

# Supporting Municipal Actions to Protect and Improve Water Quality

December 1, 2015

Philadelphia, Pennsylvania





# Purpose of the Project

- Improve the ability of organizations to assist municipalities in their efforts to improve and protect water quality.
- Main research questions:
  - What are the barriers to, and conditions of, success for municipal-based conservation practices
  - What municipal T/A services are working?
  - How can they be replicated and improved?
  - Where and how could T/A be more effective?



# Project Team

- Alison Hastings – Manager, Office of Communications and Engagement
- Patty Elkis – Division Director, Planning
- Christina Arlt – Senior Planner
- Melissa Andrews – Environmental Planner
- Kim Korejko – Manager, Geospatial Resources
- Chris Linn – Manager, Office of Environmental Planning



# Project Components

- **Task 1:** Plan project and establish the Municipal Technical Assistance Advisory Panel (MTAAP)
- **Task 2:** Analysis of municipal T/A support services through MTAAP engagement
- **Task 3:** Establish protocol for municipal interviews and outreach
- **Task 4:** Understand common barriers to, and conditions of, success for municipal-based conservation practices
- **Task 5:** Recommend T/A practices, tools, and incentives to meet municipal needs, as endorsed by MTAAP
- **Task 6:** Complete final report and distribute to MTAAP, expanded stakeholder group, DRWI Coordinating Committee, and others as identified



# Timeline – July 2015 – Dec 2016

- **July 2015 to April 2016** : MTAAP formation, knowledge sharing, and peer learning (Tasks 1 & 2)
- **Mar to Sept 2016**: Establish municipal interview protocol and conduct outreach (Tasks 3 & 4)
- **Sept to Dec 2016**: T/A recommendations (Task 5)
- **Dec 2016**: Final report (Task 6)



# Role of MTAAP

- Approx. 4 – 6 meetings
- Provide baseline understanding of municipal T/A services and municipal-based conservation practices
- Share knowledge and facilitate peer learning
- Guide engagement with municipalities
- Inform and prioritize final T/A recommendations



# MTAAP Support

- Travel reimbursement
  - Mileage, parking & transit fares
- Participation stipends
  - Support on a per meeting basis

# Stakeholder Interviews: Preliminary Findings





# Purpose of Interviews

- Learn about new stakeholders as quickly as possible
- Reconnect with partners
- Collect opinions on threats, strategies and recommendations
- Solicit best practices (organizations and municipalities)
- Use responses throughout 18-month study



# Methodology

- Interview period from early August 2015 through February 2016
- Project Team will conduct “2<sup>nd</sup> Round Interviews” based on most referenced organizations and/or individuals
- For Today’s preliminary findings.... not scientific:
  - We did not record the interviews; may have missed some comments
  - Qualitative
  - Judgement calls



# Methodology con't

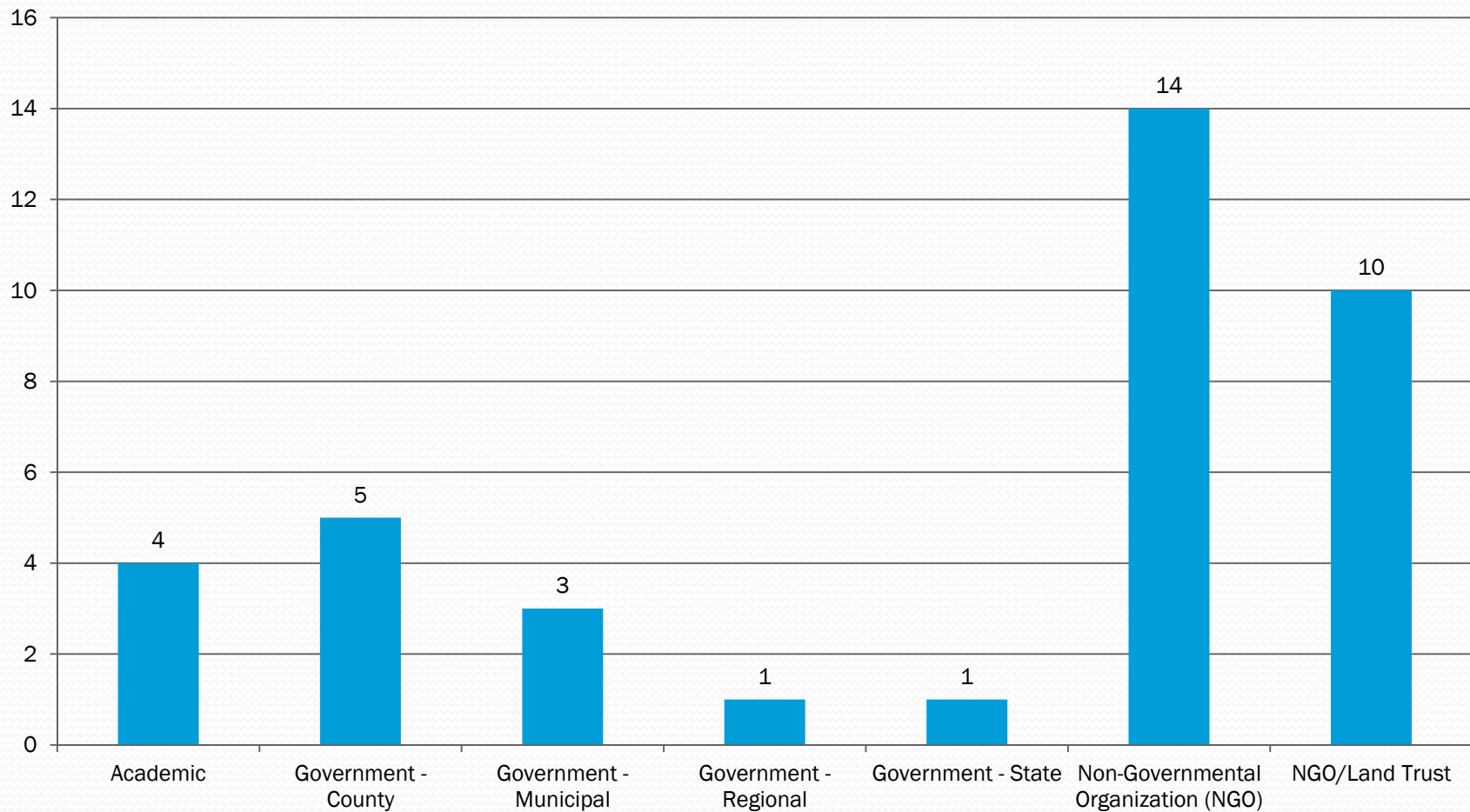
- 36 of 48 completed interviews conducted between August 2015 and October 2015 included in this presentation of preliminary findings
- Responses coded into most general possible categories (ex. “Education”)
  - Identify overall trends; use “wisdom of the group”
  - OK to take broad brush strokes
  - Outliers are still important; will be used throughout project



# Things to think about...

1. What surprised you the most about the findings?  
What's your main takeaway?
2. What threats, strategies, or municipal actions are most important? Are any missing from these findings?
3. What are the conditions of success that municipalities need in order to improve water quality?

