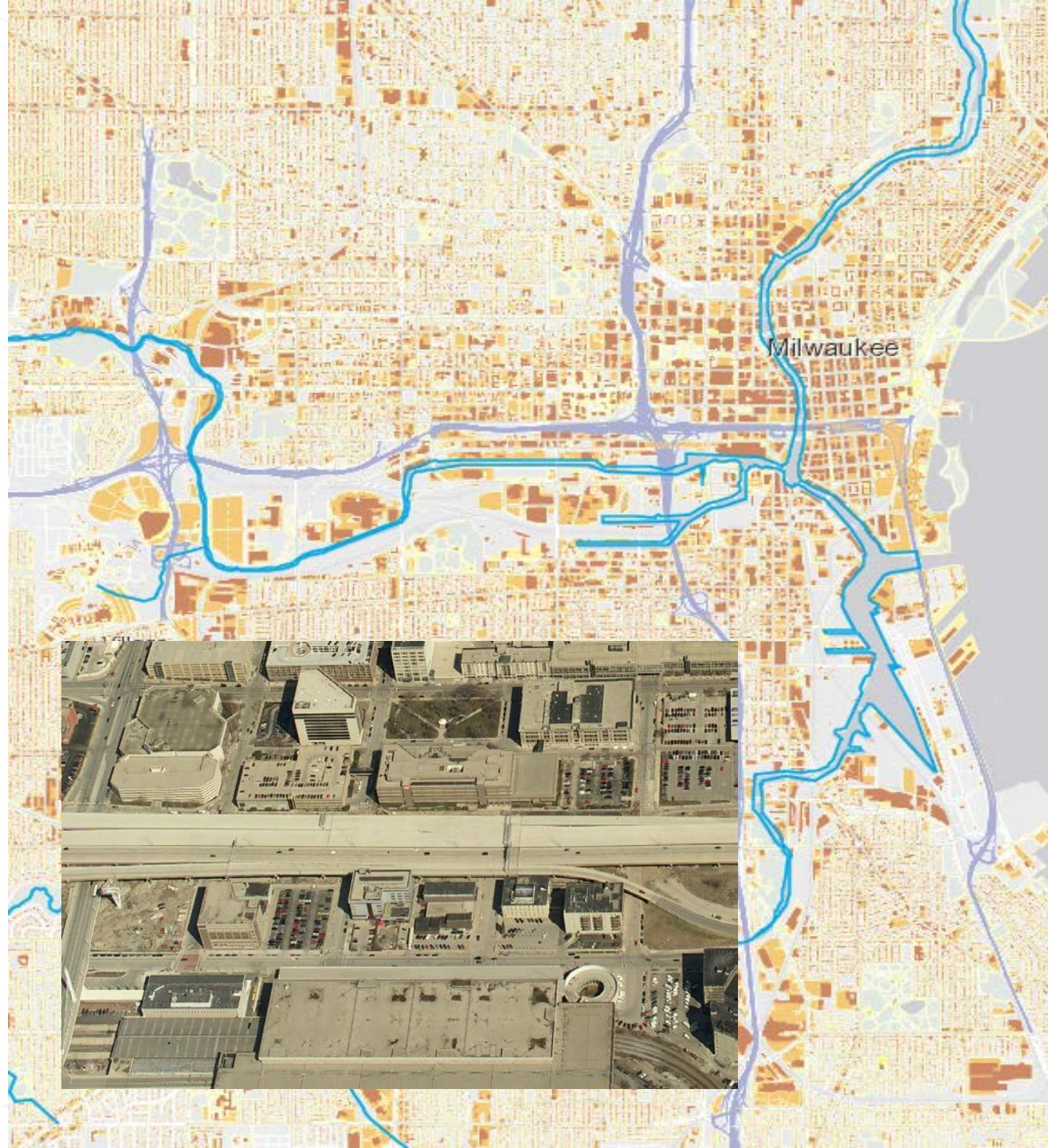
Extensive streams and wetlands

Allowed water to absorb and infiltrate

THEN

Development led to massive amounts of impervious surfaces in place of natural landscape

