

Chesapeake Partner Advisory Group

Roundtable 2
December 4, 2018



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Where Is Your Happy Place?



C-PAG Recap and What's on Tap

Katherine Antos, Branch Chief

Partnering & Environmental Conservation Branch

Department of Energy & Environment



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Chesapeake Partner Advisory Group

- Organizations that help administer or are major participants in DOEE programs
 - Manage grant or rebate programs
 - Frequent grantees or subgrantees
 - Participants in Stormwater Retention Credit Program
 - Sister agencies with stormwater management opportunities
- Series of roundtables to gather feedback and advise Phase III Watershed Implementation Plan (WIP) for Chesapeake Bay
 - Roundtable 1 - October: Gather feedback
 - **Roundtable 2 - December: Share ideas for Preliminary WIP that will be shared in late January/early February**
 - Roundtable 3 - February: Comment on Preliminary WIP to inform Draft WIP (posted for public comment April 12 – June 7)
 - Roundtable 4 - May: Comment on Draft WIP to inform Final WIP (due August 9)
- Input will also inform DOEE programs

Chesapeake Partner Advisory Group Members

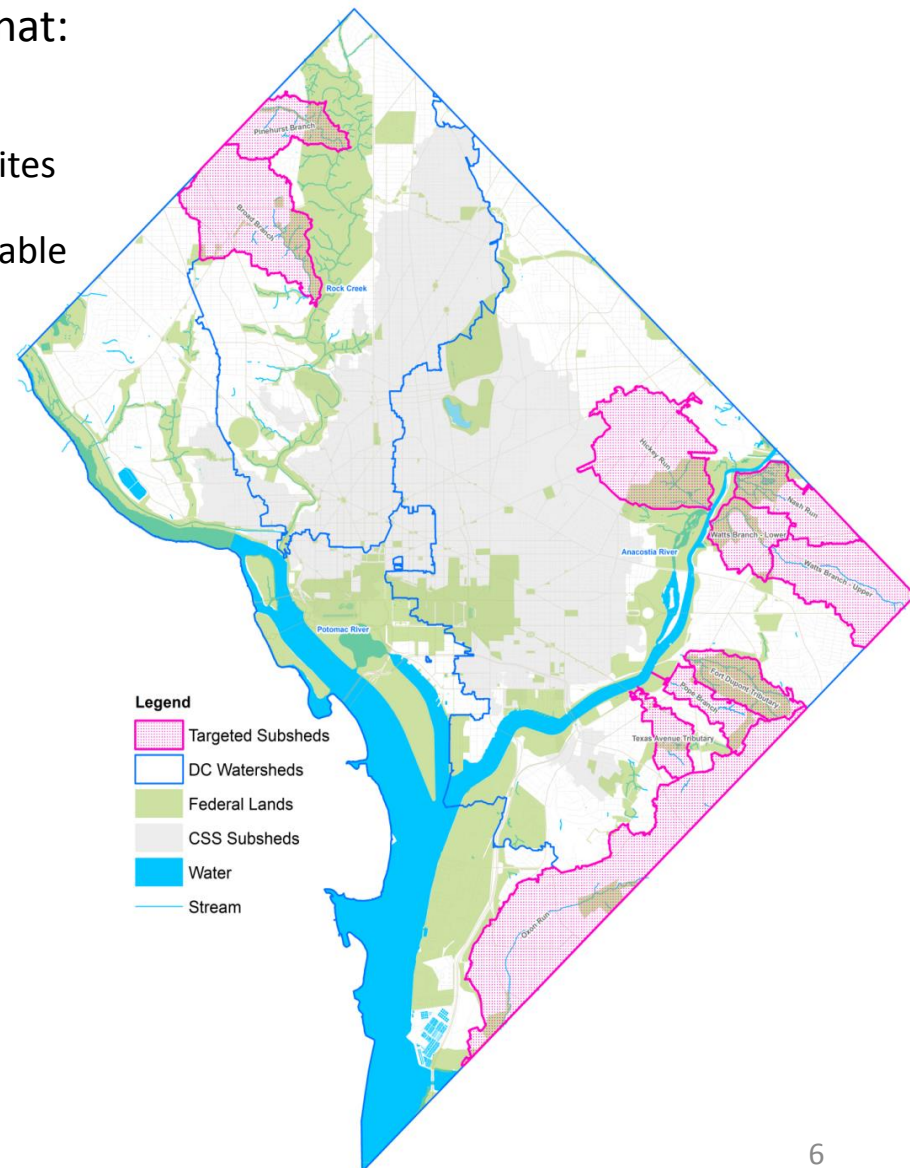
- Alice Ferguson Foundation
- Alliance for the Chesapeake Bay
- Anacostia Coordinating Council
- Anacostia Riverkeeper
- Anacostia Waterfront Trust
- Anacostia Watershed Society
- Casey Trees
- Center for Watershed Protection
- Design Green
- District Department of General Services
- District Department of Parks and Recreation
- District Department of Public Works
- District Department of Transportation
- Earth Conservation Corps
- Latin American Youth Conservation Corps
- Lenkin Company
- Living Classrooms
- Nspire Green
- RainCredits
- Rock Creek Conservancy
- Solvitect LLC
- The Nature Conservancy
- University of the District of Columbia
- Washington Parks and People
- WC Smith

