



# GREENPRINT PARTNERS

Getting the most good out of green infrastructure.

## **Implementing GI through Community Partnerships**

Clean Rivers, Clean Lake Conference

September 7, 2023

# Agenda

1. Highlight the program approach for Fresh Coast Green Communities (FCGC), a \$20M equitable GI program in partnership with MMSD
2. Share the role that private philanthropy is playing in elevating equity in implementation of the program
3. Illustrate how partnership with Sixteenth Street Community Health Centers has expanded the reach of FCGC on Milwaukee's south side

MMSD  
Fresh Coast  
Green  
Communities





# ABOUT MMSD



MMSD is a regional government agency that provides water reclamation and flood management services for about 1.1 million people in 28 communities in the Greater Milwaukee Area.

MMSD is highly regarded nationally as a leader in wastewater treatment, flood management, and green infrastructure.

Source: <https://www.mmsd.com/about-us>



# FLOOD MANAGEMENT PROJECTS

MMSD is using a multi-prong approach to address flooding issues in Milwaukee County watersheds. Flood management projects address large quantities of water while green infrastructure addresses water quality issues to improve public health.

## Kinnickinnic River Watershed



## Milwaukee River Watershed



## Menomonee River Watershed



# FRESH COAST GREEN COMMUNITIES

MMSD is partnering with Greenprint Partners to connect with communities to plan, build, and maintain multi-benefit green infrastructure. This program will protect Lake Michigan, our communities, and create more Fresh Coast Guardians.

Each project helps MMSD meet their commitment to their 2035 Vision:

Zero Basement Backups  
Improved Water Quality



**Grey  
Infrastructure**

Zero Overflows



**Green  
Infrastructure**



## GOAL

# Add 6-8 million gallons of stormwater storage capacity through green infrastructure.

### THE PROGRAM FUNDS

- Engineering design & construction costs
- First 5 years of vegetative establishment / maintenance
- Retrofits or new developments on private & public property

### ELIGIBLE PROJECT TYPES

Bioretention Basins  
Cisterns and Rain Barrels  
Constructed Wetlands  
Green Roofs  
Native Landscaping  
Porous Pavement  
Stormwater Trees  
Subsurface Storage  
Depaving

### MAINTENANCE

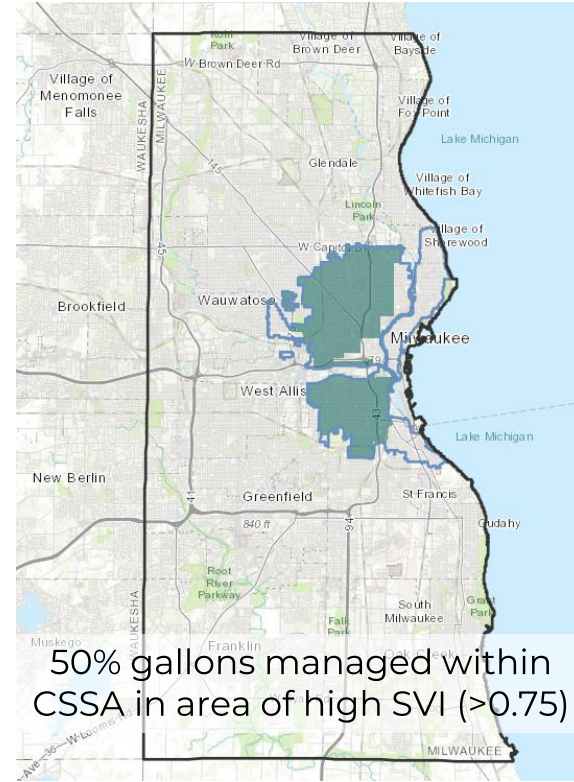
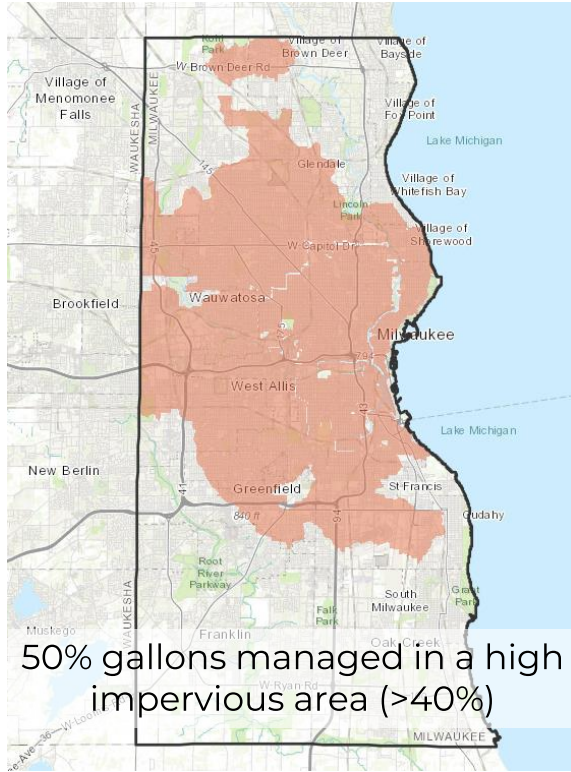
- Landowner commits to 11-year, limited-term conservation easement
- After first 5 years of FCGC-funded establishment, maintenance is owner's responsibility for 6 years
- Annual reporting recommended

