



GREAT LAKES STORMWATER COLLABORATIVE – WORKPLAN (APRIL 2018 – MARCH 2019)

1 Introduction and Leadership

This workplan briefly describes the goals of the Great Lakes Stormwater Collaborative (GLSC). There are four workplan categories: partnerships, GLSC website, outreach, and GLSC spotlight project. Each category is divided into three timeframes (three, six, and twelve months) to guide implementation, recognizing that actual timing of activities may not fit neatly into the timeframes given. Finally, this workplan sets the basis for minimal work anticipated during the April 2018 – March 2019 timeframe, but does not prevent the GLSC from taking on additional work as new projects and funding opportunities arise.

Names of potential leaders for each workplan item are given. These are subject to change based on availability and interest in each task. Specific actions may be delegated to GLSC members based on expertise and availability. Estimated timing and funding requirements are given for each task.¹ These estimates are subject to change based on how each task is undertaken and available funding.

Derek Berg and Anne Vaara, GLSC co-chairs, will lead efforts to finalize this draft and update the workplan as new opportunities arise. The level of effort to finalize and oversee workplan implementation over the next twelve months is estimated at 120 and cost \$1,500 over the next twelve months.

2 Workplan Items

2.1 Partnerships

The GLSC will build partnerships with other organizations to expand its capacity and network. This includes building strategic partnerships that allow the GLSC to function effectively and associations with third party organizations that increase the GLSC's reach.

Derek Berg, Anne Vaara, and Don Carpenter will lead this effort, but will rely on other leadership team members to help build connections. These relationships should grow organically out of the leadership team's connections,

¹ The four roles used for calculating time and cost are: support (\$0/hr), management (\$50/hr), consultant (\$50/hr), and secretariat (\$25/hr). See the GLSC Sustainability Memo for more details.

so the timeline below is subject to change. Building partnerships is estimated to total 240 hours and cost \$6,300 over the next twelve months.

2.1.1 3 Months

The partnership between the Water Environment Federation (WEF) and the GLSC will be finalized.² This includes finishing the MOU already being considered and developing the roles each organization will play in the partnership. The GLSC will also work with the Chandler Park Conservancy to develop the Chandler Park project as a GLSC “local partnership project”. This includes developing a project proposal and defining the terms in which the GLSC will participate in the project. Additional projects and partnerships will be sought between the GLSC and other organizations. If the GLSC develops additional projects or partnerships that are inherently local in nature, they will follow the guidelines laid out in the GLSC Local Partnership Memo. These GLSC local partnership guidelines will ensure the GLSC will only get involved if a local partnership serves to advance the objectives outlined in the GLSC charter.

Finally, the GLSC will seek outside funding to help support the collaborative after the Great Lakes Commission’s (GLC) funding runway ends (June). This includes potentially seeking a continued relationship with the Erb Family Foundation, which originally funded the precursor to the GLSC – the GLC’s Stormwater Technology Transfer Project.

Derek Berg will establish and build upon the partnership with WEF. Don Carpenter will act as a consultant and focus on the Chandler Park project. Anne Vaara will seek additional partnership/funding.

Estimated Cost: ~\$300 per month

Deliverable(s): Finalized GLSC-WEF MOU; Chandler Park GLSC Local Partnership Project Proposal

2.1.2 6 Months

The GLSC will continue to foster partnerships with already engaged organizations and build new partnerships with others. GLSC’s partnership with WEF and Chandler Park will continue, expanding on efforts already underway. The relationship with WEF will include advancement of the STEPP program. Funding avenues will be pursued as the GLSC begins to undertake its spotlight projects. A focus for these partnerships will be with organizations working on advancing municipal stormwater codes and ordinances. This includes connecting what information is already out there and validating works that are especially useful.

Derek Berg will continue the partnership with WEF, Don Carpenter will launch the Chandler Park project, and Anne Vaara will pursue additional partnership/funding.

Estimated Cost: ~\$400 per month

Deliverable(s): Funded Chandler Park Project Begins

² See GLSC-WEF Relationship Memo for more details on this relationship

2.1.3 12 Months

The GLSC will continue to foster partnerships with already engaged organizations and build new partnerships with others. GLSC's partnerships with WEF and Chandler Park will continue, expanding on efforts already underway.

Derek Berg will continue the partnership with WEF, Don Carpenter will manage GLSC involvement with the Chandler Park project, and Anne Vaara will foster additional partnership/funding.

