

Sustainable Lawn Care in the Community

Presented to
The Northwest Planning Alliance - TAC
September 24, 2013

Presented by
Margaret Schneemann
Lawn to Lake Program Manager



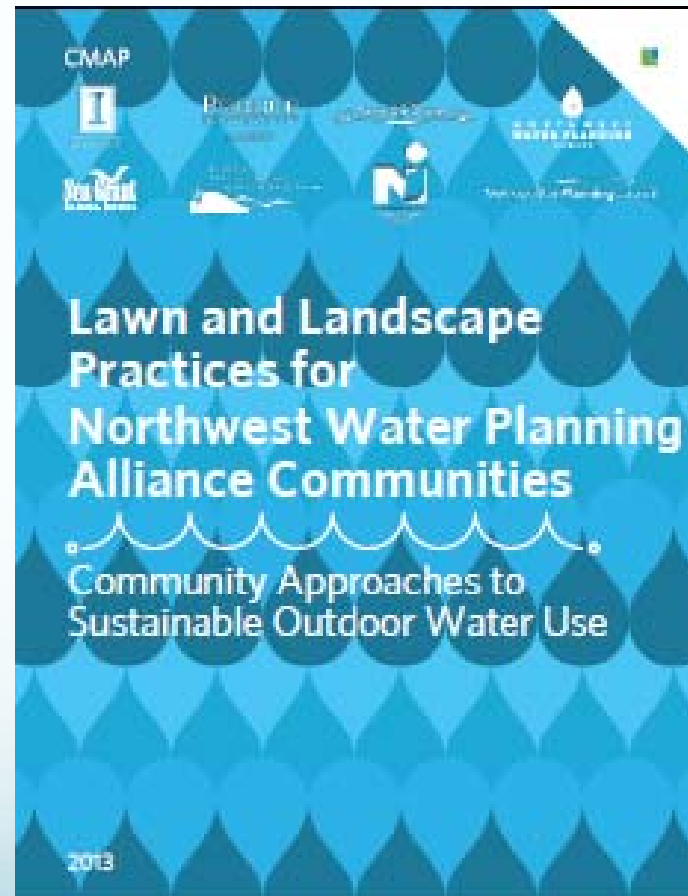
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NWPA Lawn Care Guidebook

- NWPA region & water resources
- Why Outdoor Water Conservation?
- Endorsed lawn watering restrictions
- The Lawn to Lake Program
- Complementary Outdoor Water Conservation
 - Water reuse
 - Drought/seasonal water pricing



Next Steps

1. Outreach Materials - *brochure*
2. Natural Lawn Care Trainings - *planning*
3. Municipal demonstration sites – *design signage*
4. Train-the-trainer – *identify community educators*
 1. master gardeners, garden clubs
 2. teachers
 3. retailers

Critical mass: 15-20% of households is enough to drive local social change



Questions?

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312.676.7456



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Chicago Metropolitan
Agency for Planning



Northwest Water Planning Alliance Monthly Newsletter Template

NWPA TAC Meeting
September 24, 2013

Presented by:
Kaitlyn McClain
AmeriCorps VISTA Fellow
KMcClain@metroplanning.org
312-863-6041



43 West Galena Boulevard, Aurora, IL 60506 ~ (630) 859-1331 ~ www.nwpa.us

Overview

- Intent
 - inform all NWPA municipality leaders and appropriate staff about current NWPA initiatives and water supply status
 - engage presently unengaged communities
- Audience
 - Elected officials
 - Utilities staff



Overview

- Format
 - Created in MailChimp, a free email marketing service provider
 - Content and membership list can be easily managed online
- [Template](#)

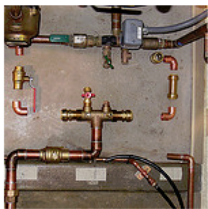
Questions

- Who would like to review the draft newsletter with Peter each month?
- What kinds of technology/parts should be featured in the “Picture of the Month” section? Any volunteers to help writing and compiling pictures and paragraphs?
- Other feedback or concerns?



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Picture of the Month

Object name: Brief description of the object, and its role in providing clean water. Also, some details on cost, lifespan, why it's important, etc. This section will help city and village officials build knowledge over time about water-related components and associated costs/needs.

Events

This space will be used for

News

The Executive Committee had a quorum at it's September meeting and approved the Strategic Plan presented by Dr. Tim Loftus from the Chicago Metropolitan Agency for Planning (CMAP). [May](#) and [July](#) meeting minutes were approved. Mary Randle delivered the Financial Reports for May-June and July-August 2013, and they were approved by the Committee.

