



WILDWOOD

April 27, 2022

MEMORANDUM

To: Watershed Erosion Task Force Members

From: Department of Planning and Parks

Re: **Public Education Efforts for Calendar Year 2022 (Wards – All)**

Cc: The Honorable James R. Bowlin, Mayor
Steve Cross, City Administrator
John A. Young, City Attorney
Rick Brown, P.E. and P.T.O.E., Director of Public Works
Dan Rahn, Assistant City Engineer
Melanie Rippetoe, AICP, Assistant Director of Planning and Parks
Travis Newberry, Senior Planner

>>>Implementation of Resident Outreach Program for Reported Problems: The Watershed Erosion Task Force Members will recall that, at the start of its study process of the City's nine (9) watersheds over two (2) years ago, it requested that property owners with erosion problems contact the Department of Planning and allow these issues to be identified and, then added to two (2) lists, one (1) of which would be maintained by the City and the other by the Metropolitan St. Louis Sewer District (MSD). This process was highlighted by a mailer to all households that had either a drainageway or floodplain area upon their property or lot. This mailer and other outreach efforts resulted in over eighty (80) locations being identified with potential erosion issues that needed to be reviewed. This process concluded approximately eighteen (18) months ago. Along with these eighty (80) locations, the City's consultants identified another twenty-five (25) sites, with these places generally impacting public infrastructure and properties.

As the task force is aware, since this initial public outreach effort and process, the City has not had a program of follow-up with the property owners that participated in it. In recognition of this lack of follow-up, the task force members requested, in late 2021, a program be developed to reestablish contact with property owners to explain the progress of its efforts, while also receiving updates on the current conditions of their individual erosion problems. In response to this request, the Departments of Public Works and Planning sought the formation of a group, which was intended to reconnect with the property owners that had participated and seek this new information. Accordingly, the Departments of

Public Works and Planning started to devise a process that would effectively restart this effort and create the needed contacts of participating property owners, but was slowed by certain circumstances relating to the consultant team and the principle of it stepping away from the process due to a family member's loss.

Despite the setbacks in this regard, the City can restart this effort and create the needed momentum with these residents that participated at the start of it. This identification process can help in many regards, as plans and new efforts are discussed for 2022 by the task force members. This process would start, with the support of the task force members, with a letter being developed that explains the delay to the participating property owners, then detailing the efforts of the City over this same span of time, and then concluding with next steps that are to be further identified for the remainder of the year. Therefore, the Department is requesting the authorization to prepare that letter for review by the task force and then dissemination to the residents.

Future Other Public Outreach Efforts >>> The task force has accepted as a primary charge for its members this year the engagement of the public by building an educational base, along with support for its efforts for future projects. These efforts have not been initiated at the rate that had been sought by many of the members on the task force, given other priorities in its efforts. However, the Department does believe several steps can be undertaken at this time, with the support of the task force members. These steps would include the following items:

- a. Update the website and all of the City's social media content to better reflect current directions of the task force.
- b. Focus future articles and discussions on USGS Study process and detention/retention basin retrofits with new publications and efforts.
- c. Produce video with Co-Chairs, task force members, and consultants explaining the group's collective impressions of situations leading to these persistent problems in the watersheds and the best first steps for the City, property owners, and residents to practice to reduce impacts in them.
- d. Partner with the Open Space Council or modeling its process for a stream cleanup efforts in the Fall 2022.
- e. Organize a honeysuckle removal/replacement push (maybe with a social media challenge/tracking component).
- f. Implement "call to action elements" using the task force's information that would assist and mobilize people into/along the creeks to implement good stewardship practices.
- g. Engage local media to report the task force's efforts, e.g., West Newsmagazine, etc.
- h. Produce Stormwater Fact Card for distribution at upcoming City events for distribution.
- i. Participate at Celebrate Wildwood Event, along with periodic attendance at the Farmers Markets on certain Saturdays.

This list is not all options that may be available, but would provide the content for the remainder of this year and into 2023 in terms of a work program. Therefore, the Department is seeking the input of the task force members on these suggestions and direction on the same at tonight's meeting.

Other and Contact Information >>>

If any of the Task Force Members should have any questions or comments regarding this information, please feel free to contact the Department of Planning and Parks at (636) 458-0440. A presentation is planned on these items at tonight's meeting. Thank you for your review of this information and input on the same.