Estimated Cost: ~\$700 per month

2.2 GLSC Website

The GLSC website will be the primary point of contact to the Collaborative. It will have information about the GLSC, like how to join and foundational documents, but also informational resources, like case studies and funding sources. In the future, the website will also be at the center of the GLSC spotlight project (see below). The website will go through two iterations – an initial website that will be hosted by the GLC and a second website that is solely operated by the GLSC.

Elizabeth Evans, Nuha Alfahham, Jen Schaff, and Pat Nortz will lead this effort. Elizabeth Evans and Nuha will focus on the structure and messaging of the website, while Jen Schaff and Pat Nortz gather resources to be hosted on the site. The co-chairs will also be involved in overseeing website creation. Building GLSC's website is estimated to total 185 hours and cost \$2,175 over the next twelve months.

2.2.1 3 Months

The initial GLSC website will be a partnership with the GLC. The website will be built and managed by GLC staff, but the GLSC will create the actual content. This will save money and be logistically easier than creating a standalone website first. While this partnership with the GLC is simpler for the GLSC's initial website, it will be limited to what the GLC website can support and will have GLC branding associated with it. The first GLSC website will have sections for:

- About Us
- What We Do
- Join the Collaborative
- Resources
- Contact Us
- Topical Pages

In addition to setting up the initial GLSC website, specific topics or information will be selected to be featured on the GLSC website. The topics or information will be the core of the GLSC's 'product' during the Collaborative's first year. As these resources are collected, vetted, and explained, they will be added to the initial website under the Topical Pages section. The information or topics could include:

- Case studies
- Technology databases

- Innovative BMP performance reports
- Stormwater organizations
- Funding resources

Elizabeth Evans and Nuha Alfahham will craft the basic sections of the website, while Jen Schaff and Pat Nortz begin to gather resources.

Estimated Cost: ~\$100 per month

Deliverable(s): GLSC-GLC Initial Website; Additional web page(s) to feature selected GLSC Resources

2.2.2 6 Months

Work will be completed on the new GLSC website. This includes finding hosting services and transferring much of the information from the first website to the new GLSC website. Sections may be expanded and new resources will be gathered and added to the new website as needed. Specific branding and messaging will be drafted for this repository to ensure it is a value-added service, and not just another set of links. The new website will also be home to GLSC spotlight projects (see below).

Elizabeth Evans and Nuha Alfahham will manage the website and help transition it to one solely managed by the GLSC. Jen Schaff and Pat Nortz will vet and build the resource library. Other GLSC members will be called upon to volunteer resources during the build-out of the resource library.

Estimated Cost: ~\$375 per month

Deliverable(s): GLSC Website; Additional GLSC Resources

2.2.3 12 Months

Once the website is standing on its own, only periodic maintenance may be needed. The website won't be static, though, as more content is discovered and added to the resource library. The GLSC spotlight project (see below) will be incorporated into the GLSC website during this time.

Elizabeth Evans and Nuha Alfahham will scale down their involvement to basic maintenance, but Jen Schaff and Pat Nortz will continue to buildout the resource library. Incorporation of the GLSC spotlight project is likely to fall on the secretariat.

Estimated Cost: ~\$125 per month

Deliverable(s): Incorporation of GLSC Spotlight project into GLSC Website; Additional GLSC Resources

2.3 Outreach

Outreach is needed to build membership in the Collaborative and develop a sense of ownership in those who are already members. Outreach can come in many forms, including newsletters, attending conferences, and promotion through the GLSC spotlight project.

Anne Vaara, Elizabeth Evans, and Greg Williams will lead outreach efforts. Elizabeth Evans will develop messaging, while Anne and Greg will work together to build the methods of outreach. Other leadership team members would be called upon to suggest avenues for building membership in the Collaborative. The GLSC's outreach efforts is estimated to total 190 hours and cost \$4,350 over the next twelve months.

2.3.1 3 Months

The GLSC leadership team and partner organizations will begin to build support in the Collaborative. This will include developing messaging that highlights what future actions the GLSC will undertake. At this early stage in outreach, personal relationships of those already involved in the GLSC will be used to grow the Collaborative. The initial GLSC website will act as a point of focus for this stage of outreach, specifically the About Us, What We Do, and Join the Collaborative sections. One conference should be attend by a member of the leadership team to help build interest in the GLSC (this should be done as an add-on to a conference they attend for their job).

Elizabeth Evans will act as a consultant and begin to craft the basic message used to build interest in the collaborative and help choose which outreach avenues to pursue. Anne Vaara and Greg Williams will focus on reaching out the leadership team to cultivate current relationships.