Margaret Schneemann from CMAP talked to the Committee about the [Lawn and Landscape Practices for NWPA Communities manual](#). This manual discusses efficient lawn care practices that utilize minimal water amounts while maximizing the performance of your lawn. It also provides an overview of NWPA communities' water sources and conservation ordinances.

Peter Wallers, the TAC Chairman, provided an update about water reporting.

The next TAC meeting will be on September 24, 2013. The next Executive Committee meeting will be on November 14, 2013.

Progress Report

Subheadline (will be used to highlight what story will be about)

Events

This space will be used for upcoming water-related events. Links to event information through the WOWW calendar will be provided.

9/10 [Protect Your Groundwater Day](#)

9/10-9/12 [9th Annual Great Lakes Restoration Conference](#)

9/18 [Combining Green & Grey in Combined Sewer Watersheds](#)

9/24 [Issues in Stormwater Management](#)

9/24 [Prioritizing Water Supply in the Chicago Region](#)

Executive Committee Members:

Executive Committee Chairman
Thomas Weisner
City of Aurora, Mayor
(Metro West COG)

Vice-Chair
Mary McCann
McHenry County Board Member
(McHenry County)

Progress Report

Subheadline (will be used to highlight what story will be about)

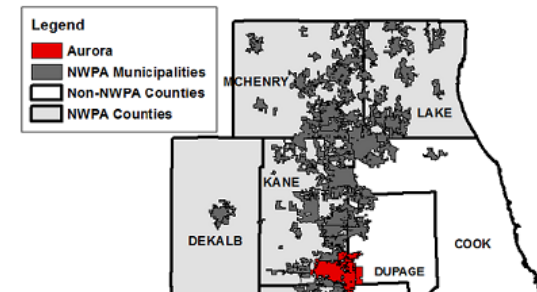
This section will highlight one or more communities each month. Stories will be about successes or current happenings within NWPA communities.

The corresponding map will feature the community or communities highlighted in the story.

For example:

The Aurora City Council amended the existing Water Conservation Ordinance on May 28, 2013. The amendments are in line with the lawn watering conservation ordinance proposed by the NWPA and developed with the help of the Metropolitan Planning Council (MPC).

Aurora residents with even addresses are permitted to water on even days, and residents with odd addresses are permitted to water on odd days. Watering is permitted between the hours of 6:00am-9:00am and 6:00pm-9:00pm. Watering using harvested rainwater, reclaimed greywater, or recycled effluent is permitted at any time.



(Metro West COG)

Bonnie T. Carter
Lake County Board Member
(Lake County)

Karen Darch
Village of Barrington,
President
(Northwest Municipal
Conference)

Joseph Haimann
Kane County Board Member
(Kane County alternate)

David Kaptain
City of Elgin, Mayor
(Metro West COG)

Robert Nunamaker
Village of Fox River Grove,
Mayor
(McHenry County COG)

John Purcell
Kendall County Board
Member
(Kendall County alternate)

John Shaw
Kendall Count Board
Chairman
(Kendall County)

Patsy Smith
Village of Campton Hills,
President
(Metro West COG alternate)

Melisa Taylor
Kane County Board Member
(Kane County)

State of the Region's Water Supply

This space will be used to display visual summaries of data collected from the tracking website. Charts can be created and formatted in Excel (or other stats programs), saved as .png or .jpg images, and uploaded here. I think a few basic charts should go into the newsletter, and then we could provide a link for readers that will take them to the more detailed tracking website.

This section may not appear for the first few months until there is a meaningful data set.

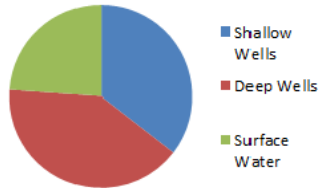


Figure 1: Sample pie chart.
Brief textual explanation of chart.

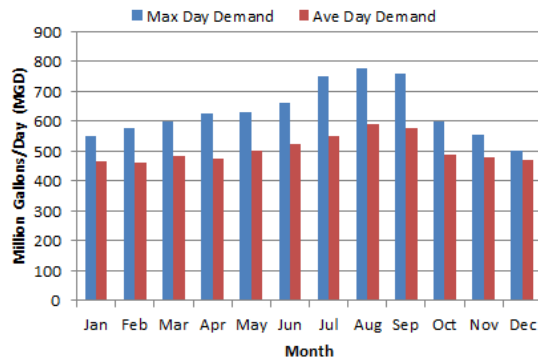


Figure 2: Sample bar chart.
Brief textual explanation of chart.

