

CENTRAL NEW YORK REGIONAL PLANNING & DEVELOPMENT BOARD

CNY Stormwater Coalition Staff Services and Education Compliance Assistance Proposal for 2021

September 2020

This proposal for staff services and education assistance responds to the need for staff and administrative services necessary to sustain the CNY Stormwater Coalition, and to comply with the Minimum Control Measure 1 requirements of NYS General Permit for Stormwater Discharges from Municipal Separate Storm Sewer Systems (GP-0-15-003).



Central New York Regional Planning & Development Board

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SECTION 1 INTRODUCTION

This proposal for staff and education assistance services in support of sustaining the CNY Stormwater Coalition is submitted to the Chief Elected Officials from the Automatically Designated MS4 Communities in the Syracuse Urban Area (SUA). The proposed tasks address staffing and financial administrative services, as well as education and outreach requirements of Minimum Control Measure 1 of the NYS General Permit for Stormwater Discharges from Municipal Separate Storm Sewer Systems (MS4s) (GP-0-15-003). The timeline for the proposed program is January 1, 2021 – December 31, 2021.

In support of the CNY Stormwater Coalition, the following services are proposed:

- Staffing support services for meetings of the CNY Stormwater Coalition, the Coalition Executive Committee and any working committees established by the Executive Committee
- Internal and external communications
- Financial administration
- Minimum Control Measure 1 Annual and Semi-Annual reporting
- Quarterly progress and financial reporting

In support of MS4 education and outreach requirements, the following services are proposed:

- Public education and outreach
- Staff support services
- Direct municipal assistance

Project Objective and Benefits

The CNY RPDB's primary objective is to provide regulated communities with an efficient and cost-effective means for meeting the requirements of the SPDES Phase II MS4 Stormwater General Permit by ensuring that the CNY Stormwater Coalition continues to function as a unified body, has access to information and responds appropriately to changes in the NYS Stormwater regulatory program including revisions to both the Stormwater MS4 and Construction General Permits. Given the regional nature of the Syracuse Urbanized Area (SUA), a unified approach to stormwater compliance is extremely valuable. Regionally implemented programs reduce municipal staff burdens, ensure consistency, and provide the most efficient use of limited municipal funds by distributing total program cost over a number of entities.

In response to COVID-19, the 2021 work plan has been modified to include online meeting and training options, an expanded social media outreach program, and an expanded effort to obtain foundation and other non-state grants to offset MS4 compliance costs.

The U.S. Environmental Protection Agency (EPA) and NYS DEC recognize the economic and environmental benefits of regional compliance efforts and have long promoted such programs as the most efficient and effective way address Stormwater Phase II requirements. Both NYS DEC and EPA view intermunicipal support and participation in regionally coordinated coalitions as a criterion for funding and a prerequisite for engaging in joint compliance opportunities.

SECTION 2 SCOPE OF SERVICES AND PROJECT APPROACH

Program tasks are proposed under three project components: CNY Stormwater Coalition Staff Support; Public Education and Outreach; and Direct Municipal Assistance.

I: CNY STORMWATER COALITION STAFF SUPPORT

Tasks proposed under this project component are designed to advance and sustain the CNY Stormwater Coalition (the Coalition), currently consisting of 30 regulated Municipal Separate Storm Sewer System (MS4) owner/operators identified in Attachment A of this proposal. The Coalition was formally established on January 1, 2011.

Task I.1. Purchase annual Zoom Pro license, video camera and microphone to support remote meetings and training programs – These purchases will ensure capacity to hold interactive, remote meetings, presentations and trainings in compliance with social distancing requirements and the potential for prolonged restrictions on large group gatherings. Remote learning and meetings will reduce the overall time needed to attend such “events” while providing opportunities for increased attendance.

