

Helping Residents Reduce their Stormwater Footprint in Northeast Ohio



Kristen Hebebrand
Chagrin River Watershed Partners



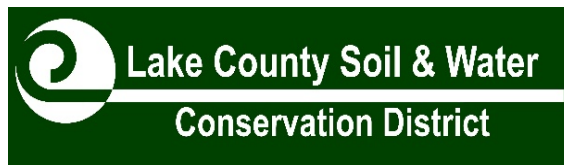
Peter Hill
Great Lakes Watershed Opportunities



The Central Lake Erie Basin Collaborative undertook a community and public engagement process funded by the Northeast Ohio Regional Sewer District (NEORSD) to explore interest in development of incentive programs for residents to install stormwater control measures (SCMs) eligible for the NEORSD's Regional Stormwater Management Program Stormwater Fee Credit Program.

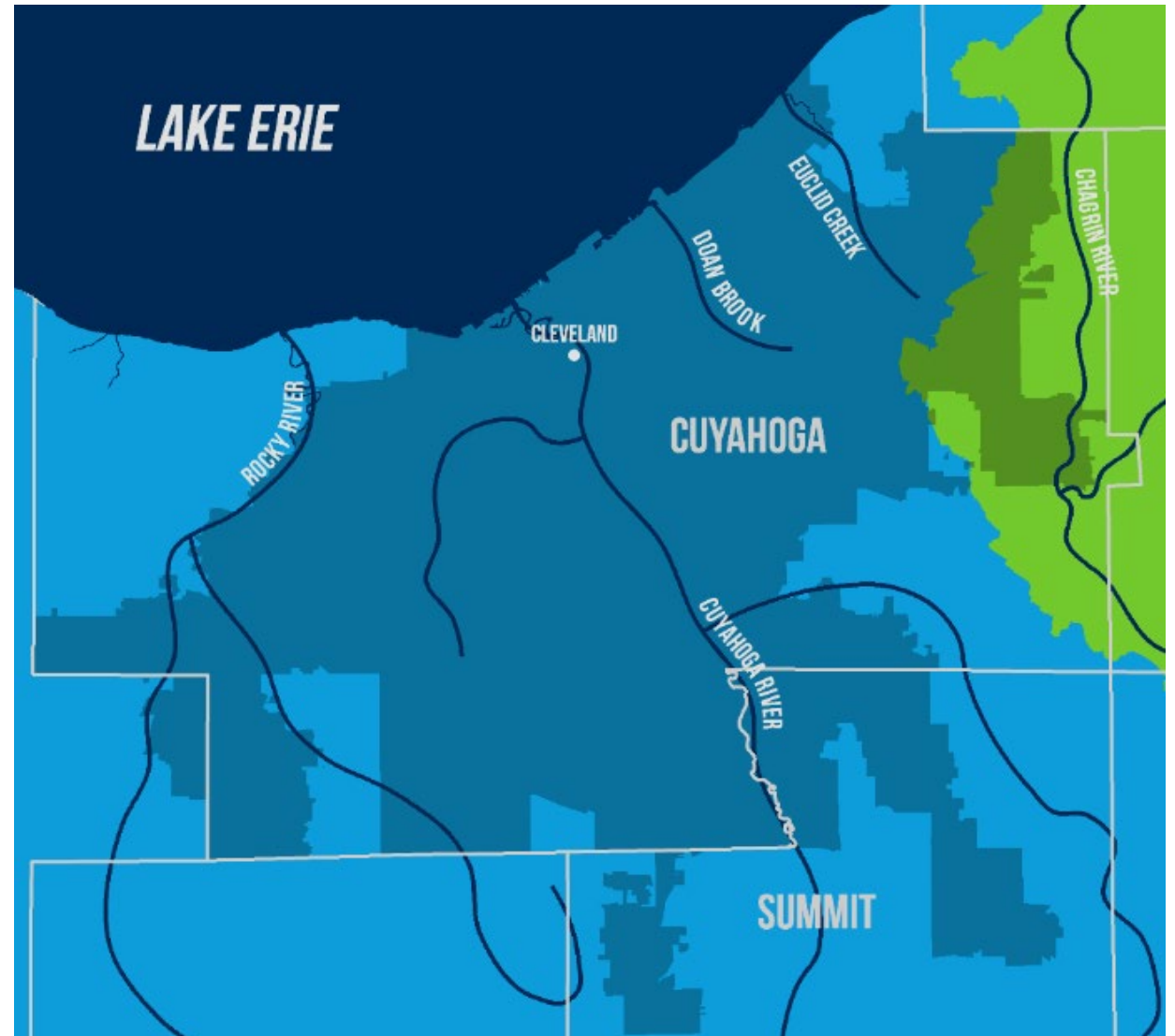


Central Lake Erie Basin Collaborative Service Agreement



Northeast Ohio Regional Sewer District Regional Stormwater Management Program

- Supported by stormwater user fees
- Maintenance to Regional Stormwater System
- Construction projects to address flooding and erosion problems
- Cost-share program to support non-regional community stormwater projects