Ruth Anne Tobias
DeKalb County Board
Member
(DeKalb County)

TBN
Lake County Municipal
League
McHenry County COG
Metro West COG
Metro West COG alternate

Technical Advisory
Committee Chairman:
Peter Wallers, P.E., CFM
Engineering Enterprises,
Inc., President
Metro West COG Consulting
Engineer
pwallers@eeiweb.com
(630) 466-6721

Resources

This **space** will be used to provide information about new studies, tools, RFPs, etc.

Mission

The [Northwest Water Planning Alliance](#) (NWPA), formed by intergovernmental agreements, seeks to collaboratively plan for and steward our shared river and groundwater resources to ensure a sustainable water supply for the people, economy, environment, and future generations.

For more information or to contribute to the newsletter, contact [Kaitlyn McClain](#).

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You are receiving this email because you are a representative of a Northwest Water Planning Alliance municipality.

Our mailing address is:
Northwest Water Planning Alliance
43 West Galena Boulevard
Aurora, IL 60506

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[unsubscribe from this list](#) | [update subscription preferences](#)



Editing in MailChimp

The screenshot shows the MailChimp editor interface for editing an HTML template. The browser address bar displays <https://us7.admin.mailchimp.com/campaigns/wizard/html-template?id=83365>. The page title is "NWPA Monthly Newsletter Draft" and the template is "basic - left sidebar". The interface includes a navigation bar with "Change Template" and "Save To 'My Templates'" buttons. A dropdown menu is open, showing options for editing different parts of the template: "Page", "Header", "Body", "Sidebar", "Footer", and "MonkeyRewards". The "Page" option is selected, and the "background color" section is visible, showing a color picker set to "#e6e6e6". The main content area displays a preview of the newsletter template, which includes the Northwest Water Planning Alliance logo, social media links for Facebook, Twitter, and Email, and sections for "News" and "Progress Report". The "News" section contains the text: "This space will be used to talk about monthly updates and summaries of the previous month's EC and TAC meetings." The "Progress Report" section contains the text: "Subheadline (will be used to highlight what story will be about)". The bottom navigation bar includes "Back", "Recipients", "Setup", "Design" (the active step), "Plain-Text", "Confirm", and "Next" buttons.

Mailing List Management

The screenshot shows the Mailchimp interface for managing a mailing list. The browser address bar shows the URL: <https://us7.admin.mailchimp.com/lists/members?id=52161#p:1-s:25>. The page title is "Lists" and the specific list is "Northwest Water Planning Alliance Newsletter 12".

On the left sidebar, there is a navigation menu with options: Kaitlyn (0), Campaigns, Lists, Reports, and Autoresponders. A search bar is also present.

The main content area shows "View subscribers" with filters for "Segments" and "Subscribed". There are buttons for "Download" and "Toggle Columns". The subscriber list is displayed in a table with 12 rows and 8 columns: Email Address, First Name, Last Name, Preferred format, I am a:, Affiliation, and Member Rating. Each row has a checkbox for selection.

	Email Address	First Name	Last Name	Preferred format	I am a:	Affiliation	Member Rating
<input type="checkbox"/>	KMcClain@metroplanning.org	Kaitlyn	McClain	html	Support Staff	MPC	★★★★☆
<input type="checkbox"/>	ACrisostomo@metroplanning.org	Abby	Crisostomo	html	Support Staff	MPC	★★★★☆
<input type="checkbox"/>	JEllis@metroplanning.org	Josh	Ellis	html	Support Staff	MPC	★★★★☆
<input type="checkbox"/>	ARanieri@metroplanning.org	Ariel	Ranieri	html	Support Staff	MPC	★★★★☆
<input type="checkbox"/>	MBurrell@metroplanning.org	Mandy	Burrell	html	Support Staff	MPC	★★★★☆
<input type="checkbox"/>	pwallers@eeiweb.com	Pete	Wallers	html	TAC Member	EEL, Metro West COG	★★★★☆
<input type="checkbox"/>	aford@eeiweb.com	Angie	Ford	html	Support Staff	EEL	★★★★☆
<input type="checkbox"/>	mrandle@metrowestcog.org	Mary	Randle	html	TAC Member	MWCOG	★★★★☆
<input type="checkbox"/>	WolnikJodie@co.kane.il.us	Jodie	Wolnik	html	TAC Member	Kane Co	★★★★☆
<input type="checkbox"/>	Avoigt@aurora-il.org	Alex	Voigt	html	TAC Member	Aurora	★★★★☆
<input type="checkbox"/>	Dschumacher@aurora-il.org	Dave	Schumacher	html	TAC Member	Aurora	★★★★☆
<input type="checkbox"/>	jdillon@cityofbatavia.net	John	Dillon	html	TAC Member	Batavia	★★★★☆

