

NMR Stormwater Partnership Plan

August 2017

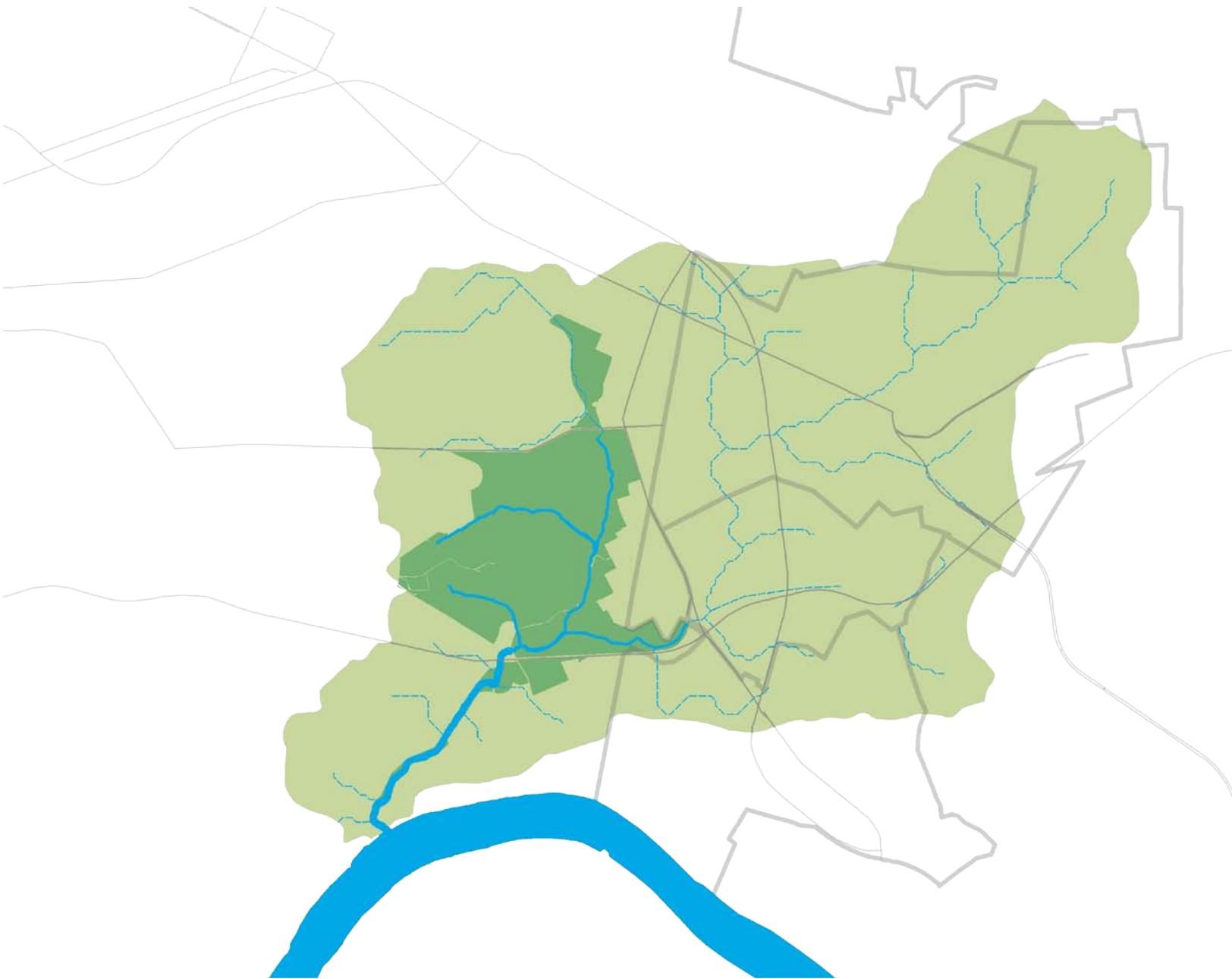


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Introduction

Background

The Nine Mile Run Watershed Association (NMRWA) was established in 2001 by a group of concerned citizens about the health and long-term sustainability of the Nine Mile Run (NMR). Over the past 15 years, we have evolved from a small watershed group that was primarily focused on the advocacy and stewardship of the U.S. Army Corps of Engineers Nine Mile Run Aquatic Ecosystem Restoration Project. Today we have a robust array of programs throughout the watershed, including urban forestry, stream monitoring, volunteer programming, service based learning activities, community engagement, municipal outreach, regional advocacy, green stormwater infrastructure construction, and our social enterprise program, StormWorks.