- Educational stormwater programs



Individual Residential Property Credit

- Single-family home OR multifamily housing of 4 units or less
- Must show SCM effectively implemented on the property
- Approved SCMs include:
 - Rain Gardens
 - On-Site Stormwater Storage
 - Impervious Surface Reduction
 - Pervious Pavement
 - Vegetated Filter Strips (downspout disconnection)

SCMs must meet all applicable community ordinances.



On-site Stormwater Storage (rain barrels)



Rain Garden

Methods

- Residential stormwater consultations
- 6 focus groups with residents
- 4 group discussions with NEORSD member community officials and staff
- 1 private interview with a representative from an NEORSD community
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- Discussions to gauge landscaper and contractor interest



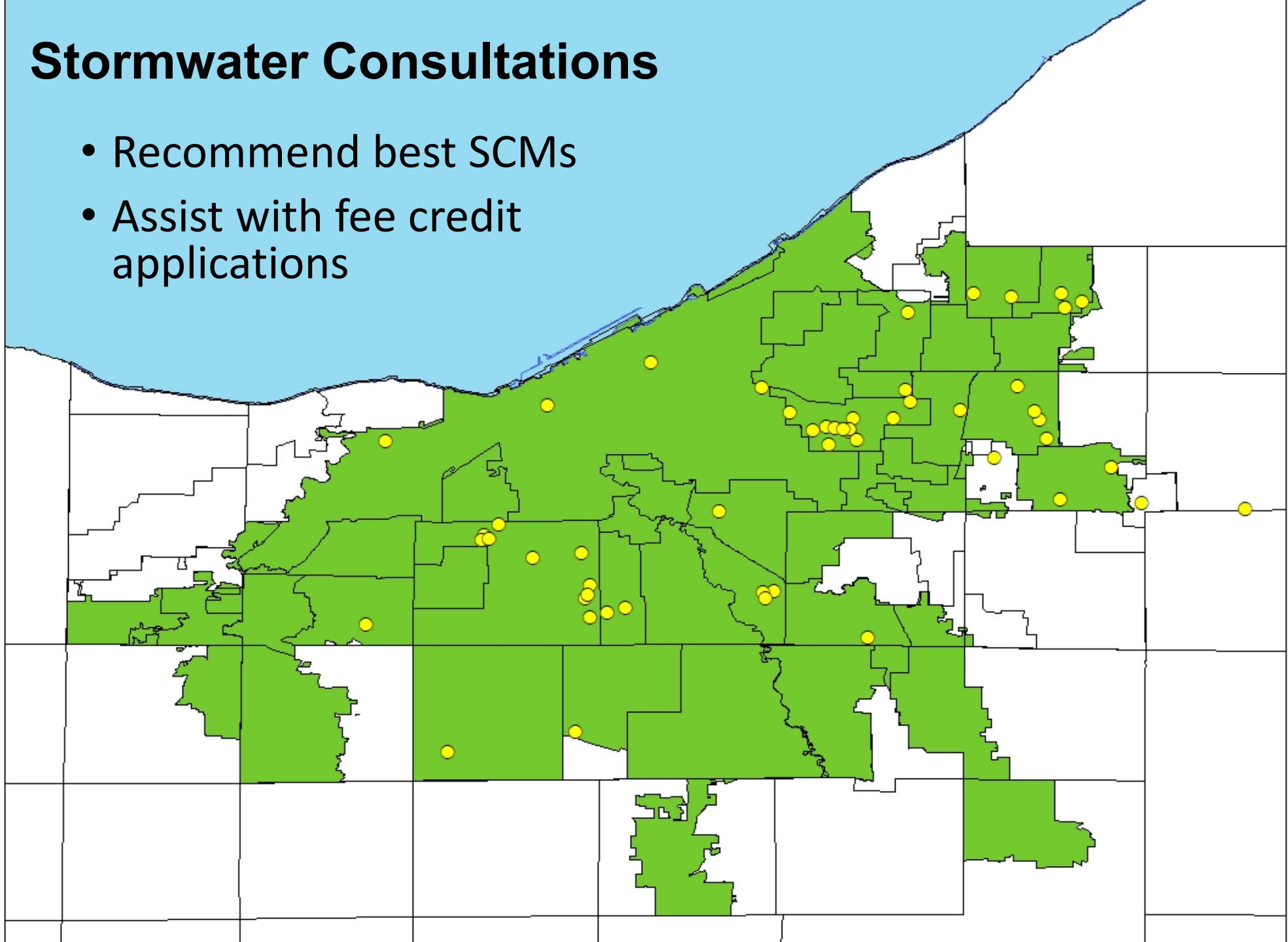
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Stormwater Consultations

