MMSD – Edgewood Avenue Near Surface Collector
Village of Shorewood, City of Milwaukee
Public Outreach Plan
7/29/2020

- Fall 2020 – Project concept outreach to impacted stakeholders
- First Quarter 2021 – Project design details and schedule to impacted stakeholders
- Summer 2021 – Construction details, timeline, communication channels to impacted stakeholders

Project Background

The Village of Shorewood's combined sewer service area (CSSA) has an extensive network of local combined sewers generally draining the portion of Shorewood east of North Oakland Avenue and North of East Edgewood Avenue, and areas in the City of Milwaukee (Milwaukee), including the University of Wisconsin-Milwaukee (UWM) campus, and northeast side neighborhoods east of Oakland and north of East Hartford Avenues. Shorewood's combined sewer system has been prone to surcharging and water entering basements during high intensity, short duration rainfall events. This project will improve the hydraulic connection from Shorewood combined sewers to District facilities by providing additional hydraulic capacity that will improve the discharge of design flows from Shorewood and Milwaukee combined sewers into District facilities, thereby reducing basement backups.

Planned Outreach Meetings

As part of this project, the project team will involve the impacted stakeholders through public meetings and conversations at several key points in the project. An initial public meeting is planned for 30% complete design, in fall 2020. A second meeting is planned as the project nears final design completion to explain the design details and the planned construction start and finish dates. A third meeting is planned for the start of construction to define the specific construction milestones and their timing and their impacts to adjacent property owners, and to establish the communication process/status reporting during the construction phase of the project.

Given the current mass gathering limitations and safety concerns for the public under COVID-19 conditions, all meetings are planned as virtual meetings. An outreach plan will be prepared for each outreach meeting similar to the outline provided below for the initial outreach meeting in fall.

Fall 2020 Initial Outreach Meeting Plan

Virtual Public Meeting

- Virtual public meeting – Conduct an initial targeted stakeholder meeting after the 30% complete design submittal – assume fall 2020. Present overall project, specific project components including work areas; specific GI concept. Consider displaying public meeting materials at Village Hall or the library.
- Targeted conversations with UW-Milwaukee, primary users of River Park, neighborhood, Oakland BID. Topics: discuss traffic/parking impacts to staff/students at UWM; concept/plans, expectations, impacts during construction with the residents around Edgewood; Green infrastructure plans to park users; impacts to trail for bicycling community.
- Additional outreach audiences (include in meeting notice): Local officials (Shorewood and Milwaukee), local residences and businesses, UWM, Oakland Avenue business groups, MCTS, Riverpark Apartments, emergency services

Messages

- Value of project, reduced risk of basement flooding/backups
- Impacts during construction (traffic, access, parking, noise, dirt, tree removal)
- Role of green infrastructure in River Park
- Schedule

Methods of Communication

- Mailers prior to public meeting to serve as project information piece and meeting invitation; draft mailer to be prepared for distribution by MMSD
- Information prepared in a public friendly manner to be shared on the MMSD, Village/City websites
- Signage on Oak Leaf Trail to notify users
- Presentations/handouts/exhibits for meetings to address resident and traveler concerns
- Information pieces designed, in part, to share information on the day to day impacts during construction

Other

- Ask UWM, Shorewood and City of Milwaukee elected officials to share information on their social media sites regarding project timing and impacts, both prior to and during construction