



WILDWOOD

April 27, 2022

The Honorable City Council
City of Wildwood, Missouri
16860 Main Street
Wildwood, Missouri 63040

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

Council Members:

>>> Implementation of Resident Outreach Program for Reported Problems: City Council Members will recall that, at the start of the Watershed Erosion Task Force's 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.

The task force has previously advised City Council, since this initial public outreach effort and process, it had not instituted 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 task force, along with the Departments of Public Works and Planning agreed on the structure of a group, which was intended to reconnect with the property owners that had participated and seek this new information. Accordingly, the task force authorized this process that would effectively restart this effort and create the needed contacts of participating property owners, but it was slowed by certain circumstances relating to the consultant team and the principle of it stepping away from the process due to a close family member's loss.

Despite the setbacks in this regard, the task force members acknowledged 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 its

members. The task force members supported this process, and authorized the Departments to develop a letter 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.

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. After discussion at its April 2022 meeting, task force members do believe several steps can be undertaken at this time regarding this public outreach effort. 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.

Upon review of this list of items, the task force provided authorization to the Department to prioritize the development of a 'Fact Card' that would be distributed at upcoming City events and via other opportunities. The task force would note this list is not all options that may be available, but would provide the content for its efforts over the remainder of this year and into 2023. Therefore, its membership is advising the City Council of this list of items and also seeking the input of it on these initiatives.

Contact Information >>> If City Council Members should have any questions or comment before tonight's meeting, please feel free to contact the Department of Planning at (636) 458-0440. A presentation on this matter is not planned at tonight's meeting, given it is listed under 'For Information' on the Work Session Agenda. However, if any City Council Member would like to discuss such, the Department will be available to assist in such.

Respectfully submitted,
CITY OF WILDWOOD

Joe Farmer and Carol Holthouse, Co-Chairs*
Watershed Erosion Task Force

Cc: The Honorable James R. Bowlin, Mayor
Steve Cross, City Administrator
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* The Department of Planning and Parks developed this report, in conjunction with the Watershed Erosion Task Force. Content reflects the Task Force's consideration of this subject and not necessarily an individual's position or opinion.