- Recommend best SCMs
- Assist with fee credit applications



Verizon1:35 PM92%

Northeast Ohio Regional Sewer District Residential Stormwater Property Survey

▼ Property Information

Property Owner:

Present:

☐ Yes

☐ No

Parcel ID:

Date and Time of Survey:

April 8, 2019

1:35 PM

×

Address:

Phone:

E-mail:

► Downspouts and Yard Drainage

► Impervious Surface

► Stormwater Control Measures

► Landowner Technical Assistance

► Sketch of Property

► Questions for Property Owner

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Northeast Ohio Regional Sewer District Residential Stormwater Property Survey

▼ Downspouts

Add additional downspouts by clicking the plus sign in the lower right corner

Downspout ID:

ID downspouts by starting on the front right corner of the house, working counterclockwise - label 1,2,3, etc. Then move onto the garage if not attached.

1

×

Location:

Front of house

▼

What side of the above location is the downspout on?

☐ Left

☐ Center

☒ Right

Disconnected:

☐ Yes

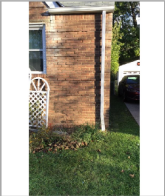
☒ No

Repairs Needed:


☐ Yes

☒ No

Photo:




DOWNSPOUT_IMAGE-e4d47f862f914d5eab4d28cf4d114c2b.jpg




Notes/Description:


Potential rain barrel

×



1 of 3





What we Heard from Residents

I am not interested saving a few dollars, I am more interested in being a better environmental steward.

I would like to put in rain barrels for my own use, if I can save a little money too that's great!

I would like to disconnect my downspouts, but I do not think the ordinances will allow it.

I was unaware the District had a fee credit program.

I would like low maintenance options.



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Residential Focus Group

The goals of these focus groups were to understand:

- The perceptions of residents regarding the NEORSD Regional Stormwater Management Program
- Issues surrounding the adoption of SCMs
- Interest in incentive programs

42 residents participated
15 NEORSD communities represented



Focus Group Results and Themes

1. Need for technical assistance
2. Motivated to address stormwater but aware of the bigger picture
3. Not motivated by stormwater fee credit
4. Cost-sharing (incentives) would get their attention
5. Familiar and interested with SCMs but, conflicted and confused about installation of SCMs
6. Desire to add their own ideas and provide input