# Who we spoke to...

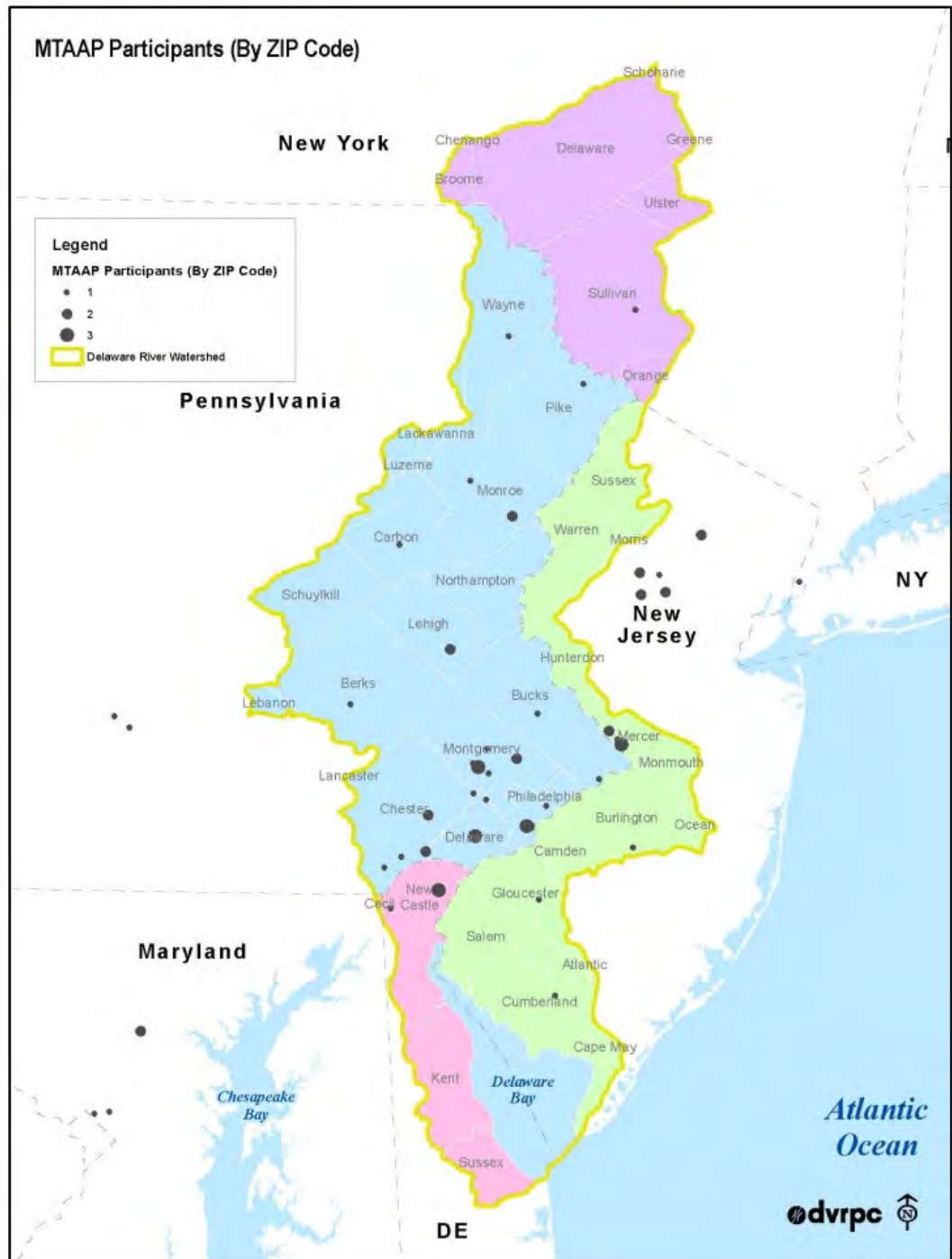




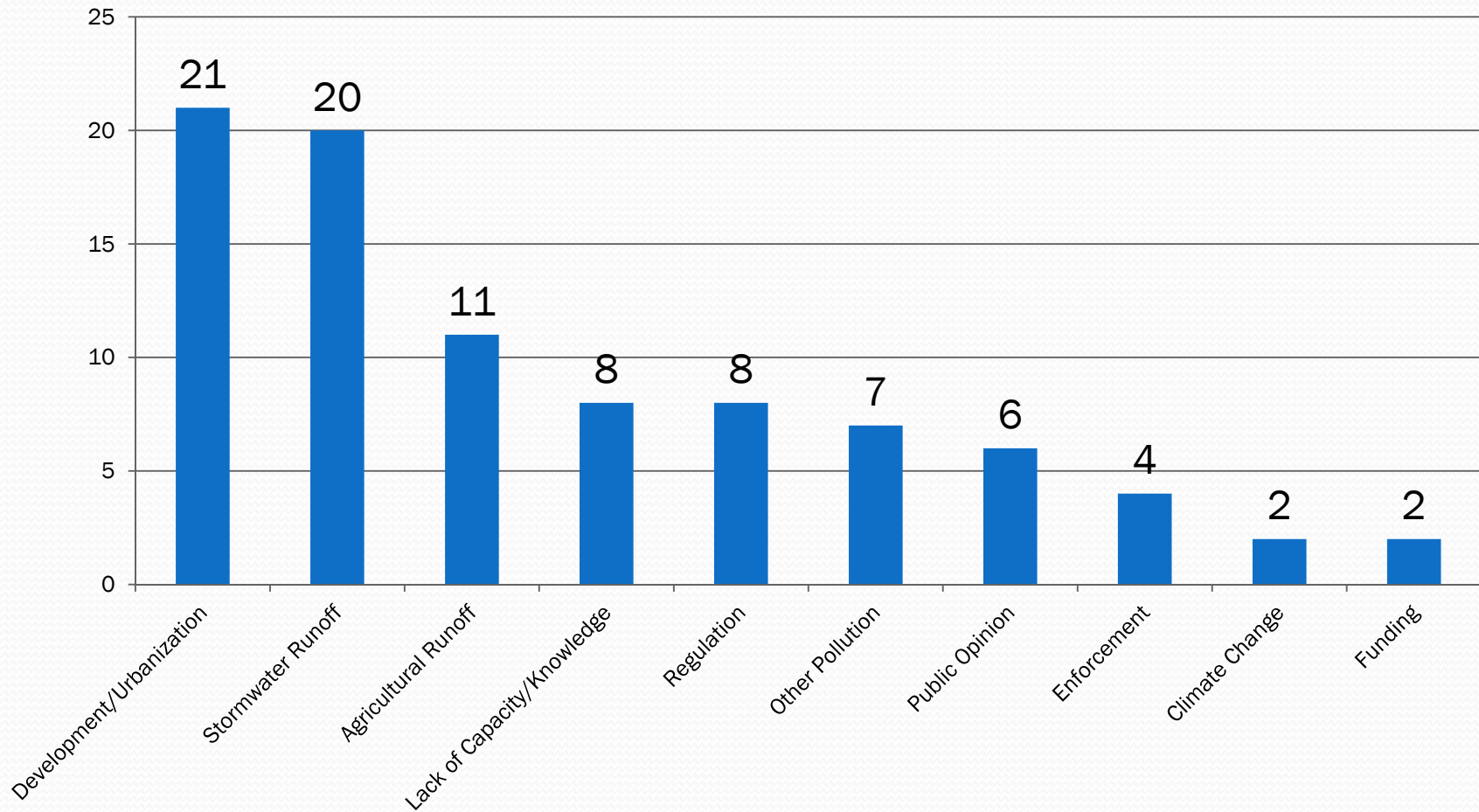
# Who we spoke to...