Estimated Cost: ~\$250 per month

Deliverable(s): GLSC Outreach/Messaging Strategy

2.3.2 6 Months

The GLSC will continue to build support in the Collaborative. The launch of the new website and the beginnings of a GLSC spotlight project should be 'hooks' to get people interested in the GLSC. Directed outreach in the form of a newsletter would continue the GLSC's outreach. The newsletter would highlight innovative regional stormwater management projects, show funding opportunities, share GLSC partnership/project highlights, and connect the Collaborative together. One conference should be attend by a member of the leadership team to build interest in the GLSC (this should be done as an add-on to a conference they attend for their job).

Elizabeth Evans will continue to manage the basic outreach message and give input on outreach avenues. Anne Vaara and Greg Williams will pivot to building new relationships and avenues of outreach, which would include a GLSC branded newsletter.

Estimated Cost: ~\$400 per month

Deliverable(s): GLSC Newsletter

2.3.3 12 Months

The GLSC will continue to engage with members and partners. The website and newsletter will continue to be the driver of GLSC outreach. Promotion of the completed spotlight project would be the highlight of any outreach effort during this time. Other achievements, like new partnerships and partner projects, would also be called out. Planning for in person outreach, like workshops and seminars, would begin near the end of this workplan's

timeframe, with a rollout in the second year of the collaborative. Two conferences should be attend by members of the leadership team to build interest in the GLSC (this should be done as an add-on to a conference they attend for their job).

Elizabeth Evans will continue to manage the basic outreach message and give input on outreach avenues. Anne Vaara and Greg Williams will continue to build new relationships. Additional outreach may be required for the GLSC spotlight project (see below).

Estimated Cost: ~\$400 per month

2.4 GLSC Spotlight project

The GLSC will undertake a spotlight project, which will be the main accomplishment of the Collaborative in its first twelve months. The spotlight project will have a region-wide focus and achieve one or more of the objectives laid out in the charter.

Anne Vaara and Derek Berg will lead up this effort, with help from Margo Davis, Nuha Alfahham, and Samantha Brown. Other leadership team members will be called upon to make the spotlight project successful. GLSC's spotlight project is estimated to total 480 hours and cost \$16,125 over the next twelve months.

2.4.1 3 Months

Initial work on the GLSC spotlight project will consist of brainstorming project ideas, selecting the project, and soliciting funding. Partnerships built during this time will be especially important, as they will be helpful in finding funding and executing the selected project.

Anne Vaara and Derek Berg will be the driving force behind selecting the spotlight project, while Margo Davis, Nuha Alfahham, and Samantha Brown will help craft proposals and build partnerships. The GLSC Leadership team will be called upon to help brainstorm project ideas.

Estimated Cost: ~\$125 per month

Deliverable(s): GLSC Spotlight Project Proposal

2.4.2 6 Months

Work on the GLSC spotlight project will begin during this time. Which project is selected depends on funding, commitment from the leadership team, and support of outside organizations (like the GLC and WEF). Below is a list of ideas that have been considered, with a brief description of what they may involve:

- *Highlighting the challenges and needs of service/monitoring/maintenance*
 - A detailed account of the importance of the post construction needs of stormwater technology including service, monitoring, and maintenance. This would include creating sample maintenance plans. A key feature of this project would be the creation of service/monitoring/maintenance

- contract templates. These would outline the financing, enforcement, inspection, and duration of post construction needs.
- Potential deliverables:
 - Maintenance plans
 - Contract templates
 - *Creating a platform for stormwater management user derived content*
 - A platform would be created to allow users in the Great Lakes region to create content for stormwater management. Potential content platforms include a wiki, message board, and/or a user feedback section. The wiki would function like the universal version, but would focus on stormwater management. The message board would allow for peer-to-peer interactions between stormwater professionals across the region. The user feedback section would allow users to give their specific lessons learned, reviews, and recommendations for stormwater management. These platforms would require some amount of hands-on management. The content is likely non-controversial, so most of the management would be for style and formatting. These sections would be added to the GLSC standalone website when it is completed.
 - Potential deliverables:
 - Managed wiki
 - Message board
 - User feedback section
 - *Other*
 - Meet the objectives of the GLSC laid out in the Charter:
 - Help match available, verified innovative stormwater technology and practices to the needs of communities;
 - Build confidence in the performance of innovative stormwater technology and practices through education, advocacy, robust metrics, and performance standards;
 - Evaluate and promote the life-cycle costs and associated benefits (e.g., triple bottom line and co-benefits) of innovative stormwater technology and practices; and,
 - Advance and promote post-development/installed ownership, inspection, maintenance, and performance assessment of innovative stormwater technology and practices.