Our new *2017-19 Strategic Plan* outlines the vision for NMRWA over the next three years, with an updated mission statement: *Nine Mile Run Watershed Association restores and protects its watershed ecosystem, while working regionally to support and implement resilient solutions for a healthy urban environment.* This has refocused our approach to efforts in the watershed as a holistic ecosystem that requires multiple strategic interventions to improve the overall health of the stream. It is only through the cooperative planning and implementation of projects on a watershed scale that we will begin to see dramatic improvements to water quality in NMR.

MS4 Working Group

The Municipal Separate Storm Sewer System (MS4) Program provides an opportunity to put into practice this watershed capacity building effort in the Boroughs of Edgewood, Swissvale, and Wilkinsburg. The Pennsylvania Department of Environmental Protection (PA DEP) administers the MS4 Program as a mandate of the U.S. Environmental Protection Agency's National Pollutant Discharge Elimination System (NPDES) permit program. The PA DEP enters into five-year PAG-13 Permits with each Borough, and the renewal of these permits will happen in March 2018.

NMRWA convened an MS4 Working Group (NMR Stormwater Partnership) in July 2016 with the goal of submitting a joint multi-municipal watershed Notice of Intent (NOI) for the 2018 PAG-13 Permit. The NMR Stormwater Partnership initially met monthly throughout the summer and fall of 2016 to discuss how it could best move forward with this initiative. During this process they completed a Municipal Program Cost Estimate Questionnaire and Analysis to develop a baseline for how much staff and financial resources each Borough was allocating towards stormwater management annually.

The final determination was that the Working Group would not submit a watershed NOI or pursue a multi-municipal PAG-13 Permit. The group identified education and outreach as an added value NMRWA could contribute to the MS4 programming in the watershed. So, they continue to meet bi-monthly, and work on portions of the MS4 Permit focused on these practices.

In addition to the Boroughs of Edgewood, Swissvale, and Wilkinsburg, the Stormwater Partnership includes the Allegheny County Conservation District (ACCD), Allegheny County Sanitary Authority (ALCOSAN), Pennsylvania Department of Transportation (PennDOT), Pittsburgh Water & Sewer Authority (PWSA), and Three Rivers Wet Weather (3RWW).

Purpose

As part of the MS4 Program and NPDES Permit, applicants must meet six Minimum Control Measures (MCMs) for managing stormwater. These MCMs include:

1. Public Education & Outreach
2. Public Involvement & Participation
3. Illicit Discharges Controls
4. Construction Site Runoff Controls
5. Post-Construction Stormwater Management
6. Pollution Prevention & Good Housekeeping

For each MCM, there are multiple prescribed Best Management Practices (BMPs) to achieve the goal of each control. These are outlined in the applicants Stormwater Management Program (SWMP) as part of the NOI for their PAG-13 Permit. The Working Group reviewed all of the MCMs and agreed to collaborate and further develop MCMs 1, 2, and 6. This was the impetus of the NMR Stormwater Partnership Plan and this document will serve as the guide and standard for each Borough to implement a watershed based approach to these MCMs that could affect the behavior of residents in the watershed and empower them to become active stewards and participants in stormwater management.

MCMs #1, 2, & 6

Below is a brief description of each MCM that this Stormwater Partnership Plan will address:

- *MCM #1: Public Education & Outreach*
The Stormwater Partnership will distribute educational materials and perform outreach to inform the public about the impacts polluted stormwater runoff discharges can have on water quality.
- *MCM #2: Public Involvement & Participation*
The Stormwater Partnership will provide opportunities for the public to participate in program development and implementation, including effectively publicizing public hearings and/or encouraging representatives on a stormwater management panel.
- *MCM #6: Pollution Prevention & Good Housekeeping*
The Stormwater Partnership will develop and implement a program with the goal of preventing or reducing pollutant runoff from municipal operations. The program must include municipal staff training on pollution prevention measures and techniques (e.g. regular street sweeping, reduction in the use of pesticides or street salt, or frequent catch-basin cleaning).

Goals & Objectives

Mission Statement

The mission statement of the Stormwater Partnership is cooperatively conduct community outreach and engagement to meet and exceed the requirements of the Pennsylvania MS4 permit.

Goal

The goal of the Stormwater Partnership Plan is to increase the involvement of the watershed communities and residents in the protection and restoration of the NMR Watershed through engagement, education, and empowerment.

Objectives

To achieve the Stormwater Partnership Plan goal, the Stormwater Partnership has identified three major objectives that must be met. These objectives will motivate target audiences through three phases of outreach: engagement, education, and empowerment. The messages and delivery mechanisms used to achieve these outcomes will vary with each target audience. For each objective, specific strategies and methods will be identified that correlate with the MCMs. The objectives are as follows:

- *Objective #1 (Engagement)*
Engage the target audience and raise awareness that they live in a Watershed which has unique resources, and their day-to-day activities affect the quality of those resources.
- *Objective #2 (Education)*
Educate target audiences on the link between urban developments on water quality impacts. Highlight what actions can be taken to reduce impacts.
- *Objective #3 (Empowerment)*
Empower the target audience to adopt and implement practices that will result in water quality improvements.