Chesapeake WIP Challenges

Increase implementation, particularly in areas that:

- Help meet local pollution diets
- Protect existing or planned stream restoration sites
- Support residents and community assets vulnerable to extreme weather events

Maintain what we have:



First C-PAG Meeting

BREAKOUT SESSION

GROUPS:

- Runs DOEE Program(s)
- Frequent Grantee
- Participates in Stormwater Retention Credit Program
- Sister Agency with Green Infrastructure Opportunities

GOALS:

- Identify top barriers to participation
- Offer recommendations

Visit <https://doee.dc.gov/service/watershed-implementation-plans-chesapeake-bay>



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Today's Agenda

- Additional Outreach & Engagement Efforts
 - *Nspiregreen*
 - *DOEE Marketing and Design Consultant*
- Top Issues and Proposals
- Sticker Voting
- Review Voting Results
- Next Steps



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Credit: Krista Sch

Additional Outreach and Engagement Efforts

Christie Holland
Nspiregreen



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Making East of the River- RiverSmart

Presented by Christie Holland

Focus Group Findings

December 4, 2018



Background

Nspiregreen received technical assistance grant from the National Fish and Wildlife Foundation to develop a community engagement guide for DOEE to increase participation in RiverSmart in underrepresented communities – specifically East of the River (Ward 7 & 8) in Washington, DC

Team conducted focus groups, walking tours, ANC visits and individual conversations with residents to determine how they best receive information and what incentives would encourage them to participate



About the Focus Groups

- One focus group held in Ward 7&8
 - Capital View Library
 - Bellevue Library
- Participation initially limited to people who had not heard of the program
 - Participants included people who signed up but had not received any GI improvements, people who never heard of the program and some people who are already participating in RiverSmart

Residents are most likely to participate if they hear information from their neighbor or family members

- Not an elected official

Encouraged using traditional means of communication to inform people of the program

- Churches, beauty and barber salons, local convenience stores, door to door canvassing
- Direct mail, placement on a utility bill

DOEE must build a relationship with the community to establish trust

Focus Group Findings



Additional Findings

- Residents who have signed up or are participating express frustration
 - Wait times for implementation
 - Little communication from the agency from the point they sign up
 - Confusion amongst contractors about what can and cannot be done
 - Having to deal with multiple contractors (ex: one for rain barrel and another for rain garden)
- Lack of understanding of what the program truly has to offer and its benefit

Recommendations



Revise language in marketing tools to manage participant expectations



Include automated follow ups to reduce feeling of extended wait times



Review and adjust the program's implementation process



Ensure consistent messaging across contractors



Recruit participating residents to serve as RiverSmart Homes Ambassadors



Additional Outreach and Engagement Efforts

Asteria Hyera

Restoration Branch

Department of Energy & Environment



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NRA Marketing & Design Project

Marketing firm to provide a marketing strategy that has creative design and messaging to **drive and increase engagement** of multiple programs within the Natural Resources Administration (NRA) for **diverse audiences across all eight wards.**

NRA Programs

CATEGORY	TOPICS
Litter Removal and Pollution Prevention	Bag Law: Skip the Bag, Save the River
	Litter
	Food Packaging Requirements/Foam Free DC
	Coal Tar Ban
	Green Wrench
Economic Incentives	RiverSmart Rewards
	Stormwater Retention Credit Trading
	Community Stormwater Solutions Grants
Outreach and Education	Meaningful Watershed Educational Experiences
	Anacostia River Boat Tours
	Fishing licenses
	Green Zone Environment Program (GZEP)
	RiverCorps
	Aquatic Resources Education Center (AREC)
Ecosystem Preservation and Restoration	RiverSmart Programs (Homes, Communities, Schools, Rooftop Rebates, Permeable Pavements Rebates, Trees Rebates)
	Tree Canopy
	Citizen Science
	Frog Watch
	Stream Restorations
	Pollinator Protection
	Wildlife
	Wetlands Inventory Mapping