Leads to much more water, more quickly
→ multiple issues such as more frequent and severe flooding, polluted runoff



Green Infrastructure



Captures, absorbs or stores rain

Multiple benefits:

- Reduces risk of basement backups and sewer overflows
- Helps protect rivers, and lakes from water pollution
- Increases green space and native species

MMSD has funded GI projects totaling close to 41 millions gallons of stormwater capture



2035 Vision

Strategic Objectives for:

1. Integrated Watershed Management
2. Climate Change Mitigation/Adaptation

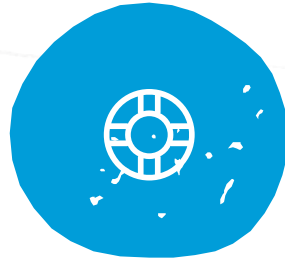
2035 Vision's Green Infrastructure Goals

1. Capture the first ½" of rain
2. Capture & Reuse first ¼ gallon per SF





Implement



Prioritize



Provide Input

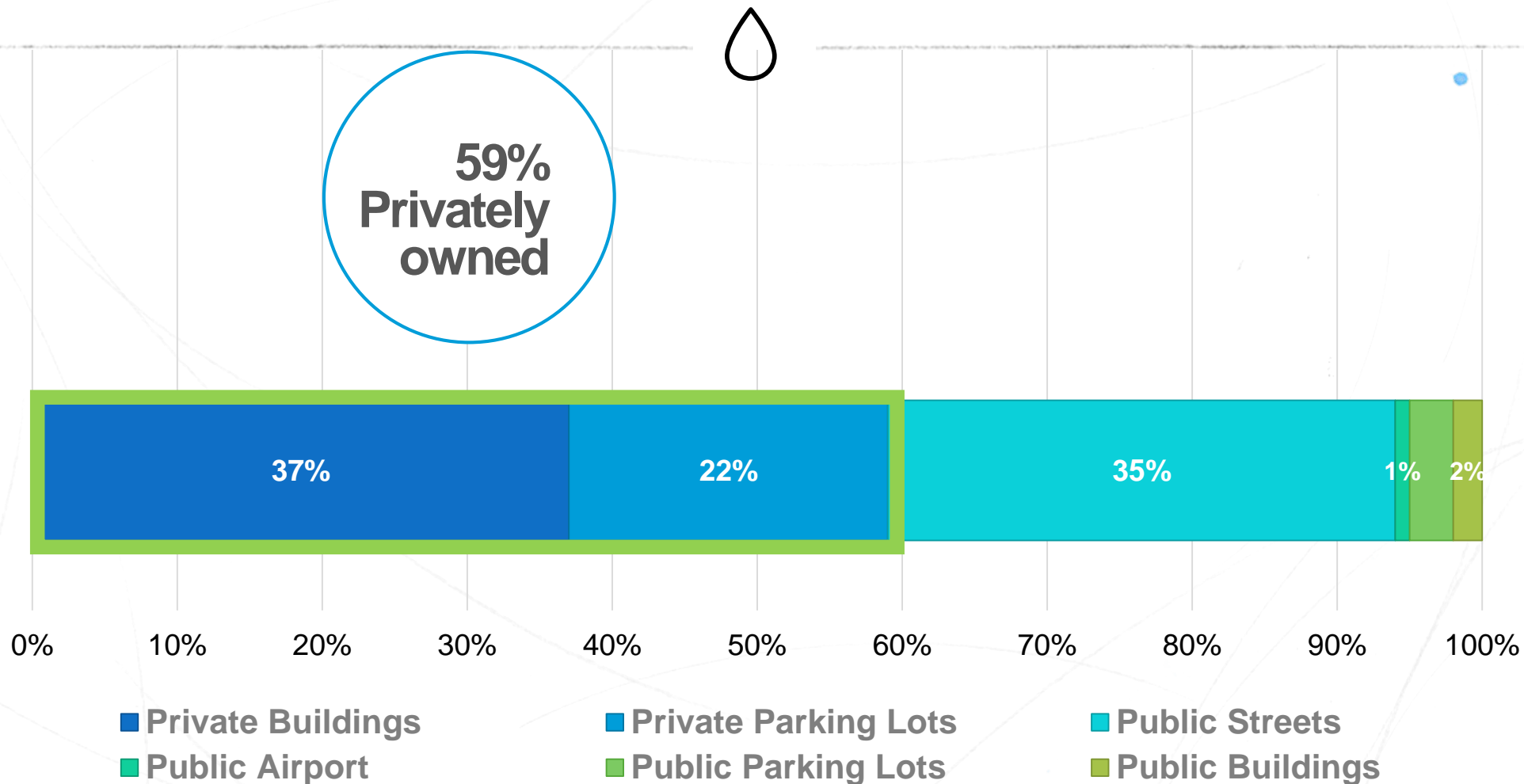
2035 vision (FACILITY)
WPDES

City of Portland

Facilities Plan



Impervious Area by Type and Ownership





**Awareness
Building**



**Opening
Communication**



**Building on
Existing Efforts**



Green Summer Concept

Green Summer Team

MMSD



MMSD Project Manager: Jay
Feiker



MMSD Fresh Coast Intern
Team (2-3 College Interns)

CONSULTANTS