Target Audience & Stakeholders

General Categories

The identification of target audiences is critical for implementing a successful outreach campaign. The target audiences in the NMR Watershed can be broken down into the following general categories:

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|-----------------------------|---------------------------------|
| • Businesses | • Municipal/Government Agencies |
| • Churches/Religious Groups | • Residents |
| • Community Groups | • Schools |
| • Developers | • Volunteers |
| • Key Personnel | |

Identification of Target Audience & Stakeholders

Each of the Boroughs has different target audiences and stakeholders within the general categories. The audiences will all be on different spectrums of the engage, educate, and empower objective for the Education and Outreach Plan depending upon how active they have been over the years with NMRWA. However, the first step is to identify who these groups and individuals are and conduct outreach. Below is a table that is not exhaustive, rather a beginning to formalize a list of those persons that should be contacted and engaged. If other stakeholders are identified through the outreach process, they will be added to the list and updated on an annual basis.

General Categories	Target Audience & Stakeholders		
	Edgewood	Swissvale	Wilkinsburg
Businesses	<ul style="list-style-type: none"> • Regent Square Civic Association • Phillips Edison • Edgewood Town Center Businesses • Edgewood Day Care 	<ul style="list-style-type: none"> • Regent Square Civic Association 	<ul style="list-style-type: none"> • Wilkinsburg Chamber of Commerce members
Churches/Religious Groups	<ul style="list-style-type: none"> • First Presbyterian Church of Edgewood 	<ul style="list-style-type: none"> • Pittsburgh Mennonite Church • Word of God • Madonna Del Castello • Swissvale Ministerium 	<ul style="list-style-type: none"> • St James Church • The Bible Chapel • Mifflin Avenue United Methodist Church
Community Groups	<ul style="list-style-type: none"> • The Edgewood Foundation • RSCA • Boy Scouts • Edgewood Youth Athletic Program 	<ul style="list-style-type: none"> • Swissvale EDC • RSCA • Swissvale Community Garden 	<ul style="list-style-type: none"> • Wilkinsburg CDC • RSCA • Hosanna House • Block Watches & Clubs • Borough Committees
Developers	<ul style="list-style-type: none"> • TBD 	<ul style="list-style-type: none"> • TBD 	<ul style="list-style-type: none"> • PHLF
Key Personnel	<ul style="list-style-type: none"> • Borough Manager • Borough Council 	<ul style="list-style-type: none"> • Borough Manager • Borough Council • Assistant Borough Manager 	<ul style="list-style-type: none"> • Borough Manager • Borough Council/Mayor • Code Enforcement Director
Municipal Agencies	<ul style="list-style-type: none"> • ALCOSAN • ACCD 	<ul style="list-style-type: none"> • ALCOSAN • ACCD 	<ul style="list-style-type: none"> • ALCOSAN • ACCD
Residents	<ul style="list-style-type: none"> • Rockwell Lane Homeowner Association • Previous testing hits • Previous non-compliance: 830 Walnut & 207 Dewey 	<ul style="list-style-type: none"> • Swissvale Borough Newsletter • Email Database • Social Media • Wilkins School Community Center 	<ul style="list-style-type: none"> • Email Database • Social Media • Wilkinsburg Sun
Schools	<ul style="list-style-type: none"> • Edgewood Elementary School • Western Pennsylvania School for the Deaf 	<ul style="list-style-type: none"> • Universal Academy of Pittsburgh • Woodland Hills Intermediate School 	<ul style="list-style-type: none"> • Kelly Elementary School • Turner Elementary School • PUCS • Sister Thea Bowman
Volunteers	<ul style="list-style-type: none"> • Edgewood Volunteer Fire Department • Shade Tree Committee 	<ul style="list-style-type: none"> • Shade Tree Committee 	<ul style="list-style-type: none"> • Shade Tree Committee • Churches

Implementation Strategies

Best Management Practices

Below are the PA DEP prescribed BMPs for each MCM. As previously stated, each Borough is required to meet these standards per the PAG-13 Permit. These BMPs were used to develop the strategies in this Education and Outreach Plan.

MCM #1: Public Education & Outreach

1. Develop, implement, and maintain a Public Education & Outreach Program (PEOP).
2. Develop and maintain lists of target audience that are present within the areas served by the regulated small MS4.
3. Annually publish at least one issue of a newsletter, pamphlet, flyer, or website that includes general information, a general description of each Borough's Stormwater Management Program, and/or information about municipality's stormwater management activities.
4. Distribute stormwater educational materials and/or information to the target audiences identified in BMP #2 using a variety of distribution methods (minimum two methods).