- Complete analysis will also include:
  - Consultants/Private sector
  - Utilities
  - More state agencies
- Part II will focus on:
  - Many more municipalities

# Who we spoke to



# Biggest Threats – to the watershed



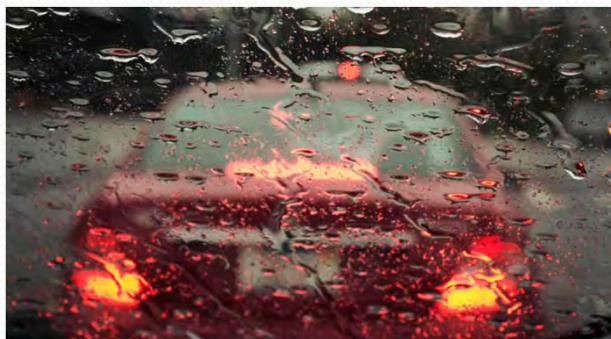


# Threat – Development/Urbanization

- New development
- Poor land use decisions
- Fragmentation
  - Threat of pipelines and/or other energy infrastructure
- Deforestation
- Property owners infringing on stream corridors
- People



# Threat – Stormwater Runoff





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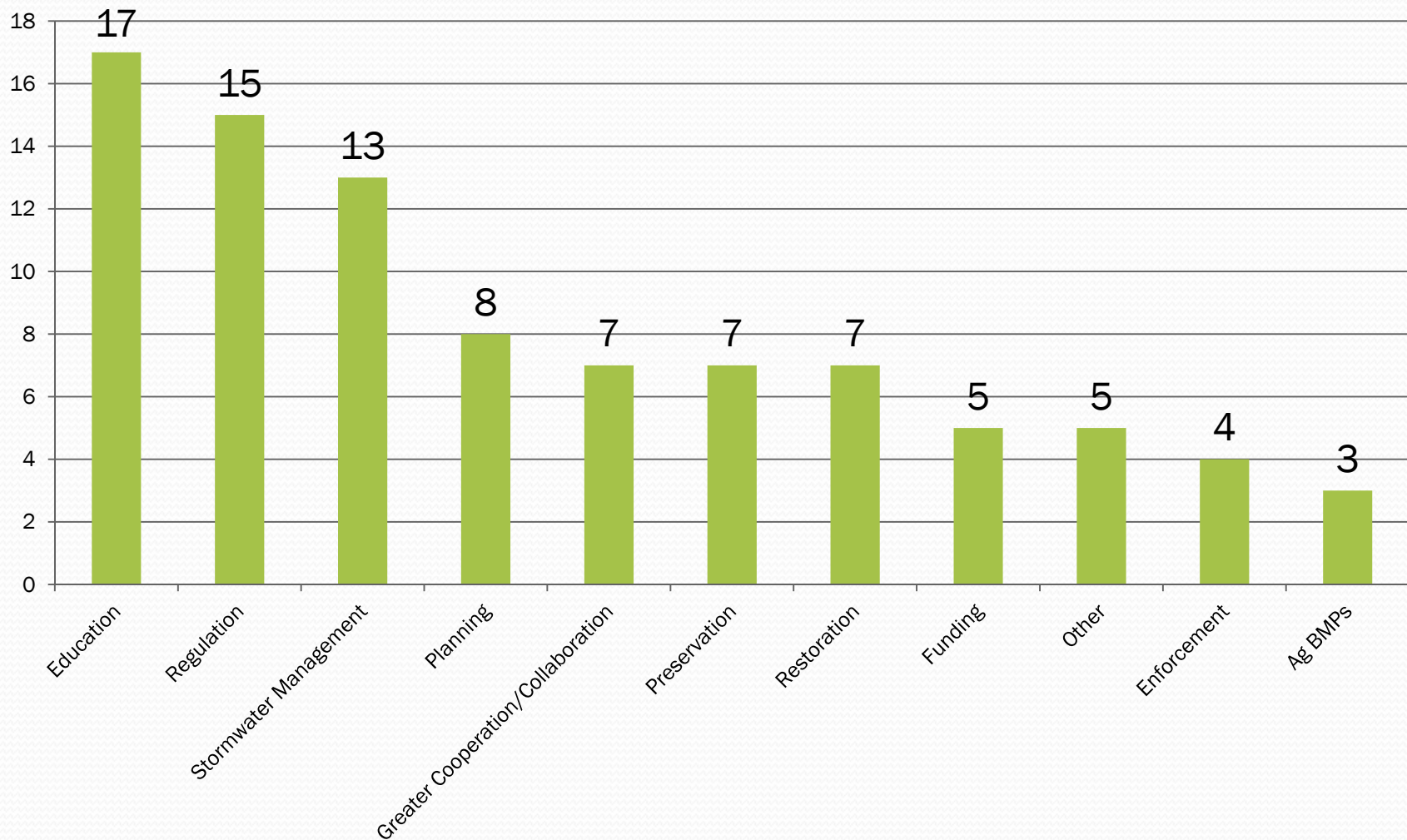
- Existing development
- Runoff from urbanized areas
- Untreated stormwater
- Degraded stream riparian corridors/ banks/ channels
- Nonpoint source pollution
- Flooding