Community Outreach Experts:
AECOM & Bay Ridge



Consulting
Fresh Coast Artist: Melanie
Ariens



Information.



Social.



Installation.

INFORMATION



Introduce Concepts and Build Interest



SOCIAL



Leverage Networks, Expand List, Spur
Action



INSTALLATION



Prompt Social Interaction





Social Marketing



Peer to Peer Interaction

‘That’s how we do it around here’

Leverage interest of champions

Green Summer Communities



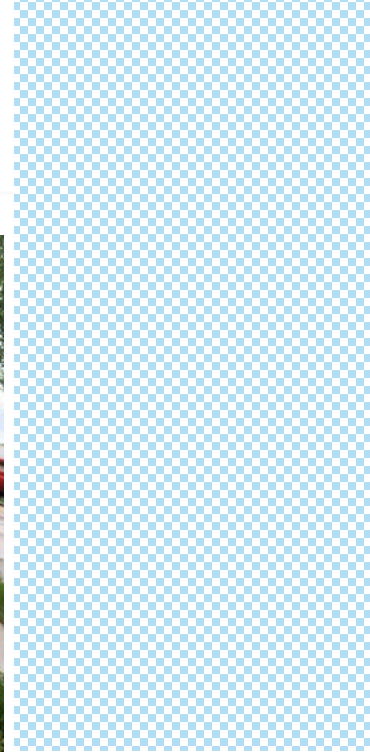
Brown Deer



West Allis



St. Francis



Whitefish Bay



Wauwatosa

Improving the Program



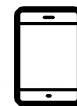
Engagement

Event planning, community partners and refining messaging



Installation

Planning & Budgeting, Managing Capacity



Technology

Leverage MMSD resources to improve efficiency



Artwork

Opportunity for active engagement

Engagement



Establish Community Partners

Early

Community champions, events and spaces



Build Off Existing Events

Greater turn out at established events



Refine Messaging

Used surveys at house parties to gauge audience awareness



Installation



You've Built Interest, Now What...