Task 1.2 Staffing Support for the CNY Stormwater Coalition, Executive Committee and Working Committees Deemed Necessary to Advance the Coalition’s Objectives – CNY RPDB will provide direct staff support needed to plan and conduct four (4) scheduled meetings of the CNY Stormwater Coalition, four (4) scheduled meetings of the CNY Stormwater Coalition Executive Committee, and Coalition working committees as needed to advance and sustain a fully functioning Coalition. All meetings will be held via Zoom. Upon the lifting of all COVID-19 related in-person meeting restrictions, members will have the option to meet in-person or continue meeting via Zoom. Staff support for all scheduled meetings includes meeting preparation and agenda development, speaker recruitment, training programs, venue selection as appropriate, preparation and distribution of meeting minutes and completion of all identified meeting follow up tasks. CNY RPDB will monitor public and private grant opportunities, respond to appropriate Requests for Proposals, and oversee implementation of any grant funded projects and/or programs.

Task I.3. Communications – CNY RPDB will coordinate all internal and external communications and serve as the primary liaison between the Coalition and various regulatory agencies including the NYS DEC and the U.S. EPA. To help ensure Coalition members understand the implications of any modifications or additional requirements that may impact their ability to comply with the NYS Stormwater General Permits (MS4 and Construction), CNY RPDB will monitor and report proposed and enacted changes to the stormwater general permits, including associated compliance, reporting, and inspection requirements. CNY RPDB will compile feedback and inquiries from Coalition members, and coordinate and prepare unified responses to new and evolving regulatory requirements on behalf of the Coalition to appropriate regulatory agencies as warranted. CNY RPDB will prepare training and informational updates for Coalition members to support regulatory compliance with the next version of the MS4 General Stormwater Permit upon its effective date. CNY RPDB will engage other statewide stormwater coalitions and other non-regulatory partners involved in all aspects of stormwater management in order to identify and initiate compliance opportunities that support the objectives of the Coalition.

Task I.4. Annual and Semi-Annual Reporting - CNY RPDB will document all education, training and outreach compliance activities conducted on behalf of the Coalition and complete the Minimum Control Measure 1. Public Education and Outreach section of the MS4 annual report in compliance with MS4 annual reporting requirements, and semi-annual reporting requirements for MS4s in the Onondaga Lake

watershed, as specified in the most current NY SPDES General Permit for Stormwater Discharges from Municipal Separate Storm Sewer Systems (MS4s). CNY RPDB will deliver the MCM 1 section to participating MS4s for inclusion in their individual annual and semi-annual reports. CNY RPDB will respond to any public comments received relative to the documented education and outreach services. In the event that NYS DEC enacts a new MS4 Annual Report format during the 2021 program year, CNY RPDB will provide information and assistance as needed to transition into the new format.

Task I.5. Financial Administration and Reporting – CNY RPDB will coordinate and administer all contracted activities funded as part of this Scope of Services through December 31, 2021, including quarterly financial reporting, bookkeeping and accounting, documentation of local match (if necessary to support Coalition approved grant funded programs), subcontracting (if deemed necessary and approved by the Coalition), and solicitations (if deemed necessary and approved by the Coalition). Progress reports and financial reporting will be made available to the Executive Committee of the Coalition on a quarterly basis.

II: PUBLIC EDUCATION AND OUTREACH

Tasks proposed under this program component comply with the public education and outreach requirements defined in the current New York SPDES General Permit for Stormwater Discharges from MS4s and are targeted primarily toward the general public with a secondary focus on construction contractors and municipal officials.

Task II.1 Stormwater Public Survey – CNY RPDB will, in response to the 2020 online survey, plan and implement changes to the public education program content. This will include developing new topical information, enhanced electronic outreach and use of social media, among other needs relative to COVID-19 restrictions.

Task II.2 Expand Online and Print Media Outreach – CNY RPDB will utilize paid post options to expand the reach of a refocused social media presence on Facebook. Boosted (paid) content has been shown to be one of the most cost-effective methods of reaching large segments of the public. CNY RPDB will prepare weekly informational content and track responses. Other social media accounts will be developed or expanded including options such as, but not limited to LinkedIn and Twitter.

CNY RPDB will identify and establish contacts at local print newspapers. CNY RPDB will promote the CNY Stormwater Coalition and provide stormwater management content for publication. Small community newspapers provide a means for engaging community minded individuals in stormwater management while improving recognition and support for the CNY Stormwater Coalition

Task II.3. Maintain Regional Stormwater Website – CNY RPDB will maintain and promote the CNY Stormwater website. CNY RPDB will compile new and existing information, guidance materials and permit updates for reference and use by regulated MS4s in the SUA. CNY RPDB will provide informational items developed as part of the year-13 education program directly to participating MS4s for inclusion on municipal websites at their discretion.