# Threat – Agricultural Runoff

- Cows in streams
- Pesticides, herbicides, insecticides
- Fertilizers



# Important Strategies – to improve or maintain water quality





# Strategies - Education

- Educate everyone involved in the development process, from planning board member to municipal engineer
  - Officials are dependent on professional staff
- Encourage individual's behavior change (ex. pick up dog poop)
- Organize clean-up activities
- Educate landowners (stream buffers)
- Employ communication tactics/strategies
  - Communicate water quality monitoring data
  - Branding the watershed, like the Chesapeake Bay

# Strategies - Education

“Educate everyone from planning board member to municipal engineer”

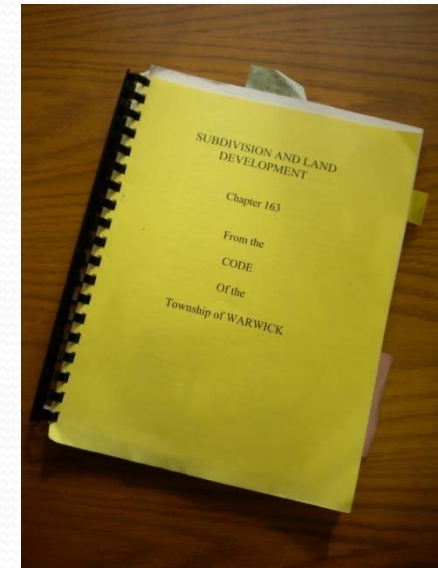
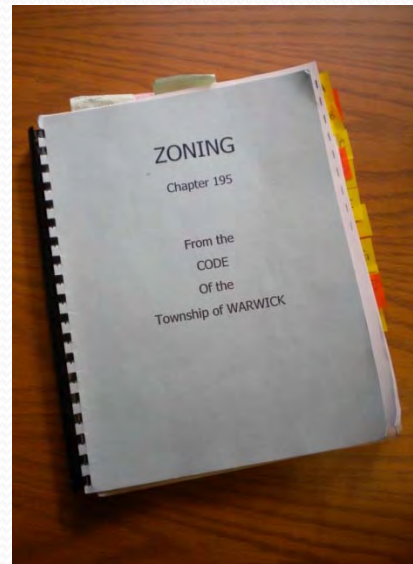
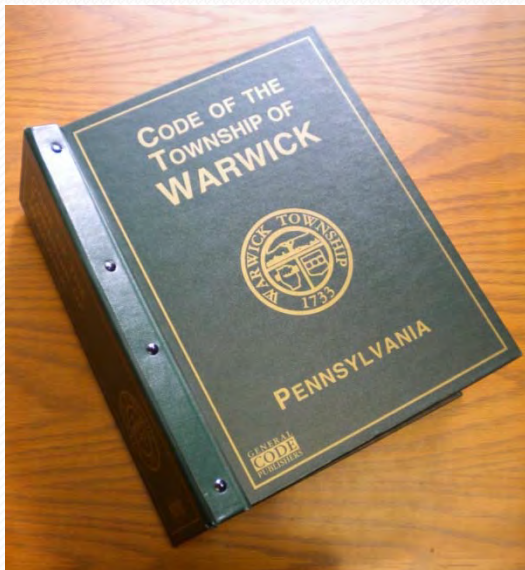
“Find better ways to communicate water quality monitoring data”

Organize clean-up activities

“Brand the Delaware River watershed, like the Chesapeake Bay”

“Why you should pick up dog poop”