FCGC  
Program  
Approach





# PROGRAM METRICS



# COMMUNITY IMPACT ATTRACTS FUNDING

Greenprint brought along a \$500K philanthropic commitment from Builders Initiative to fund community-driven project sourcing.



\$500K

Committed to fund our community-based sourcing strategy in frontline communities & develop an equitable program approach





# EQUITY GUIDE FOR GSI PRACTITIONERS



The ***Equity Guide for Green Stormwater Infrastructure Practitioners*** is an action and evaluation roadmap that defines the GI industry's shared long-term equity goals with:

- Sample metrics that help track progress toward those goals over time,
- Best practices that will ultimately move the needle, and
- Tools to support individual practitioners in customizing community-informed equity work plans, equity impact metrics, and evaluation plans to local contexts.

# EQUITABLE PROGRAM STRATEGY

You have a critical role to play in advancing equity. Here's how.

## Site Outreach (SO)

### BEST PRACTICE 1: COLLABORATIVELY APPROACH OUTREACH

	Examples to Try	Responsible Service Provider
<b>SO 1.1   Plan outreach and develop materials.</b> Informed by input from a compensated community advisory group, decide on a frequency, medium(s), and best practices for your outreach. Create accessible, relevant, and engaging meeting content and outreach materials that are reviewed and edited by the advisory group.	<ul style="list-style-type: none"><li>- Hear from advisory group members on past successes and failures with regards to outreach as well as what messaging resonates with their community</li><li>- Create materials that speak to each site representatives' assets and needs</li><li>- Identify translations, formats, and distribution methods that create accessible, relevant, and engaging content</li><li>- Consider trying a postcard mailer, cold emailing or calling, or handing out flyers in the site representatives' native language</li><li>- For in person meetings, include contact information to request accommodations (e.g. captioned video and scripting for planned speaking parts with printed materials for those with hearing impairments)</li></ul>	Project Developer
<b>SO 1.2   Empower community advisory group members to conduct outreach.</b> Empower compensated community advisory group members and local community-based organizations to introduce the GSI program and potential opportunity to site representatives, and arrange meetings with the project developer.	<ul style="list-style-type: none"><li>- Provide sufficient training for group members to serve in an outreach capacity, including training on GSI features, benefits, and program eligibility</li></ul>	Project Developer
<b>SO 1.3   Prioritize honest, upfront communication.</b> Ensure all outreach materials, outreach training, and conversations with site representatives prioritizes honest and upfront communication about realistic benefits, risks, and barriers.	<ul style="list-style-type: none"><li>- Be transparent</li><li>- Highlight opportunities for site improvements that provide benefits to the community</li><li>- Share knowledge about the program, green infrastructure, and community benefits</li><li>- Address red tape, legal requirements, and required responsibilities, particularly those relating to maintenance. Build questions into early meeting agendas that prompt this discussion.</li><li>- Facilitate conversations that identify site representatives goals, priorities, and concerns for the project and explore possibilities. Build questions into early meetings that prompt this discussion.</li></ul>	Project Developer



# PARTNERSHIPS WITH COMMUNITY ORGANIZATIONS



Sixteenth Street Health Clinic was the first CBO contracted to support FCGC.