Methods

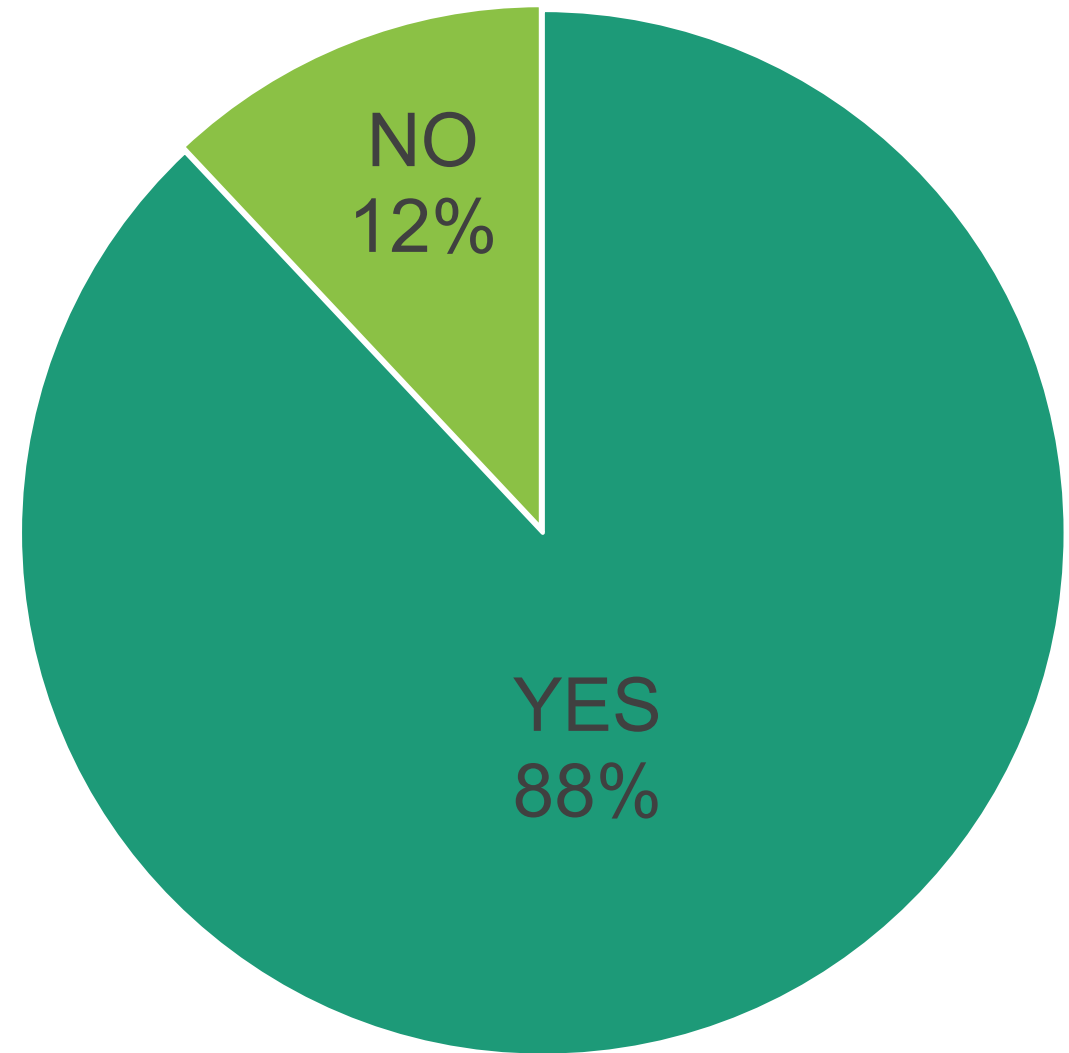
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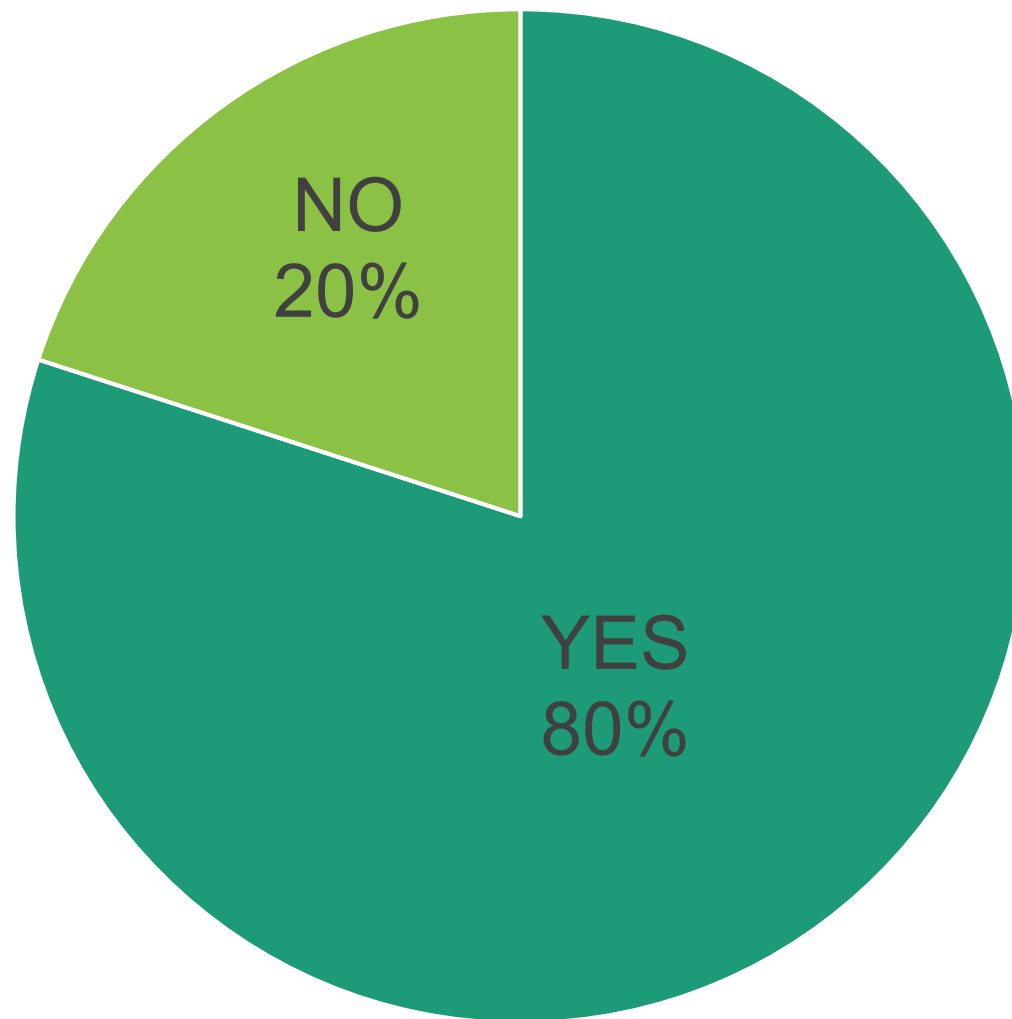
Would you be interested in assistance with applying for a fee credit with NEORSD?