# Strategies - Regulations







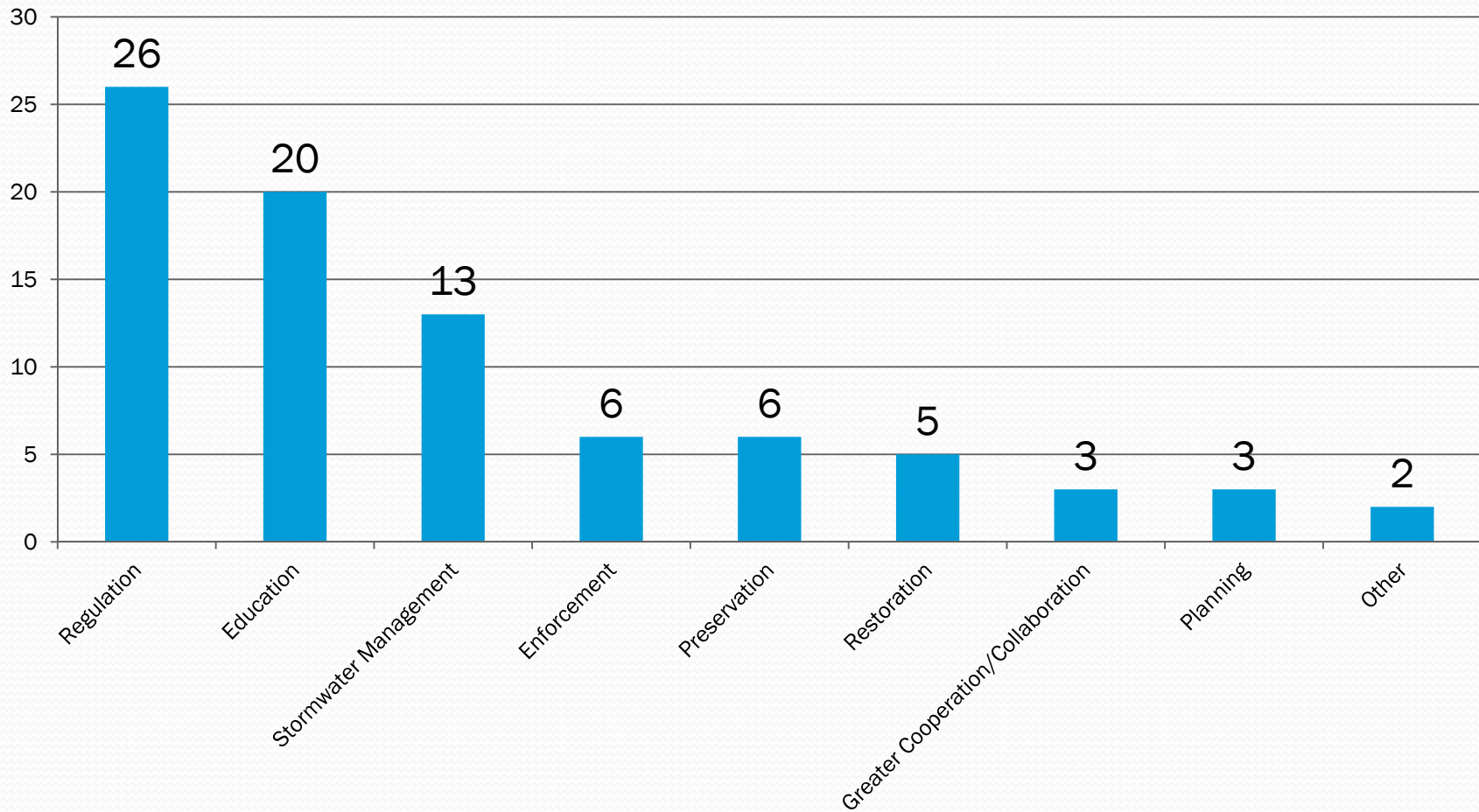
# Strategies - Regulations

- Educate everyone involved in the development process, from planning board member to municipal engineer
  - Officials are dependent on professional staff
- If not present, adopt local land use ordinances:
  - Riparian buffer
  - Stormwater
  - Zoning
  - Land Development
- Update ordinances to implement or be consistent with comp plan, county plan, etc.
- Improve ordinances (ex. increase stream buffer from 50' to 100')
- Must have state enabling legislation to empower municipalities (ex. Stormwater authorities and/or stormwater billing)

# Strategies - Stormwater Management

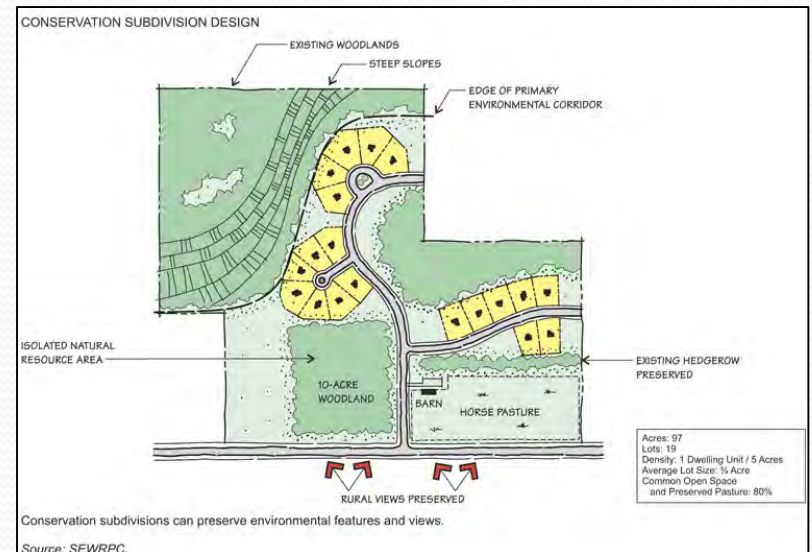
- Retrofit existing development (permits for sheds, driveways)
- Role-model on public property; demonstration projects
- Prioritize nonstructural controls; green infrastructure
- Create incentives for private landowners

# Important Municipal Actions



# Municipal Action - Regulation

- Update ordinances
  - Riparian buffer (100', 150', 300')
  - Stormwater
  - Zoning
  - Land Development
- Other types of ordinances
  - Trees
  - Steep slopes
  - Groundwater/Water Resource Protection Areas (encourage recharge; reduce possible contamination)
  - Conservation Design Ordinances





# Municipal Action - Education

- Educate everyone involved in the development process, from planning board member to municipal engineer
- Residents (ex. pick up dog poop)
- Create incentives for staff/officials training
  - Only choir attends
- Organize clean-up activities
- Employ communication tactics/strategies
  - Communicate scientific information

# Municipal Action - Education

“Innovate or  
get basins”

“Conventional  
practices are  
still the norm”

Clean-up  
activities:  
“Local impact  
matters”

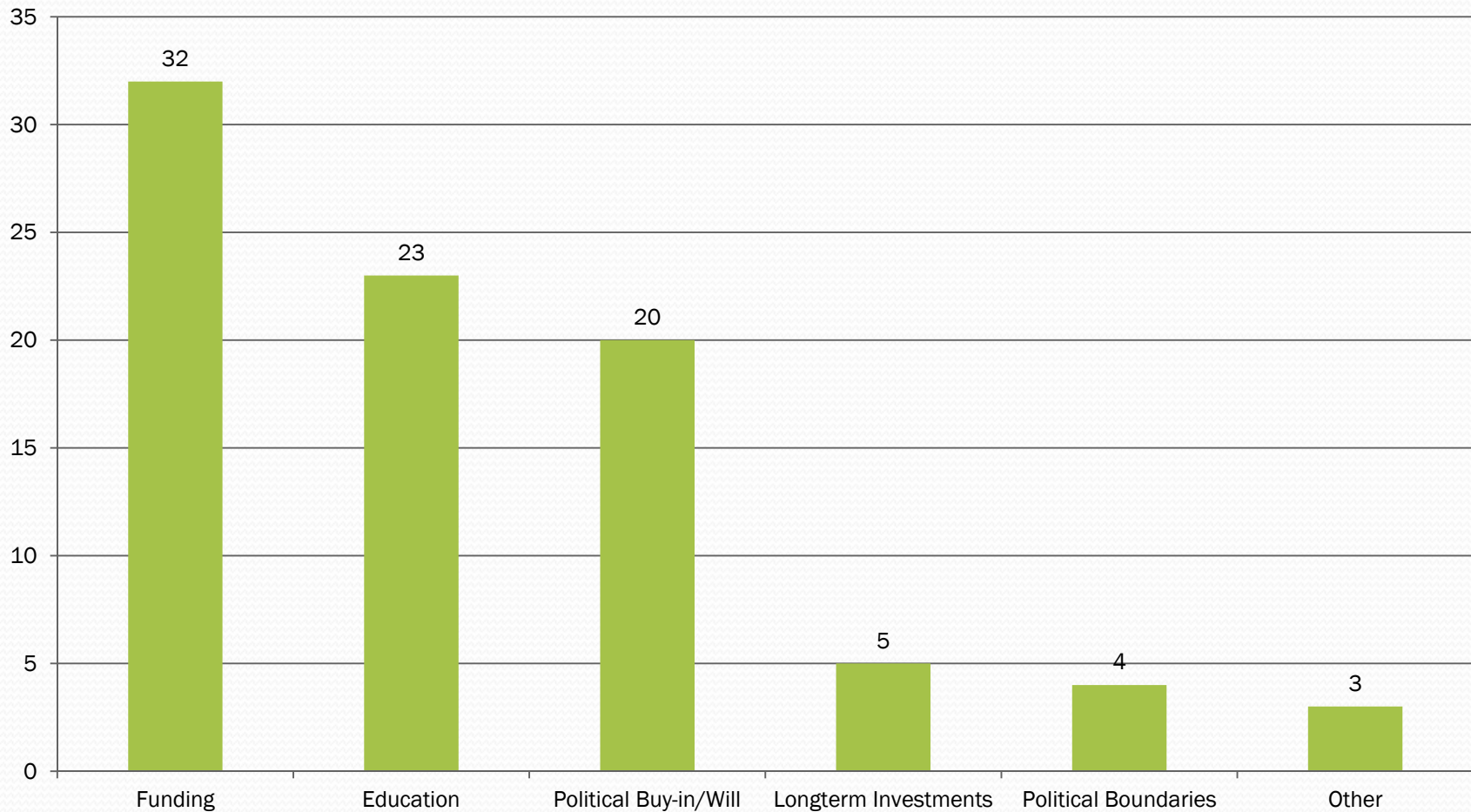
Optional  
Training: “Only  
the choir  
attends”