Communication – Gmail/Project Phone

Organization – Google Drive/ Calendar

Meeting Demand



Rain Barrels

Storage

Workshop



Rain Garden Install

Install Rain Gardens Over Multiple Days



Soil Amendments

Build Interest Through Demonstration

Partner for Installation



Technology



Google Drive & Google Calendar

Great for team collaboration

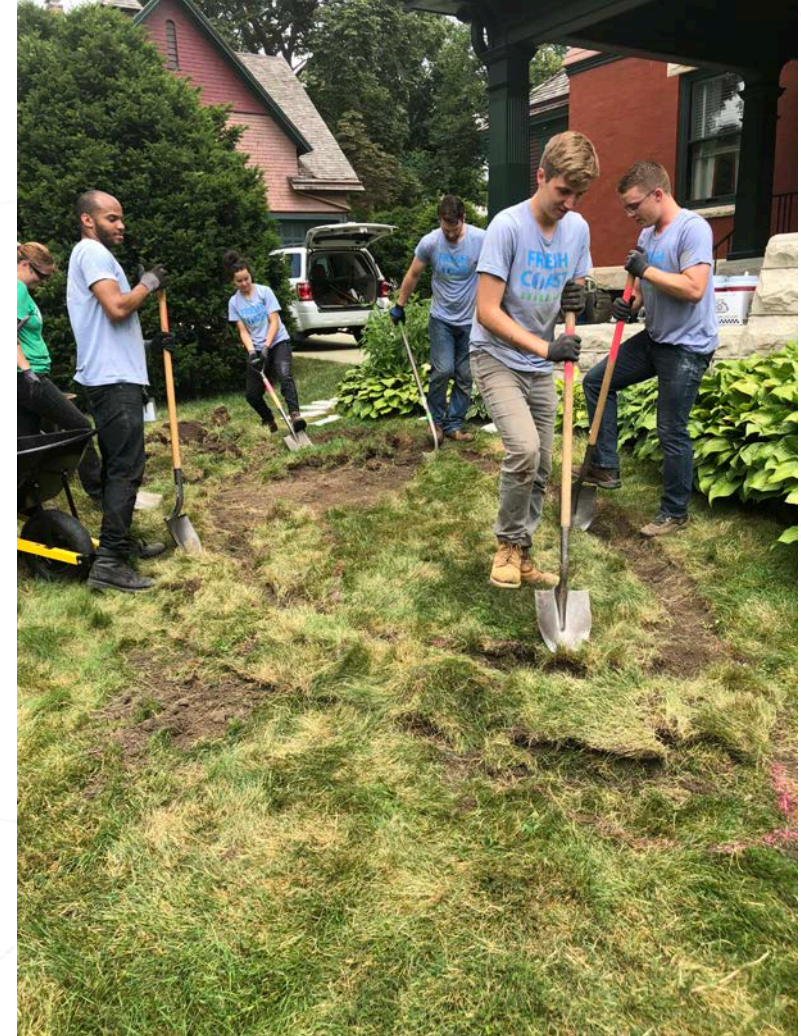


GIS Online

MMSD Created Tracking Tool

Plays Dual Role to Help MMSD Track Project

Install and Overall Goal (740 M/Gal)



Artwork



Permanent Art Installation

Stays With Community

Hard to Implement



Art Event

Larger Audience - Direct Messaging



LIMITATIONS



Budget

How to engage as many as possible with limited budget



Installation Capacity

Available labor restricts amount of installs



Community Support

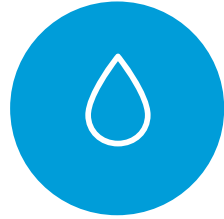
Project needs help from community

RESULTS



BROWN DEER

Rain Barrels: 87
Rain Gardens: 13
Soil Amendments: 0
Event Attendance: 231



WEST ALLIS

Rain Barrels: 100
Rain Gardens: 23
Soil Amends.: 11,000 sf
Event Attendance: 182



ST. FRANCIS

Rain Barrels: 150
Rain Gardens: 1
Soil Amends.: 24,000 sf
Event Attendance: 204



WHITEFISH BAY

Rain Barrels: 150
Rain Gardens: 1
Soil Amends.: 43,800 sf
Event Attendance: 211



WAUWATOSA

Rain Barrels: 186
Rain Gardens: 4
Soil Amends.: 32,000 sf
Event Attendance: 316

Total Water Saved...