Residential Survey

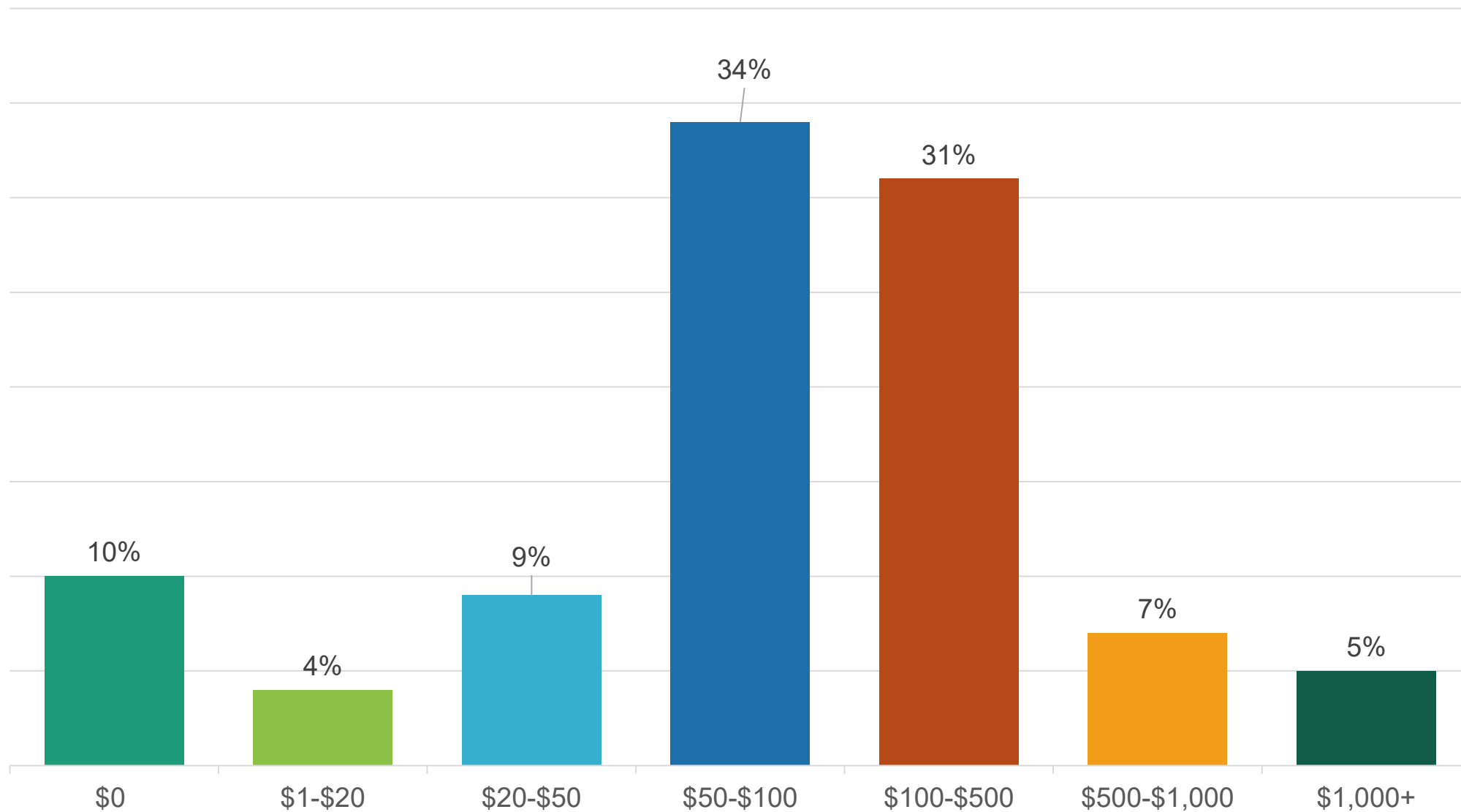
- 209 residents participated
- 24 NEORSD communities represented



Would you be interested in free technical assistance to help you manage stormwater on your property?



How much would you pay to install an SCM?



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The goal: obtain feedback on NEORSD's Program and gauge interest in participating in program to incentivize residential SCMs

26 representatives

21 communities

- Public works and engineering departments
- Consultants serving as municipal engineers
- Economic development department
- Mayor
- Councilmember
- Township representative
- Ohio Environmental Protection Agency
- County Engineers



Community Discussion Themes

1. Desire for any incentive program to be a regional program (not the responsibility of communities)
2. Funding challenges and reluctance to use NEORSD cost-share for potential incentive program
3. Payback period for stormwater fee credit not compelling
4. Questions about efficacy and concerns about implementation and maintenance
5. Stormwater control measure preferences
6. Willingness to accommodate residential stormwater control projects