## STRATEGY

**Identify Neighborhoods:** Select areas that are underrepresented in voluntary green infrastructure programs with high potential for GI.

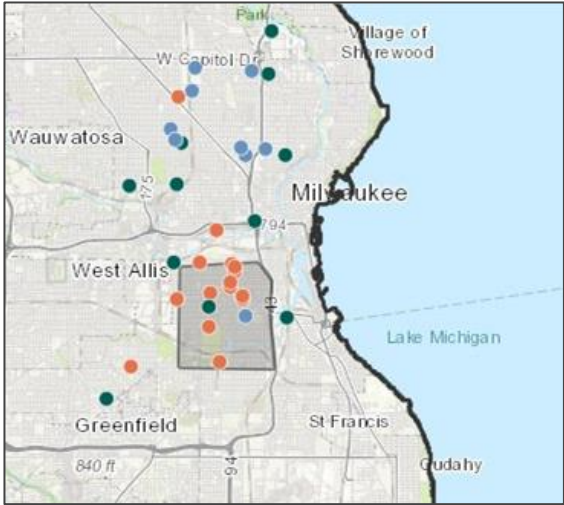
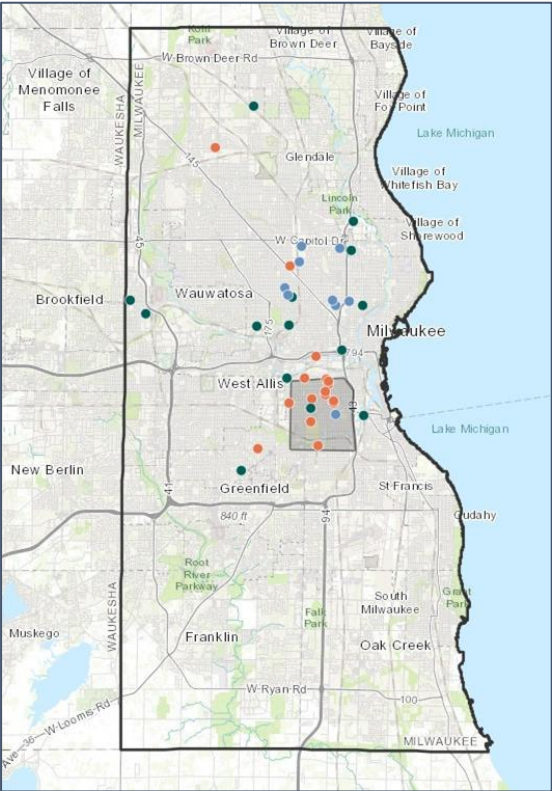
**Contract with CBO:** Build a relationship and contract with organizations that have deep roots and trust within each neighborhood.

**Build Capacity:** When needed, we can build CBO capacity through GI training.

**Collaborate on Priority Properties:** CBO & Greenprint review draft mapping and analysis to identify priority outreach opportunities.

**Initiate Contact:** CBO leads outreach to prioritized landowners in each neighborhood, securing kickoff meetings with Greenprint team.