37,015

Gallons per
Storm

Rain Barrels

12,815

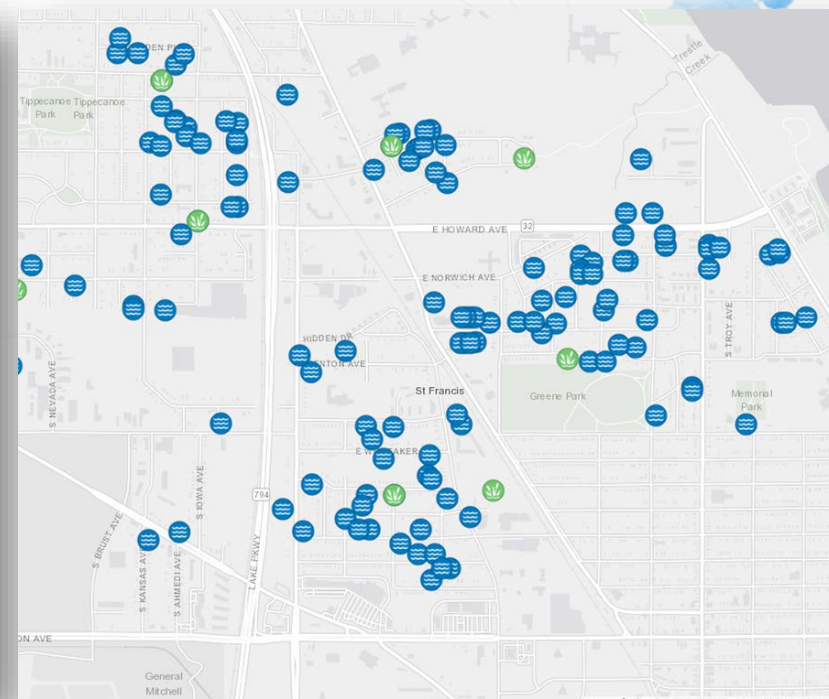
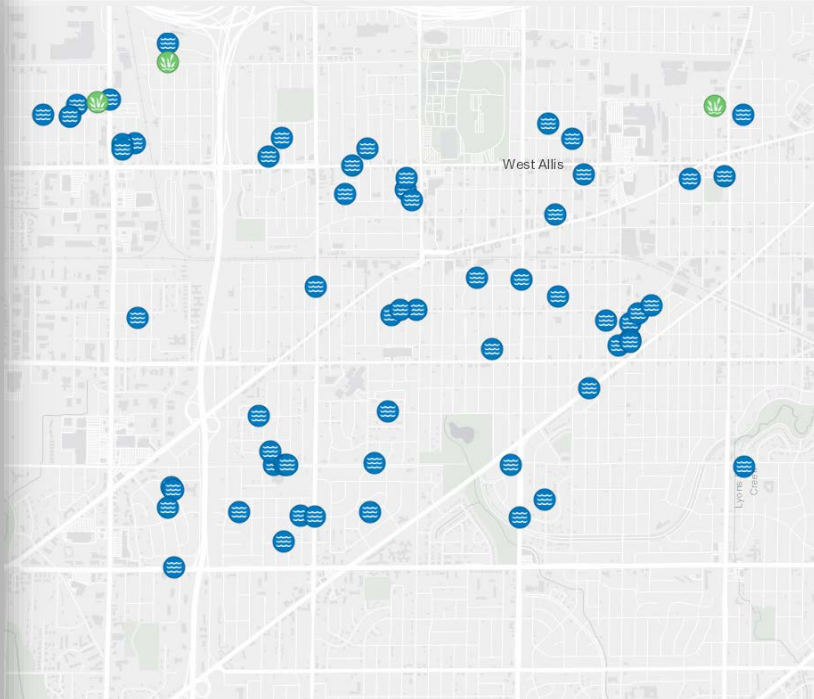
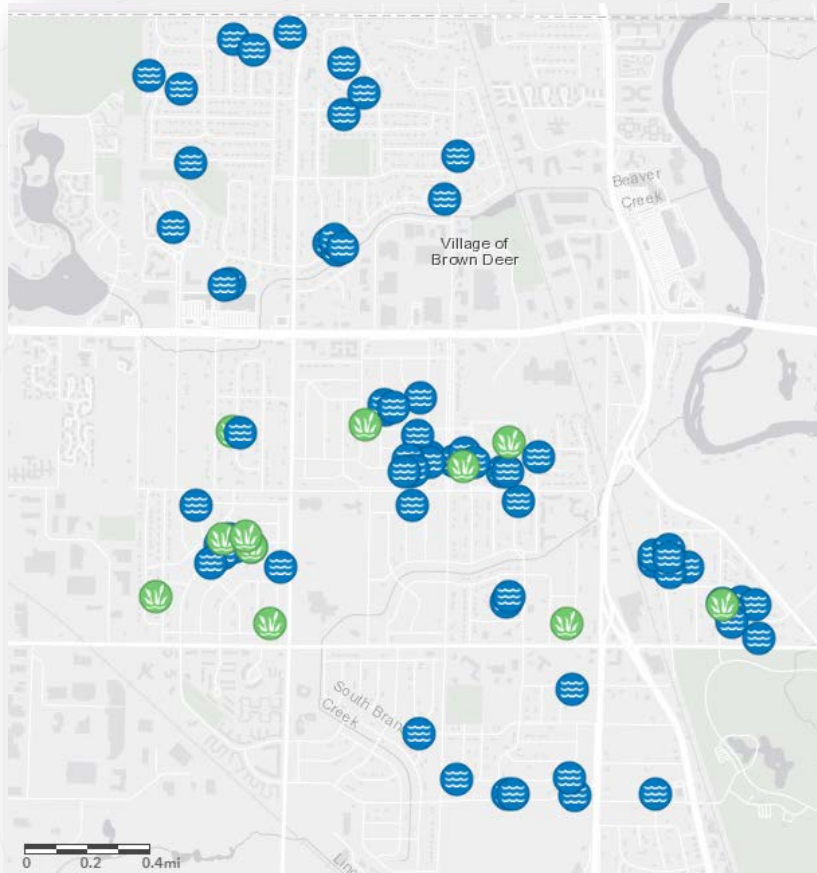
Gallons per
Storm