Task II.4 Syracuse Post Standard Stormwater Insert – CNY RPDB will publish a stormwater informational insert in the Syracuse Post Standard daily edition (1-edition). The pullout will focus on stormwater processes, impacts, issues of concerns, SUA primary pollutants of concern, and citizen generated solutions. CNY RPDB will work with the Post Standard to format the publication for enhanced readability in the online edition. The pullout will be published in the spring of 2021 and will reach approximately 144,000 individuals across the CNY region.

Task I.5 Electronic Stormwater Newsletter - CNY RPDB will distribute a quarterly stormwater newsletter for the general public. The seasonally themed electronic newsletter maintains a focus on primary pollutants of concern in the SUA, stormwater processes, and offers advice for reducing negative water quality impacts through simple actions. The newsletter will encourage participation in locally sponsored events that support stormwater management and protection efforts. CNY RPDB will conduct direct outreach in support of building the distribution list with existing organizations, groups and users of social media.

Task II.6 Direct Outreach to Targeted Stakeholder Groups – CNY RPDB will provide direct information on topics of interest to a minimum of 3 targeted stakeholder groups. Information will be designed to address the specific functions and stormwater concerns relative to each group. Materials will be delivered electronically and/or in hard copy as most appropriate.

III. DIRECT MUNICIPAL ASSISTANCE

This program component addresses the education and training requirements and planning needs for municipal officials and staff.

Task III.1. Municipal Training - CNY RPDB will broadcast live and pre-recorded trainings for municipal staff and elected officials on a variety of topics utilizing the Coalition funded Zoom license and A/V equipment. Trainings will include live workshops, webinars and presentations as well as archived webinars and streamed presentations. As part of this task, CNY RPDB will renew a paid annual membership with the Center for Watershed Protection. Topics will be selected to address current training and informational needs as determined through discussions with NYS Department of Environmental Conservation and the CNY Stormwater Coalition. Workshops will be designed to improve compliance with the MS4 Stormwater General Permit.

Task III.2. Online System Map – CNY RPDB will compile new and existing data and information needed to expand the storm sewer system mapping effort. This may include additional field data collection and data post-processing, digitizing existing paper maps, and/or other tasks as needed to advance efforts to build a full, regional system map. CNY RPDB will perform ongoing maintenance of the online map platform as needed. CNY RPDB will provide assistance to member municipalities to support additional data collection efforts.

**SECTION 3
PROGRAM FEE**

The services described in this proposal will be conducted for a total fee not to exceed \$108,000 (\$3,600 per Coalition member). This fee will remain constant for each participating Coalition member regardless of the number of participating municipal members. CNY RPDB reserves the right to amend this scope of work should the number of municipalities returning resolutions to participate fall significantly below the current 30-member level. In this event, all committed members will have the opportunity to review the amended scope and withdraw their commitment to participate in the 2021 program.

To participate in the proposed program, MS4s are required to adopt and return a municipal resolution (sample provided) no later than November 1, 2020 to CNY RPDB. CNY RPDB will issue a single invoice for the full program year on December 1, 2020. Full payment will be due to CNY RPDB no later than January 31, 2021.

**SECTION 4
TIMELINE**

All proposed tasks will be completed between January 1, 2021 and December 31, 2021 as outlined below.

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
I.1 Staff Support Services												
I.2 Communications												
I.3 Annual Reporting												
I.4 Financial Administration and Reporting												
II. Public Education and Outreach												
II.1 Stormwater Public Survey Response Actions												
II.2 Expand Online and Print Media Outreach												
II.3 Regional Stormwater Website												
II.4 Post Standard Stormwater Insert												
II.5 Electronic Stormwater Newsletter												
II.6 Direct Outreach to Targeted Stakeholder Groups												
III. Direct Municipal Training												
III.1 Municipal Training	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD
III.2 Online System Map												

SECTION 5 STATEMENT OF QUALIFICATIONS AND PROGRAM STAFF

The CNY RPDB has been active in water resources management since the 1970s and has worked in coordination with the NYS DEC for over 40 years to address state, regional, county, and local water quality management planning priorities including: groundwater and wellhead protection; nonpoint source pollution control; outreach/education/training; public participation assistance; partnership building; watershed planning and, SPDES Phase II Stormwater Permit assistance.