MCM #2: Public Involvement & Participation

1. Develop, implement, and maintain a written Public Involvement and Participation Program (PIPP).
2. Prior to adoption of any ordinance required by the General Permit, provide adequate public notice and opportunities for public review, input, and feedback.
3. Regularly solicit public involvement and participation from the target audience groups.

MCM #6: Pollution Prevention & Good Housekeeping

1. Identify and document all facilities and activities that are owned or operated by the Borough and have the potential for generating stormwater runoff to the regulated small MS4.
2. Develop, implement, and maintain a written operation and maintenance (O&M) program for all municipal operations and facilities.
3. Develop and implement an employee training program.

Strategies

The Stormwater Partnership developed strategies for all three MCMs, with a focus on linking residents to the NMR Watershed through tailored education and outreach. If the goal of the plan is to increase resident's involvement in the restoration of the watershed, then delivering quality materials and programming is essential. Residents should be able to identify the difference between point source vs. non-point source stormwater pollution, as well as how they can activate and build partnerships to address watershed issues. Watershed members of all age groups should have general awareness of stormwater and storm drains, lawn and garden care, household chemicals and waste, motor vehicle care, and pet care.

The strategies outlined below detail how the Stormwater Partnership will achieve this holistic approach to stormwater education and outreach. Schedules are provided for which year the initiative will take place and be introduced to the community. Strategies are then broken into two categories, active and passive. Active outreach consists of direct person to person engagement, while passive involves using print and electronic media and publications to engage residents on an ongoing basis. There are also measurable goals to track the progress of each strategy.

MCM #1: Public Education & Outreach

The intent of this MCM is to develop a PEOP that provides several avenues for residents, businesses, and property owners to stay informed and up to date on the latest issues in the Watershed related to stormwater management.

Strategy Schedule Method Measurable	Watershed-wide stormwater management brochure Year 1 Passive outreach # of brochures distributed
	'MS4' webpage on ninemilerun.org Year 1 Passive outreach # of visits to site annually
	NMRWA hosting quarterly Water Talks events Years 1-5 (1 per Borough) Active outreach # of attendees
	Newsletter articles (NMRWA monthly e-newsletter and bi-annual printed newsletter, community newsletters, Borough newsletters) Years 1-5 Passive outreach # of readers annually
	Cross promotion of Borough and NMRWA stormwater related events on social media, email distributions, and newsletters Years 1-5 Passive outreach # of events promoted
	Watershed education and service learning in schools Years 1-5 (1 per school annually) Active outreach # of students educated annually
	Watershed education at community group meetings (Community Conversations, Block Clubs, Borough Council meetings) Years 1-5 (3 per Borough annually) Active outreach # of meetings attended

MCM #2: Public Involvement & Participation

The PIPP developed as part of this MCM will continue these efforts by engaging the community to participate in meaningful clean water based activities and programming.

Strategy Schedule Method Measurable	<p>'Get Involved' webpage on ninemilerun.org Year 1 Passive outreach # of visits to site annually</p> <hr/> <p>Four Campaigns that will request residents to pledge participation Year 2 - Anti-Litter Campaign – partnership with Allegheny CleanWays and Pennsylvania Resource Council programming, would include mapping assessment to identify hotspots for litter and dumping Year 3 - Dog Poop Campaign – partnership with ALCOSAN's Pups4CleanWater Program Year 4 - Native Plants Campaign – encourage homeowners to plant native, pollinator, and rain garden friendly species Year 5 - Kids Campaign – encourage participation of youth through simple programming Active outreach # of pledges per campaign</p> <hr/> <p>NMRWA volunteer events (stream sweeps, tree plantings & care, community clean ups) Years 1-5 (4 events per year) Active outreach # of volunteer events</p> <hr/> <p>Annual Borough Clean Up Days Years 1-5 (1 per Borough annually) Active outreach # of participants annually</p> <hr/> <p>Annual Borough Community Days Years 1-5 (1 per Borough annually) Passive outreach # of attendees</p> <hr/> <p>WaterReporter App for sharing photos and areas of concern in the Watershed Year 2 Active outreach # of registered users</p>
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MCM #6: Pollution Prevention & Good Housekeeping

The purpose of this MCM is for the municipalities to track the operation and maintenance of their own facilities related to water quality through an O&M Plan.

Strategy Schedule Method Measurable	Database inventory of each Borough facility in the Watershed Year 1 Active outreach # facilities identified
	Maintenance activities, schedules, and inspection procedures Year 1 Active outreach # of passed inspections
	Written policies for reducing discharge of pollutants from municipal facilities Year 1 Passive outreach # of adopted policies
	Annual employee training presentation for elected officials, Borough staff, and volunteer fire/emergency services personnel Years 1-5 (1 per Borough annually) Active outreach # of elected officials and employees trained annually