

Minutes and Program
LGAC Quarterly Meeting
Chesapeake Watershed Forum
Sept. 27-28, 2012
Shepherdstown, WV

At the request of the National Fish and Wildlife Foundation, the Alliance for the Chesapeake Bay, and EPA, the Local Government Advisory Committee agreed to participate in a Local Government Pre Conference Workshop at the Chesapeake Watershed Forum in Shepherdstown, WV. The LGAC business meeting was held on Friday, Sept. 28 following the Pre Conference Workshop. The following is the agenda for the workshop that was held on Sept. 27th:

Thursday September 27, 2012

10:30 Welcome and Introductions: Al Todd, Alliance for the Chesapeake Bay

Session 1: Green Infrastructure Visioning

10:45 Lancaster's Big Green Sponge Mayor J. Richard Gray

Lancaster, PA is a densely populated city of about 55,000 with all the usual pollution problems associated with a combined sewage/stormwater system. What is unusual is how they have decided to attack the problem. Mayor Gray will talk about their vision of a "Green Infrastructure Program" that seeks to capture and infiltrate stormwater while at the same time making the city a more attractive place to live. He will also talk about the importance of communicating a green infrastructure message to citizens whose support is essential for long term success.

11:10 Neighborhood Development, Bill Blatter, City of Lexington, VA

The City of Lexington and its partners are integrating green infrastructure into a new highly-visible, mixed-income neighborhood of affordable EarthCraft certified homes. The City will create a strategic network of engineered facilities and landscape techniques to absorb and filter stormwater; implement citizen-based measures to ensure the sustainability and maintenance of the storm water system on public and private land; motivate broader populations to adopt stormwater best management practices through a marketing and technology transfer program; and stimulate green job growth. Partners include Threshold (the City's non-profit housing commission), Rockbridge Area Habitat for Humanity, Thompson's Knoll Developers LLC, and the Virginia Department of Housing and Community Development.

11:30 Houston Land/Water Sustainability Forum Bob Adair, President, Convergent Water Technologies

This presentation will look at the innovative way in which a multi-disciplinary, collaborative group of professionals in the Houston area brought together the city, county, design, and development communities to prove that contrary to

common belief, Low Impact Development (LID) was not only technically feasible in Houston's difficult conditions, but a win-win for the community and the developers. The Houston area's water quality regulations remain minimal to date, so if LID was to be successful in Houston it would have to be so based on economics. This is the story of how Houston's engineers proved to themselves that LID is less expensive than traditional design, and the resulting boom in LID-based development in the Houston area.

Session 2: Innovative Governance

1:30 Don McNutt, Lancaster County Conservation District

Lancaster County is proactively knitting together a partnership among municipalities to coordinate and finance their programs to reduce runoff from urban and agricultural lands in order to meet various environmental challenges (MS4, Chesapeake TMDL, local TMDLs).

2:15 Clara R. Cieri Meier, VA Middle Peninsula Planning District Commission

The Middle Peninsula Planning District is launching an initiative to develop a Regional Stormwater Program that positions the six counties and three towns in Virginia's Middle Peninsula to address regulations relating to the Chesapeake Bay TMDLs and Virginia's new Stormwater Management Regulations. The Regional Stormwater Program is envisioned to provide localities the necessary tools to successfully manage stormwater and comply with the regulations either locally or regionally.

3:15 Economics of Stormwater Management & Green Infrastructure Jeff Odefey, American Rivers

This presentation will provide local decision-makers with the results of up to date research into the economic benefits of effective stormwater management, particularly through wider embrace of green infrastructure practices.