The CNY RPDB plays a leading role in providing MS4s with municipal, public and contractor education and training, stormwater mapping assistance, and technical support related to developing required local laws. CNY RPDB is responsible for securing and administrating grants on behalf of regulated MS4s. Since leading the development of the CNY Stormwater Coalition in 2011, CNY RPDB has leveraged membership fees to secure over \$900,000 in state funding to further support MS4 compliance efforts. CNY RPDB maintains strong working relationships with the regulated MS4s and is recognized as a valuable and trusted partner in the stormwater management arena.

CNY RPDB works in partnership with NYS DEC to accomplish and blend state, regional, county, and local priorities. CNY RPDB serves as the Statewide Water Quality Management Planning Coordinator on behalf the NYS Association of Regional Councils (NYSARC). In this capacity, CNY RPDB serves as an administrative liaison to NYS DEC on various water quality initiatives and serves at DEC's invitation on several water quality advisory councils and working groups.

Through long-standing involvement in local, state, and federal water quality programs, CNY RPDB is able to leverage additional support and funding through Section 604(b) of the Federal Clean Water Act that directly supports the work and success of the CNY Stormwater Coalition.

CNY RPDB's professional staff will work with its established network of local and regional water quality partners to efficiently and effectively achieve the goals of this project. CNY RPDB's client organization, the Syracuse Metropolitan Transportation Council, will provide professional GIS analysis and mapping assistance as needed to fully support the CNY Stormwater Coalition.

Key members of the CNY RPDB staff directly involved in this project include:

KATHLEEN BERTUCH, PROGRAM MANAGER, (5/97 to present). Manages all aspects of the CNY RPDB's regional and statewide water resources program and serves as primary staff for all aspects of the CNY RPDB's Environmental Management Program. Provides day-to-day oversight and guidance on all aspects of the proposed project, works directly with municipal representatives and subcontractors, responsible for ensuring all project reporting and administrative requirements are met, serves as primary staff for all public education functions, annual report preparation tasks and serves as the CNY RPDB's representative on the CNY Stormwater Coalition Executive Committee.

BRUCE KEPLINGER, COMMUNICATIONS MANAGER, (7/01 to present). Provides graphics, web design and communications support to all CNY RPDB program areas and is responsible for website development and maintenance, graphic design and print layout for all publication materials.

PATARICIA WORTLEY, BUSINESS MANAGER, (5/20 to present). Responsible for all aspects of CNY RPDB's financial administration and human resource management and serves as primary staff for all CNY Stormwater Coalition financial administration and reporting tasks.

DAVID BOTTAR, EXECUTIVE DIRECTOR. Provides general administrative and financial oversight.

ATTACHMENT A

Syracuse Urban Area MS4s		2020 CNY Stormwater Coalition Member Status
1	Baldwinsville Village	Member
2	Camillus Town	Member
3	Camillus Village	Member
4	Central Square	Member
5	Cicero Town	Member
6	Clay Town	Member
7	DeWitt Town	Member
8	East Syracuse Village	Member
9	Fayetteville Village	Member
10	Geddes Town	Member
11	Hastings Town	Member
12	LaFayette Town	Member
13	Liverpool Village	Member
14	Lysander Town	Member
15	Manlius Town	Member
16	Manlius Village	Member
17	Marcellus Town	Member
18	Marcellus Village	Member
19	Minoa Village	Member
20	North Syracuse Village	Member
21	Onondaga County	Member
22	Onondaga Town	Member
23	Phoenix Vil	Member
24	Pompey Town	Member
25	Salina Town	Member
26	Solvay Village	Member
27	Sullivan Town	Member
28	Syracuse City	Member
29	Van Buren Town	Member
30	NYS Fairgrounds	Member