Anne Vaara will be tasked to manage³ the spotlight project, while Nuha Alfahham and Samantha Brown will provide project support as needed. Additional GLSC leadership team members may be called upon to add extra support based on their interest in the project and expertise. An outside consultant⁴ will be used to work on the GLSC spotlight project.

Estimated Cost: \$1,500 per month

Deliverable(s): Funded GLSC Spotlight Project

³ Management of the GLSC spotlight project is *not* expected to be done on a volunteer basis.

⁴ This consultant may be a member of the leadership team.

2.4.3 12 Months

Depending on which project is selected as GLSC's first spotlight project, the twelve-month mark would be the milestone for completion. This would give the GLSC an achievable goal within its first year and something to sell to members and partners. Additional projects would be considered at this time.

Anne Vaara would continue to act as manager of the spotlight project, with the support of Nuha Alfahham and Samantha Brown decreasing as the project moves towards completion. An outside consultant's work would increase as the project intensifies.

Estimated Cost: ~\$1,875 per month

Deliverable(s) are dependent on which GLSC spotlight project is selected

3 Funding Estimates and Timeline

The total funding estimate for the GLSC over the next twelve months is \$30,450. This cost estimate follows an average funding level, with all leadership support being volunteer. For a complete breakdown of estimated hours and costs at various funding levels, see the GLSC Sustainability Memo. A brief timeline is below:

Task and Funding Needs Timeline for GLSC 2018-2019 Workplan	Description	Leadership	Tasks			
			Apr 2018-Jun 2018	Jul 2018-Sept 2018	Oct 2018- Dec 2018	Jan 2019- Mar 2019
GLSC Management	Finalize the workplan and implement it. Update the workplan as new opportunities arise.	Derek Berg, Anne Vaara	Finalize Workplan	Implement Workplan	Implement Workplan	Build Next Workplan
Build Partnerships	Build partnerships with other organizations to expand GLSC's capacity and network.	Derek Berg, Anne Vaara, Don Carpenter				
WEF	Finalize and manage GLSC's relationship with WEF	Derek Berg	Finalize WEF Relationship	Manage WEF Relationship	Manage WEF Relationship	Manage WEF Relationship
Chandler Park	Finalize and manage GLSC's involvement in the Chandler Park project	Don Carpenter	Finalize Chandler Park Proposal	Manage GLSC's Involvement in Chandler Park	Manage GLSC's Involvement in Chandler Park	Manage GLSC's Involvement in Chandler Park
Secure Funding	Secure Funding for GLSC	Anne Vaara	Secure Funding	Secure Funding	Secure Funding	Secure Funding
GLSC Website	The primary point of contact to the GLSC	Elizabeth Evans, Nuha Alfahham, Jen Schaff, Pat Nortz				
GLC-GLSC Website	The initial website will be a partnership between the GLSC and the GLC	Elizabeth Evans, Nuha Alfahham	Finalize Language And Update Site			
Standalone Website	The GLSC will eventually create a standalone website	Elizabeth Evans, Nuha Alfahham	Find Hosting Services	Build Website	Manage Website	Incorporate GLSC Spotlight Project Into GLSC Website
Resource Library	The initial and standalone websites will have usable resources for stormwater professionals	Jen Schaff, Pat Nortz	Collect and Vet Resource Library	Establish Branding around Resource Library	Collect and Vet Resource Library	Collect and Vet Resource Library
Outreach	Build membership in the Collaborative and develop a sense of ownership	Anne Vaara, Elizabeth Evans, Greg Williams				
GLSC Messaging Strategy	Develop the language and plan to effectively build support in the GLSC	Elizabeth Evans	Finalize Messaging Strategy			
Build Membership	The GLSC is a collaborative, and collaboratives need members	Anne Vaara, Greg Williams	Finalize Outreach Strategy	Build Membership	Build Membership	Build Membership
Newsletter and Other Outreach	Outreach beyond people signing up to get people involved in the collaborative	Anne Vaara, Elizabeth Evans	Attend Conference	Newsletter and Attend Conference	Newsletter and Attend Conference	Newsletter and Attend Conference
GLSC Spotlight Project	The spotlight project will have a region-wide focus and achieve one or more of the objectives laid out in the charter.	Anne Vaara, Derek Berg, Margo Davis, Nuha Alfahham, Sam Brown				
Project Proposal	Brainstorm project ideas, select the project, and solicit funding	Anne Vaara, Derek Berg, Margo Davis, Nuha Alfahham, Sam Brown	Select Project and Finalize Proposal			
Managing Project	The objectives of the project are dependent on which project is selected	Anne Vaara		Secure Funding and Launch Project	Manage Project	Manage Project