“How do we  
work with  
engineers?”

# Municipal Action- Stormwater Management

- Funding
  - Dedicate tax or regular part of budget
  - Institute Fees
- Best Practices
  - Require them on all disturbances
- Lead by example
  - High Profile
- Incentives!
  - For Developers (time savings?)
  - For Residents (cost-sharing?)
  - For large landowners (reduction of SW fee?)

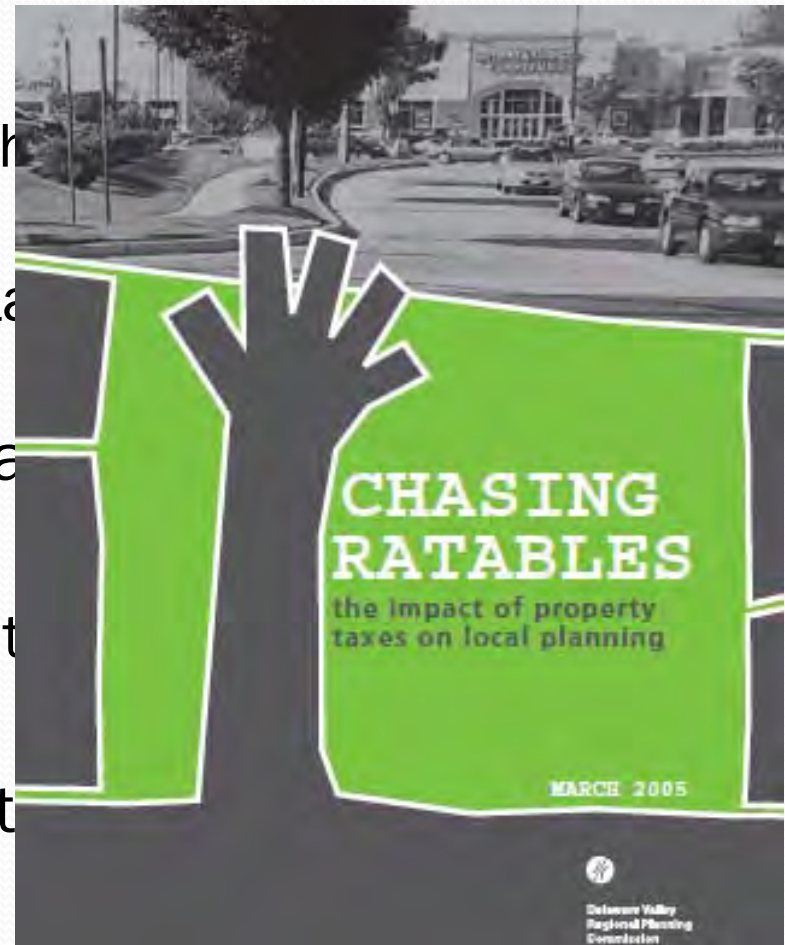
# Greatest Limitation faced by municipalities





# Limitation – Funding

- Staff Time
  - Not enough people, not enough needed;
  - Need professional, qualified staff approach
- Stormwater is unfunded mandate
- Say yes to development:
  - Chasing ratables – short-term tax
  - Fear of lawsuits
- Limited ability and willingness to



# Limitation - Education

- Training for staff:
  - All Staff
  - Engineers
  - DPW
- Education:
  - Elected Officials
  - Public

