
Chapter 8

Watershed Flow Regime Restoration Evaluation Process

Study Communication Summary

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CH2MHILL

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Study Communication Summary

Introduction

The objective of communicating study results is to maximize the usefulness of the products throughout the Great Lakes Basin. This study dissemination plan reflects adjustments made throughout the study to account for the shift away from an ecosystem improvement standard as the primary driver for flow-based ecosystem improvements. Instead, the new study focus is on leveraging existing and emerging drivers for changing the way watershed stakeholders approach stormwater management. In addition, study tools and approaches (which relate ecosystem improvement to stormwater management and systematically quantify the gains and trade-offs among stormwater management alternatives) serve to demonstrate to watershed stakeholders that it is feasible and practical to improve their rivers and streams by thinking differently about how stormwater is managed. To this end, study results have been and will continue to be communicated to a wide-range of customers.

This chapter is the last of a series of related documents¹ developed under a study to address Great Lakes flow regime-based ecosystem improvement projects². These chapters are presented individually because different applications are anticipated depending upon end users' goals.

Dissemination Plan

Customers are users of the products, and include: stormwater BMP project owners, project sponsors, regulatory agencies, funding organizations, consultants, and third-party facilitators who could bring together two or more customers in a transaction that would result in an ecosystem improvement. The project team has been in direct communication with representatives of this target audience, especially Rouge River watershed and Menomonee River watershed stakeholders, by involving them with the study team as advisors and participants in workshops. Indeed, as is reported in Chapter 7, *Study Evaluation*, these stakeholders and study partners have contributed to the study results – in various ways and to different degrees they are modifying how they think about stormwater management as a result of this study. They have received copies of chapter reports and are continuing discussions on the next steps that are most suitable for implementation in their respective watersheds.

¹ Executive Summary, Chapter 1: Watershed Flow Regime Restoration Evaluation Process, Chapter 2: Developing Stormwater BMP Quality Gallon Metric, Chapter 3: BMP Evaluation Process, Chapter 4: Quality Gallon Accounting System Protocol, Chapter 5: Facilitating and Funding Stormwater Management for Ecosystem Improvement, Chapter 6: Ecosystem Improvement Transaction Example Contracts, Chapter 7: Study Evaluation, Chapter 8: Study Communication Summary

² The project team members (CH2M HILL in association with The Conservation Fund, Cook and Franke, Public Sector Consultants, and Stormtech) acknowledge the generous support from the Great Lakes Protection Fund as part of their Growing Water suite of research projects.

On a broader scale, study results have been and will continue to be widely disseminated for the benefit of the Great Lakes ecosystem. Dissemination to the extended target audience will occur through a number of strategic venues, including the presentations, publications, and awards listed below.

Presentations

Study results have been communicated to diverse audiences—including scientists, engineers, watershed managers, regulators, stormwater utilities, stakeholder groups, and funding agencies and organizations—at the following professional and informal conferences:

- Lake Michigan State of the Lake Conference—November 2005—“A Watershed Process to Quantify and Facilitate Flow Regime Ecosystem Improvements” presented by Mark Mittag, Mary Jo Kealy, and Dan Medina
- Globe Business and Environment Conference—March 29-31, 2006—“Innovative Financing for Sustainable Infrastructure” presented by Ralph Peterson (Vancouver, Canada)
- Chicago O’Hare Airport’s Show, Month of the Environment—April 2006—Sustainability Kiosk presented by CH2M HILL
- 2006 World Environmental and Water Resources Congress—May 25, 2006—“A Watershed Process to Quantify and Facilitate Ecosystem Improvements Through Flow Regime Restoration” presented by Mark Mittag (Omaha, Nebraska)
- Watershed Management Call Series, CH2M HILL—June 20, 2006—“A Watershed Process to Quantify and Facilitate Ecosystem Improvements Through Flow Regime Restoration” presented by Mark Mittag
- North Carolina Chapter of the American Public Works Association (NCAPWA) Water Resources Board Conference—September 18, 2006—“Role of Credits in Stormwater Credit Trading” presented by Mary Jo Kealy, Lisa Bacon, Ruth Swanek, and Kathryn Benson (Wrightsville Beach, North Carolina)
- Collection Systems 2006 Infrastructure Stewardship: Partnering for a Sustainable Future—August 2006—“Flow Regime Restoration: A Process for Ecosystem Improvements in Watersheds of the Great Lakes” presented by Mark Mittag, Dan Medina, Mary Jo Kealy, and Brent Brown (Detroit, Michigan)
- Water Environment Federation 79th Annual Technical Exhibition and Conference (WEFTEC)—October 23, 2006—“Stormwater Management Techniques for Ecosystem Restoration Using Flow Regime Improvements” presented by Mark Mittag, Dan Medina, Mary Jo Kealy, Brent Brown, and Jennifer Byrd (Dallas, Texas)
- Marquette University Environmental Seminar—October 2006—“Stormwater Management Techniques for Ecosystem Restoration Using Flow Regime Improvements” presented by Mark Mittag, Dan Medina, Mary Jo Kealy, Brent Brown, and Jennifer Byrd (Milwaukee, Wisconsin)

- State of the Lakes Ecosystem Conference Cross Cutting Session: Flow Regime – A Discussion of Potential Watershed Flow Indicators – November 3, 2006 – “Flow Regime Indicator for Ecosystem Restoration” presented by Mark Mittag (Milwaukee, Wisconsin)
- CH2M HILL Virtual Sustainability Conference – November 9, 2006 – “Sustainable Natural Treatment of Wastewater and Stormwater for Ecosystem Benefits” presented by James S. Bays and Mark Mittag
- CH2M HILL Conference Call Series – January 8, 2007 – “Role of Credits in Stormwater Credit Trading” presented by Mary Jo Kealy and Mark Mittag
- St. Louis Section of the American Society of Civil Engineers (ASCE) Conference – March 20, 2007 – “Low Impact Development: A Return to Common Sense Hydrologic Design” presented by Dan Medina (St. Louis, Missouri)
- 5th International Conference on Urban Watershed Management and Mountain River Protection and Management – April 5, 2007 – “Quantification of Aquatic Ecosystem Improvements Through Flow Regime Restoration” presented by Dan Medina (Chengdu, China)

Publications

Select research results are included in the following publications:

- Watershed and Wet Weather Technical Bulletin July/ August 2007
- Huron River Watershed Council (HRWC) Summer 2006 Newsletter

Awards

The study received a recognition award under the 2006 Sustainability Recognition Program sponsored by CH2M HILL’s Corporate Sustainable Solutions Program.

This study contributed toward a successful grant application where flow restoration will continue to be researched through the Water Environment Research Foundation’s (WERF) RFP 06-SW-1 *Linking Stormwater BMP Systems Performance to Receiving Water Protection to Improve BMP Selection and Design*.