# INBOUND INTEREST VS INTENTIONAL OUTREACH



FCGC Projects by Source

- Source
- CBO Connection
- Incoming
- Outreach



# Sixteenth Street Partnership

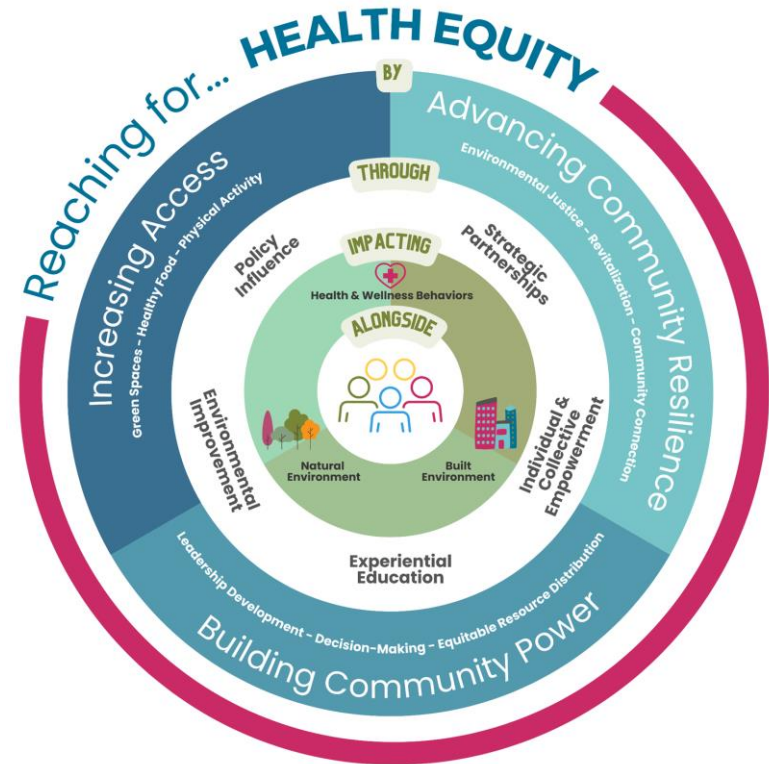


# CBOs ARE ON THE FRONTLINES

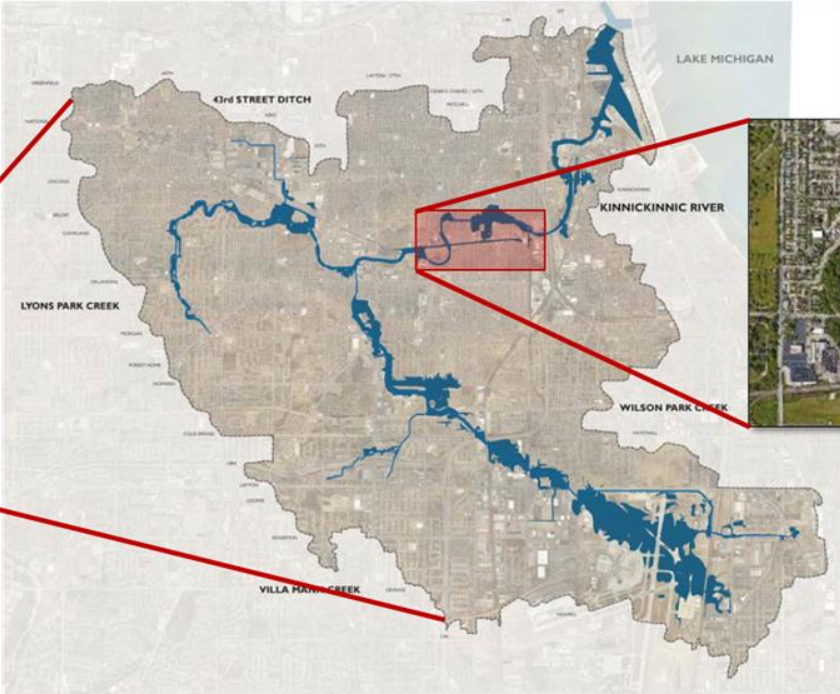


Reaching for health equity by:

- **Increasing access** to green space through strategic partnerships
- **Advancing community resilience** through revitalization and strategic partnerships
- **Building community power** by advocating for equitable resource distribution through environmental improvement



# The Kinnickinnic River Community





Get Kids Out in Nature



Engage the Community



Create Environmental Stewards



Sixteenth Street prioritizes leveraging projects that support communities through project development, engagement, and education.



Children's activity table at March 4th public meeting. Activities at all public meetings were designed by Groundwork Milwaukee to teach children about watersheds and river ecosystems (photo courtesy of SSCHC)

Image from the *KK River Corridor Neighborhood Plan*

## ACTIVITIES

**Download community context and history** so that Greenprint can approach stakeholder conversations sensitively and with finesse.

**Provide insight on initial project priorities** that emerged from Greenprint analysis and MMSD portfolio requirements.

Serve as an **initial point of contact for priority project landowners** and **attend landowner meetings**.

**Co-lead community engagement and education** around projects in conjunction with landowners.

**Provide feedback on outreach materials** and other communications to community, and help get the word out about MMSD's program.