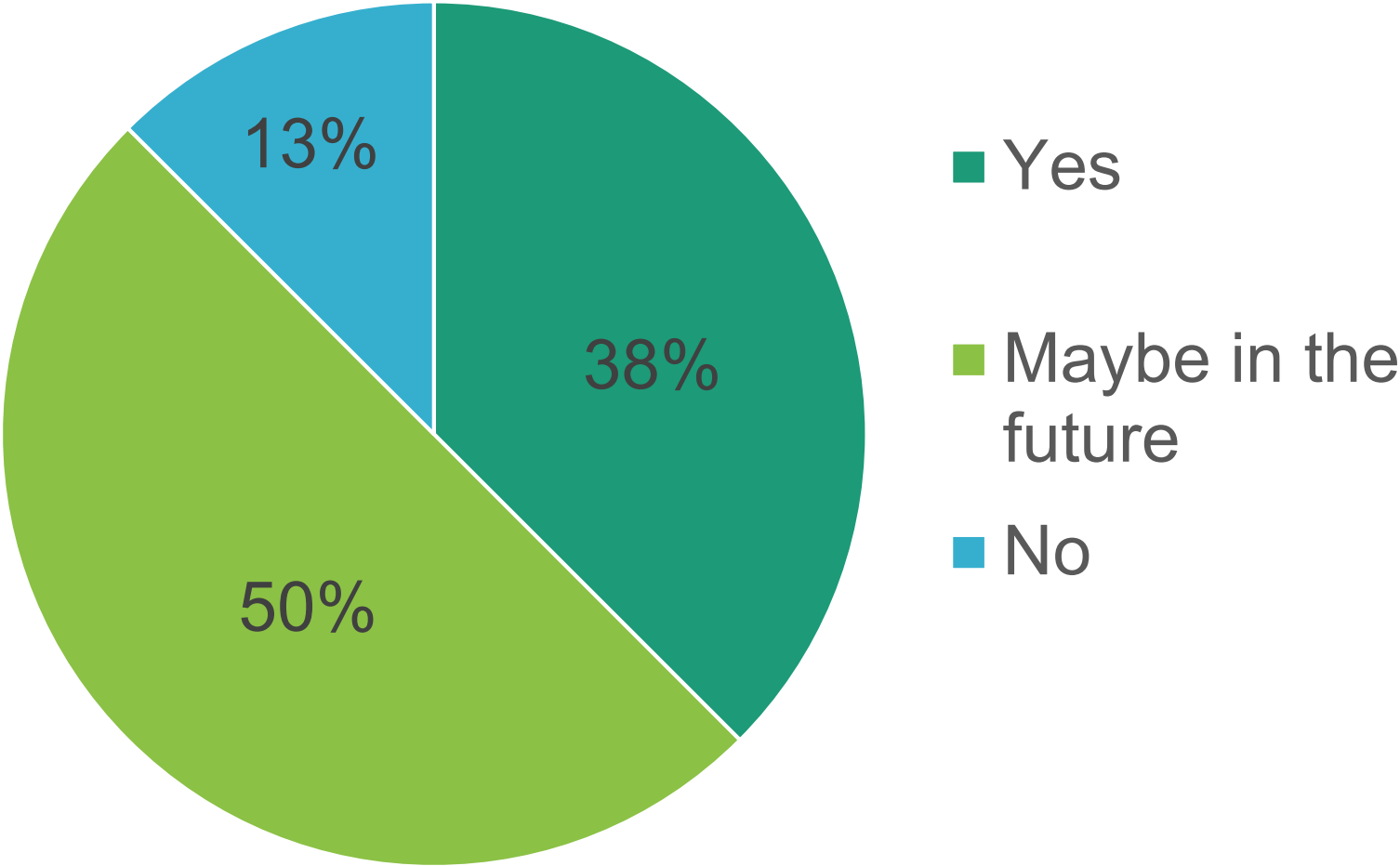
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