Session 3: Federal Initiatives

4:00 Jeff Corbin, Special Advisor to EPA Administrator Lisa Jackson
Hear about and discuss Chesapeake Bay Program leadership plans for local government assistance and new initiatives. Q & A session to conclude presentation

Friday, September 28

8:30 Joanne Throwe, Dan Nees, UMD Environmental Finance Center

Though Chesapeake Bay restoration obligations will require significant financial investment from all levels of government, the burden on local communities struggling to address stormwater management will be particularly significant. And, the complexity and costs associated with water quality restoration and protection—primarily as a result of stormwater management—is in direct contrast to the economic and financial capacity limitations within many of these

communities. This presentation will focus on lessons learned from local governments across the region in their efforts to allocate fiscal resources, reduce costs, and accelerate the implementation of aggressive stormwater management programs.

LGAC Business Meeting

Present: Rick Gray, Dave Dunmyer, Bruce Williams, Adriana Hochberg, Sheila Finlayson, Sheila Noll, James Wheeler, Ann Simonetti, John Thomas, Kelly Porter, Megan Lehman (for Jeff Wheeland), Rick Keister, LGAC Coordinator, Jessica Blackburn, CAC Coordinator

Guests: Nick DiPasquale, Carin Bisland, Lucinda Power, Katherine Antos, Jake Romig, Rob Gunter, Jeremy Miller

The LGAC Quarterly Meeting was called to order at 10:15am by Chair Rick Gray.

- The Minutes from the last meeting in Lancaster, PA were approved unanimously with corrections. Motion by Ann Simonetti, second by John Thomas
- After a discussion about an EPA sponsored proposal to conduct a series of workshops to examine the impact of climate change on land use planning and stormwater management decisions, members voted unanimously to endorse the workshops. Motion by John Thomas, second by Sheila Finlayson
- **Discussion of the results of LGAC Member Survey-** Chair Gray opened the discussion by reading the LGAC mission from the Bylaws. Members recognized the potential of the Committee and offered suggestions of what could be done. The following were some observations by Committee members:
 - Our message (i.e. local clean up of local waters) may be getting out but local governments have not wrapped their heads around it yet. (Simonetti)
 - Even LGAC member local governments are not necessarily engaged, and we need more events like the Pre Forum Local Government Workshops where elected officials and staff can be engaged (Dunmyer)
 - Need to be more responsive by sending press releases outlining results and outcomes of meetings. (Noll)
 - Need more specific information about what local communities are being asked to do. The Pre Forum Workshop gave us information to help explain to our constituents why the local clean up effort is worthwhile (e.g. especially the Environmental Finance Center presentation on the local economic benefits of cleaning up local waterways, Dan Nees) (Williams)
 - Even in communities where you would assume that water quality would be a high priority, local officials are not asking the right

questions. We need to know what is going on in other jurisdictions within our states. (Finlayson)

- Invite local government officials to participate in Quarterly LGAC meetings. (Hochberg)
- As an example of previous observation, even the Lancaster city council members did not appreciate their environmental agenda until they participated in the LID tour. Tours are very effective in engaging local officials and citizens. Economic development, public works, and other local agencies, and city manager must be informed and involved.(Gray)

- **Workshop Proposal – Alliance, EPA, National Fish and Wildlife Foundation – Discussion of possible LGAC sponsored workshops in each state.**

- LGAC, The Alliance, EPA, and the National Fish and Wildlife Foundation (NFWF) have been in discussion about the possibility of conducting LGAC sponsored workshops for local officials at the respective state associations of local governments. The general concept for a one day session would be a morning session focused on an overview of the basics of local water quality, then an afternoon session aimed at specific local officials representing economic development, public works, engineers and planners, etc. We could get the state associations to co-sponsor the workshops, and target local governments who have been identified as having an impact on local and Bay watersheds.
- In conjunction with state association meetings, LGAC should consider developing displays and materials for an LGAC booth at the conferences. (Lehman)
- There was a consensus on the Committee that they should move ahead on discussions about local workshops and that LGAC further explore ways to play a role in the implementation and public outreach of the NFWF local government grant programs. NFWF would like LGAC to help spread the word about their local government technical assistance program. EPA suggested that they and NFWF would find it helpful if LGAC advised them on ways to improve their local government capacity building program.

