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**To:** [ENland](#)  
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**Subject:** stormwater plan comments  
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I wanted to comment briefly on the Stormwater Mgmt Plan.

1. Clearly, well crafted and summarized; (Although, as an FYI, I failed to initially locate it based on the recent newsletter from Engineering, p.2; it mentions the **Stormwater Veg. Mgmt Plan** & how to sign up to get updates, etc. I looked but failed to find it listed under the "Active Projects" & also failed to find it by doing a search by project name. I let Jojo know & she sent me the link to find it. I'm concerned that if I failed to easily locate it, others might, too.)

2. It does, by necessity, require a fair amt of discussion... but... based on the audience [the "typical" public person in Madison], you might (?) consider an alternative way of presenting this info. Yes, there are different "ways of writing" to different audiences... but 2 possible approaches (other than a more academic "paper") are known as the Amazon mode or the Proctor & Gamble mode; the former, 6 pages of discussion; the latter, 1 page with attachments. Somewhere, options for your material, I think, fits with neither... but it might be interesting to bounce, "How do I present this info most constructively to the public, so they will see, pay attention to and be engaged by this?" ... off, maybe some public info specialists on Campus... or at the WI S J. Please don't consider this to be critical of your content, as I think it represents remarkable work and careful preparation. Part of the objective, however, is to actually ensure anyone who finds this, gets through it. ... For example, would it be possible to create a 2 or 3 pager with hyperlinks to detail, so a reader could read an "overview" and jump for specifics, when they wanted to? [As a further FYI, my comments partially reflect my own, decades of presenting complicated info to a small number of busy people... so I'm used to single pagers with sometimes, many attachments... but if other people tell you your method is preferred, go with what they say...]

3. One, very simple suggestion within your draft plan... regarding burning: Unfortunately, too much of the most common burning approach involves burning an entire site when burning is done, even if it's not annually done. The assumption (even made by some in the DNR) is that it's demonstrably good for pollinators. However, burning a site completely ignores the fact that many insects & some herps may be overwintering in vegetative debris. I always recommend, when doing any burning, to never burn more than maybe 1/3 of the site on any one year. Yes, this may increase the management cost somewhat, but it is ecologically better. Natural sites always burned unevenly and always have refugia from any one event allowing repopulation. Our current sites within our urban landscape are so disconnected, a complete burn of any site is of a greater ecological disturbance. (As one of my interests is entomology, I maybe more aware of this than many people.)

4. Please be sure I am on your contact list for any info on stormwater vegetation mgmt planning (& I have the Sauk Creek Greenway walk-throughs on my calendar).

Thank you and I greatly appreciate all of the work being done by City staff to both address our public land mgmt work and engage the public. Both are challenging but both are being done at a much higher caliber now than ever before. Thank you.  
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