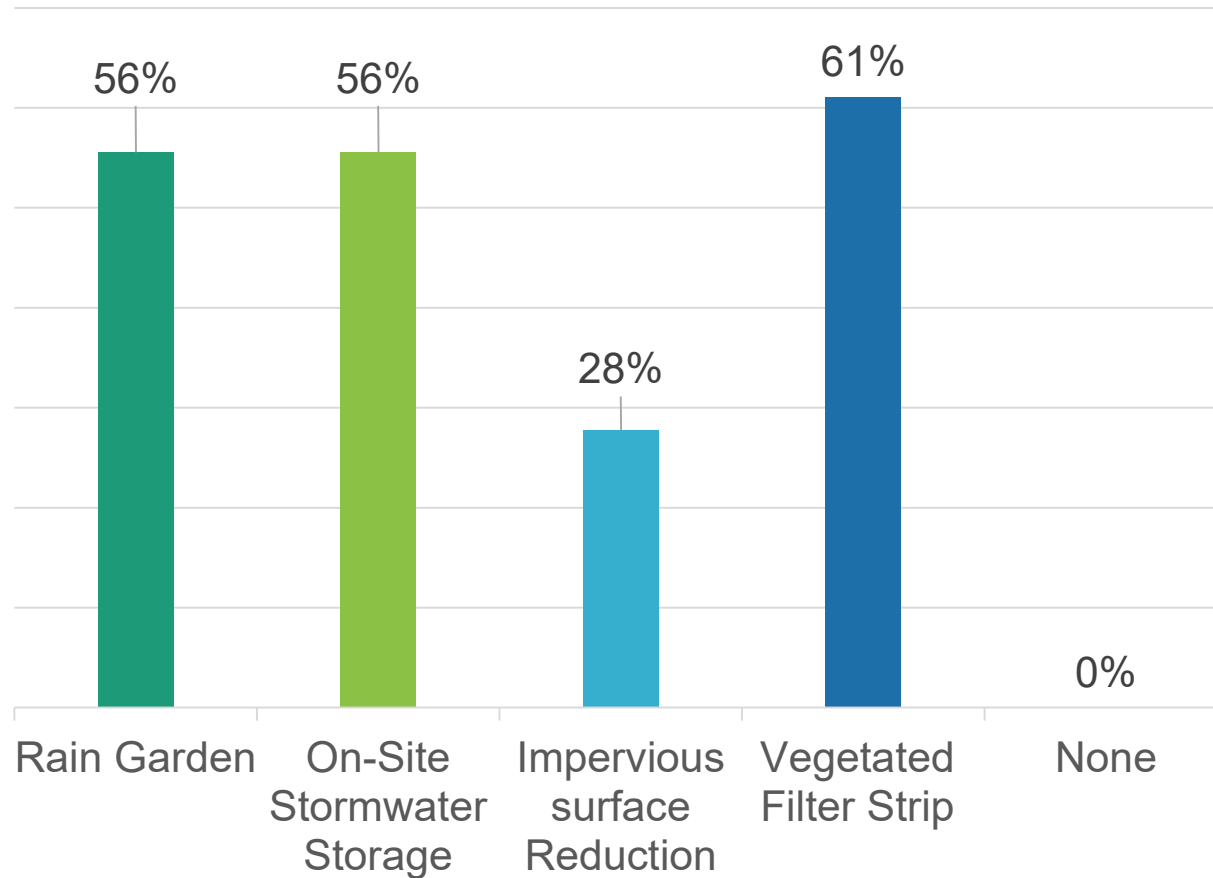