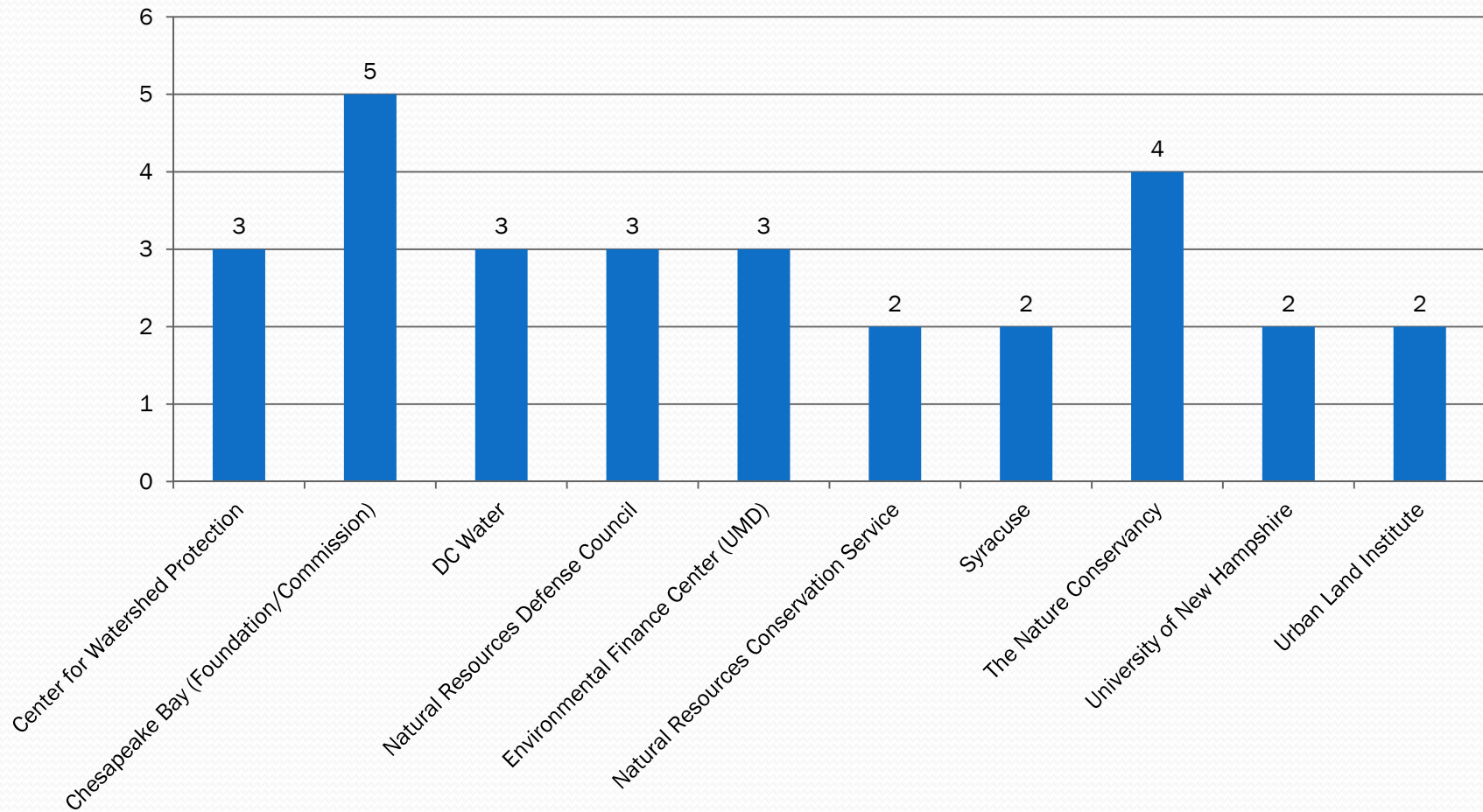


# Limitation – Political Buy-in/Will

- Leadership at the municipal level
- Overcoming fear: lawsuit, change, reelection
- Unwillingness of public to demand action or pay additional taxes



# Best Practices – Outside Watershed

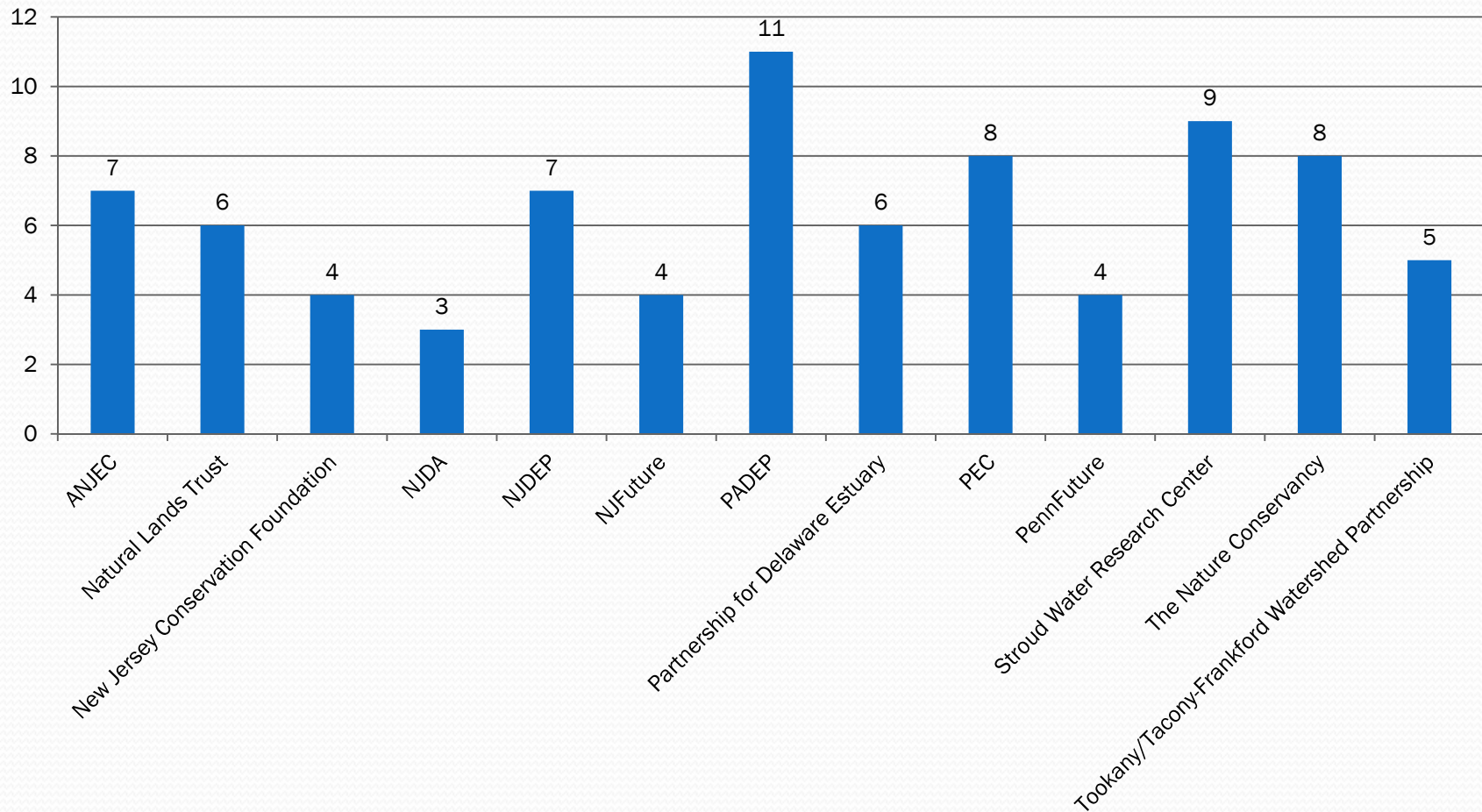




# Peer Learning: Who do you want to learn from or learn more about?

- Most of you all already on the MTAAP
- Referenced more than once (so far):
  - NJ Pinelands (Commission/Alliance)
  - Stroud Water Research Center
  - Philadelphia Water Department
  - Academy of Natural Sciences
  - Conservation Districts (Chester and Montgomery counties)