Rain Gardens

22,160

Gallons per
Storm

Soil Amendments



Rain Barrel

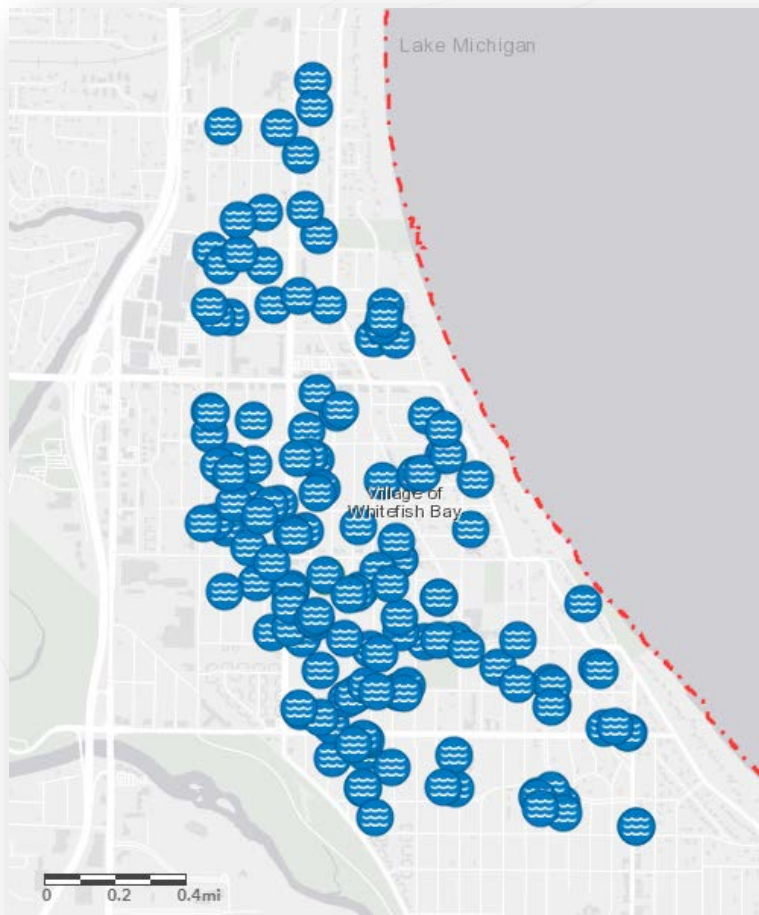


Rain Garden

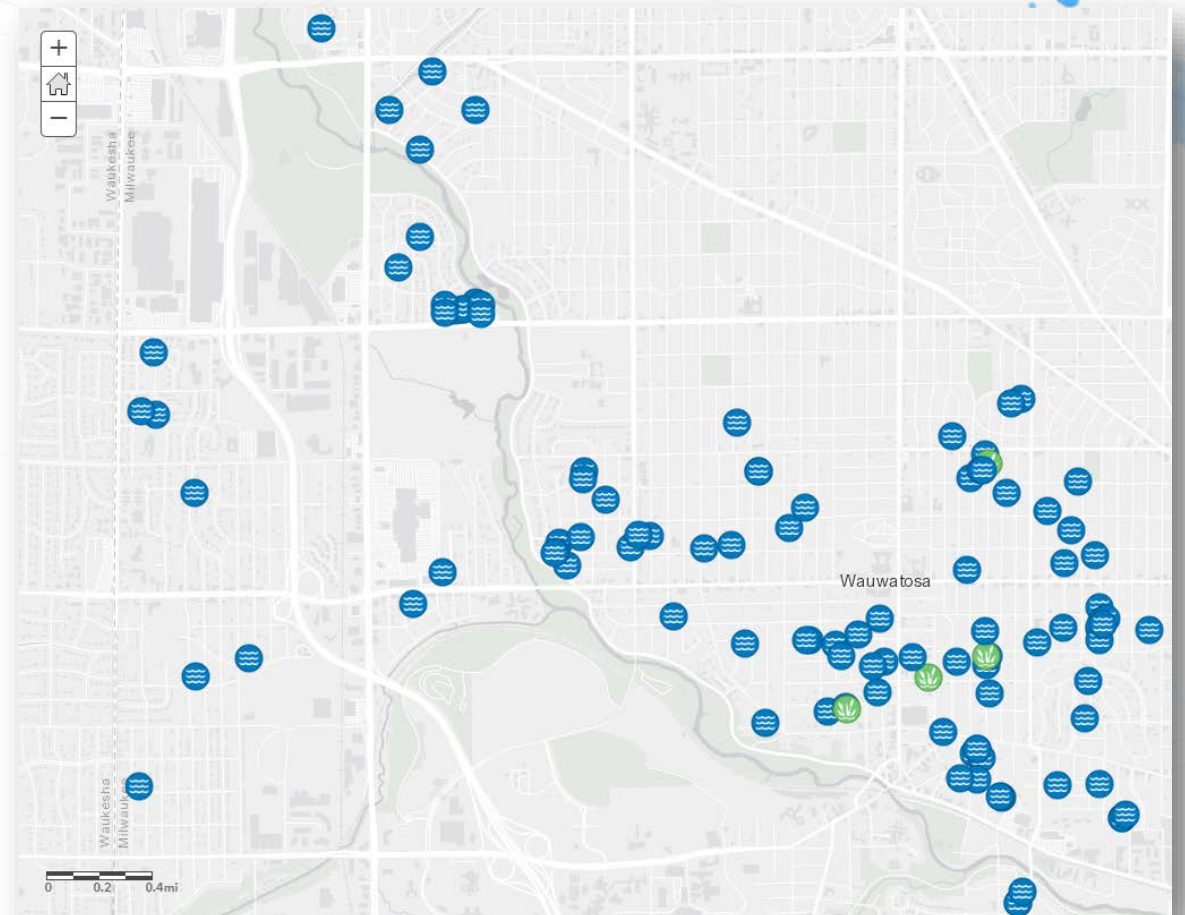
BROWN DEER
2014

WEST ALLIS
2015

ST. FRANCIS
2016



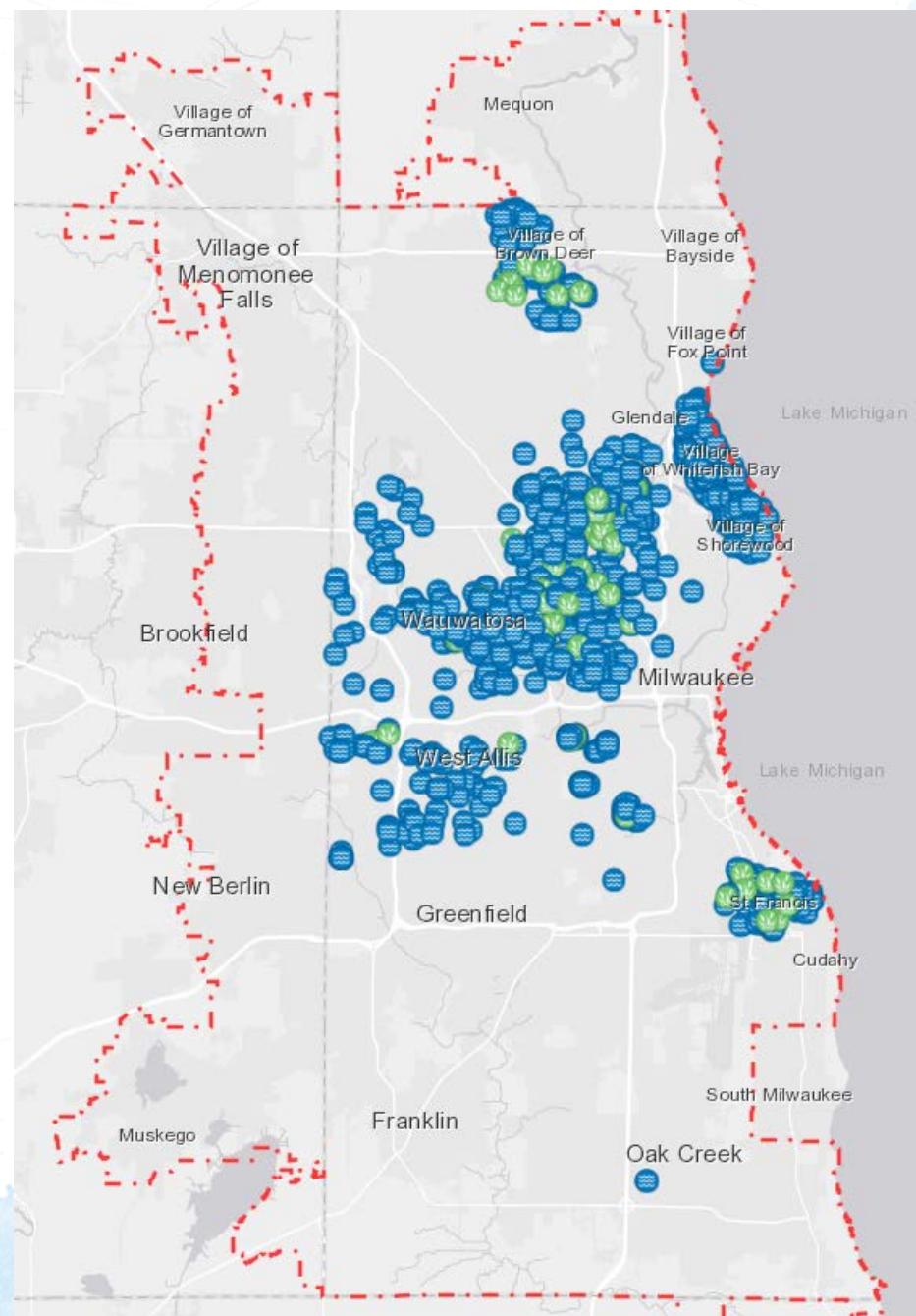
WHITEFISH BAY
2017



WAUWATOSA
2018

Regionwide Results

- Installed over 1,200 rain barrels across MMSD Service Area
- Over 100 rain gardens
- Thousands reached
- Over 100,000 gallons captured per rain event
- Helps connect residents to larger stormwater projects



Fresh Coast Guardians are everyday people who love Lake Michigan and want to protect it. You can help us prevent polluted storm runoff from reaching our waterways by managing water better when it rains.

Visit: www.freshcoastguardians.com
to find out how you can help