- **Discussion of one day LGAC strategic planning session at next meeting.**

- Chair Gray proposed and Committee members voted unanimously to find a strategic planning facilitator to conduct a one day session at the next LGAC meeting in December in Annapolis. The plan will be based on our survey responses and full involvement of members at the next meeting. The plan will provide some strategic direction to future activities and highlight the next steps of Advisory Committee actions.
- Carin Bisland of EPA suggested that the Committee take a look at a past LGAC Local Government Participation Action plan as a way to prepare for the next meeting.

- **Discussion about LGAC Communications**

- Members acknowledged the importance of communicating a local message about cleaning up local waterways that will ultimately result in a cleaner Chesapeake Bay. We need to do a better job of communicating those messages through state associations of local governments' bulletin boards, newsletters, and magazines.
- Several members noted that there are opportunities to get messages out to their communities through local TV stations and educational channels as well as social media. They indicated an interest in getting professional help in developing those messages.
- It was also pointed out that social media would not necessarily work in every locality. Face to face contact may be the most effective way to reach out to various segments of communities.
- The Bay Program Communication Office was identified as a potential resource through Communications Director Margaret Enloe and Videographer Steve Droter. Steve has produced a number of short (3 min.) videos that clearly illustrate specific Bay issues.
- As a result of the discussion, Chair Gray proposed that LGAC create an internal Communications and Outreach Subcommittee to explore potential messages and avenues of communication to local governments. The Subcommittee would talk to EPA and other organizations with communication operations and bring suggestions back to LGAC that would enhance our outreach to local governments. Message development would also be addressed in the strategic planning session.
- Chair Gray asked for volunteers for the Subcommittee. Sheila Finlayson and David Dunmyer volunteered and the Chair directed the staff to ask for other volunteers. There will be a limited number of members and Rick will appoint a Chair of the Subcommittee.

- **Feedback on the Local Government Pre Conference Workshop at the Chesapeake Watershed Forum**

- The general consensus was that the Pre Conference workshop sessions were very informative and substantially added to the LGAC member's understanding of the issues presented. By far, the most dynamic and important session for the members was the presentation on financing by the Environmental Finance Center's Dan Nees. His presentation and analysis of the economic importance of local clean up projects sparked an intense interest in finding a way for local elected officials to use the information to sell the local clean water message to their constituents. Members would like to "bottle" his presentation so that it could be used in their communities. It was also suggested by some that the workshop was a "game changer" in giving local officials the tools they need to reach out to their colleagues. The Committee

members who attended the sessions endorsed the possibility of future similar events.

- **LGAC Review of EPA plans, programs, and reports.**
 - The LGAC Coordinator asked the Committee how they would like to respond to the requests to EPA for LGAC review and comment on the many reports and policy decisions that are presented to the Management Board and the Principal's Staff Committee. Many of them directly affect local governments, but many do not. For instance, LGAC has been asked to respond to recent reports on Public Access and Forestry Restoration. In addition, the Bay Program Office has asked the Committee to review the all the goals presented by the Goal Implementation Teams to see which ones are most important to local government officials.
 - It was discussed and agreed to by the Committee that the LGAC Executive Committee (the Chair and the individual state chairs) would review the draft plans in between LGAC meetings and decide whether or not to bring them forward at the next Quarterly meeting. In addition, members who may have specific interest in individual reports would be asked to review reports.
- **New LGAC Travel Reimbursement and Volunteer Hours Report**
 - Members were briefed on the new travel reimbursement and volunteer hours report that EPA is now requiring. The reporting documents will be emailed to members right after the meeting.
- **New Video about WIPs by David Dunmyer, Queen Annes County, MD**
 - LGAC member, David Dunmyer, indicated he was inspired by the last meeting in Lancaster, particularly the video that was produced to explain the City's Green Infrastructure Program. Working with his local TV station, David has produced a similar video that he will use to communicate the opportunities and obligations of the WIPs to residents of Queen Annes County, MD. David showed the draft video to LGAC members.
- **The LGAC meeting was adjourned at 12.10 pm.**