# Most Referenced Orgs





# Early Conclusions

- Cross-cutting Themes:
  - Education – elected officials, professional staff, public
  - Regulations – adopt them; update them; enforce them; assess them (repeat)
  - Stormwater management – big threat but comprehensive approach is best strategy; municipalities have opportunity to lead by example
- Undercutting Limitations:
  - Funding – Where's the revenue? Lots of expenditures: education, staff time, and technical assistance; facilities; longterm investments
  - Political Buy-in and Public Will



# Small Group Discussions

- Purpose:
  - Get reactions to our findings from our stakeholder interviews.
  - Determine any information gaps in our findings.
  - Lay the foundations for our next project phase: municipal outreach

Group 1: Pennsylvania Room – Melissa Andrews

Group 2: New Jersey Room – Christina Arlt

Group 3: Conference Room Front – Patty Elkis

Group 4: Conference Room Back – Chris Linn





# Small Group Discussions

1. What surprised you the most about the findings?  
What's your main takeaway?
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# Next Steps



## By April 2016:

- “Develop an understanding of which municipal technical assistance support services and municipal-based conservation tools are most effective and where.”



# Goals for next MTAAP meeting:

- Determine which municipalities we want to interview in Spring 2016
- Review proposed interview questions

# Evaluations

## Municipal Technical Assistance Advisory Panel (MTAAP) December 1, 2015 Meeting Survey

*Help us find out what worked and what didn't work about today's meeting*

**1. Please rate the overall quality of the MTAAP meeting.**

1 2 3 4 5

Low quality      High quality

**2. Was the MTAAP meeting a good use of your time?**

1 2 3 4 5

Not a valuable use of my time      Excellent use of my time

**3. What did you like best about the MTAAP meeting?**

**4. What could have been improved about the MTAAP meeting?**

**5. Do you have suggestions for this project and/or the MTAAP that would help us achieve the deliverables?**

**6. Would you be able to attend an MTAAP meeting in Philadelphia on the following dates?**

*Check all that apply.*

- Friday, 2/5/2016
- Wednesday, 2/10/2016
- Tuesday, 3/1/2016
- Wednesday, 3/2/2016

**7. We are looking for possible locations for future MTAAP meetings. Do you have access to a facility with space for approximately 50 people?**

*If so, please describe the space (and provide the contact info to reserve the space).*

|

# W-9 Form

- For non-governmental employees only
- Social Security Number (SSN) if the check should go to YOU
- Employer Identification Number (EIN) if the check should go to your EMPLOYER
- [irs.gov/pub/irs-pdf/fw9.pdf](https://irs.gov/pub/irs-pdf/fw9.pdf)

<b>Form W-9</b> (Rev. December 2014) Department of the Treasury Internal Revenue Service		<b>Request for Taxpayer Identification Number and Certification</b>		Give Form to the requester. Do not send to the IRS.	
1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.					
2 Business name/disregarded entity name, if different from above					
Print or type See Specific Instructions on page 2.	3 Check appropriate box for federal tax classification; check only one of the following seven boxes: <input type="checkbox"/> Individual/sole proprietor or single-member LLC <input type="checkbox"/> Limited liability company. Enter the tax classification (C-C corporation, S-S corporation, P-partnership) ▶ _____ <input type="checkbox"/> Other (see instructions) ▶ _____ <small>Note. For a single-member LLC that is disregarded, do not check LLC; check the appropriate box in the line above for the tax classification of the single-member owner.</small>			4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3): Exempt payee code (if any) _____ Exemption from FATCA reporting code (if any) _____ <small>(Applies to accounts maintained outside the U.S.)</small>	
	5 Address (number, street, and apt. or suite no.)		Requestor's name and address (optional)		
	6 City, state, and ZIP code				
	7 List account number(s) here (optional)				
	<b>Part I Taxpayer Identification Number (TIN)</b> Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I Instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see <i>How to get a TIN</i> on page 3. <small>Note. If the account is in more than one name, see the instructions for line 1 and the chart on page 4 for guidelines on whose number to enter.</small>				
<b>Part II Certification</b> Under penalties of perjury, I certify that:					
1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and 2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and 3. I am a U.S. citizen or other U.S. person (defined below); and 4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.					
<b>Certification Instructions.</b> You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 3.					
<b>Sign Here</b>		Signature of U.S. person ▶ _____		Date ▶ _____	
<b>General Instructions</b> Section references are to the Internal Revenue Code unless otherwise noted. <b>Future developments.</b> Information about developments affecting Form W-9 (such as legislation enacted after we release it) is at <a href="http://www.irs.gov/fw9">www.irs.gov/fw9</a> .					
<b>Purpose of Form</b> An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following:					
<ul style="list-style-type: none"> <li>• Form 1099-INT (interest earned or paid)</li> <li>• Form 1099-DIV (dividends, including those from stocks or mutual funds)</li> <li>• Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)</li> <li>• Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)</li> <li>• Form 1099-S (proceeds from real estate transactions)</li> <li>• Form 1099-K (merchant card and third party network transactions)</li> </ul>					
<ul style="list-style-type: none"> <li>• Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)</li> <li>• Form 1099-C (cancelled debt)</li> <li>• Form 1099-A (acquisition or abandonment of secured property)</li> </ul> Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN. If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See <i>What is backup withholding?</i> on page 2. By signing the filled-out form, you:					
<ol style="list-style-type: none"> <li>1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued).</li> <li>2. Certify that you are not subject to backup withholding, or</li> <li>3. Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income, and</li> <li>4. Certify that FATCA code(s) entered on this form (if any) indicating that you are exempt from the FATCA reporting, is correct. See <i>What is FATCA reporting?</i> on page 2 for further information.</li> </ol>					
Cat. No. 10231X				Form <b>W-9</b> (Rev. 12-2014)	

# Questions?



<https://tidysurveys.com/blog/2013/11/03/survey-questions-choose-right-type-survey-questions/>

# Please Join Us For Lunch!



<http://espressoandcream.com/2012/08/vegetarian-lasagna-with-goat-cheese-and-summer-squash.html>