Would you be interested in participating in a residential SCM subsidy program using your cost-share funds from NEORSD?

Community Survey
• 15 NEORSD communities represented



Which stormwater control measures do you prefer?



What potential challenges do you see in a residential program to increase implementation of SCMs?

Top 3 answers:

- Maintenance/upkeep
- Staff capacity/time
- Public money on private land

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Workshop on codes and programming to improve stormwater management and reduce impervious cover.

28 participants

- Community engineers
- Stormwater professionals
- Watershed volunteers



What we heard:

Most participants understood the benefits of disconnection and stormwater control measures.

Barriers identified:

- Inflow and infiltration challenges
- Lot size
- Lack of outreach and education
- Lack of city resources
- Concerns about residents disconnecting their downspouts incorrectly

Solutions identified:

- Increase education and outreach
- Reduce technical and regulatory barriers
- Create detailed best practices guides
- Customize outreach based on community preferences and conditions



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- **Discussions to gauge landscaper and contractor interest**



Landscaper workshop: Installation and Maintenance of Stormwater Control Measures.

47 participants

- Professional landscapers
- Service department staff
- Watershed volunteers

What we heard:

- Landscaper's clients have requested assistance with designing, installing, and/or maintaining an SCM
- All SCMs are of interest
 - Rain gardens especially
- Education is important for residents



Lessons Learned from the Community and Public Engagement Process



What we heard:

Communities are interested in a program to incentive installation of SCMs, but are concerned about funding challenges

Landowners want financial assistance



Potential ways to address:

Batch installations

Create DIY workdays and cover material/disposal costs

Build upon existing funding (e.g. development of Master Rain Gardener certification in Northeast Ohio)



What we heard:

Communities are concerned about proper installation and maintenance

Landowners want technical assistance

Landscapers are interested in learning proper installation and maintenance



Potential ways to address:

Continued discussions with landscapers


Develop and offer continued trainings to landscapers on maintenance and installation of residential SCMs





Potential Next Steps

- Continue discussions with interested communities
- Seek more feedback from contractors
- Develop models for potential programs based on feedback
- Identify communities that may be willing to work with the Collaborative and NEORSD to pilot subsidy program



Thank you
Any Questions?

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