Requirements & Deliverables

☐ Marketing & Engagement Research & Analysis

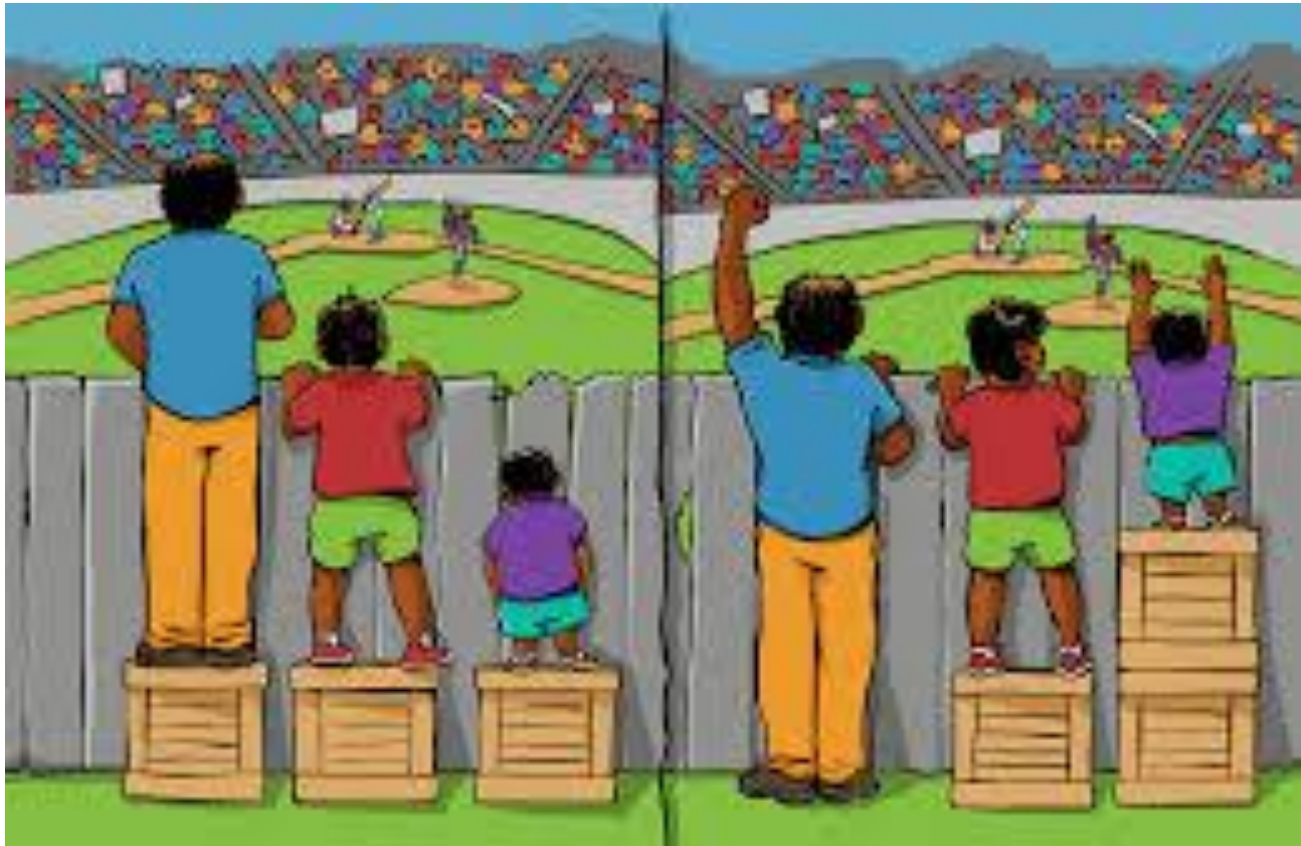
1. DOEE Program Staff Input
2. DOEE Stakeholder Input (end of January/early February)
3. Community Input

☐ Creative Topline Messaging

☐ Mixed-Media Inventory Toolkit and List of Non-Traditional and Guerilla Marketing Tactics

☐ Prototypes

Equity



Top Issues & Corresponding Proposals

Kara Pennino

Partnering & Environmental Conservation Branch
Department of Energy & Environment



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- Review Top 9 Issues and Corresponding Proposals
- What Did We Miss?
- Sticker Voting



ISSUE 1: Identifying Partnership Opportunities

Difficult to identify, develop, and support non-traditional and new partnerships to strengthen project ideas and increase community input.

Proposal A:

- Expand use of the list of property owners who are interested in green infrastructure which is currently available through the SRC program. Eg, DOEE could ask property owners who are not funded through other DOEE incentive programs if they want to opt-in to this list. Properties on the list would **not** be given preferential treatment nor would the list serve as a formal endorsement from DOEE.
- Create a public sign-up where organizations can self-elect to be included on a DOEE list of potential partnership opportunities. The list would be shared with individuals and organizations who are interested in partnering with an established organization, but don't know where to start. The list could be interactive with drop-down options. All organizations working within the District would be welcome to join. Organizations on the list would **not** be given preferential treatment nor would the list serve as a formal endorsement from DOEE.

ISSUE 1: Identifying Partnership Opportunities

Difficult to identify, develop, and support non-traditional and new partnerships to strengthen project ideas and have community input.

Proposal B:

- Organize semi-annual meetings with stakeholders to provide the opportunity to collaborate, ask questions and learn from each other, as well as for DOEE to share upcoming opportunities and seek feedback, as appropriate.

Proposal C:

- Create an interactive map and/or list of all DOEE-funded projects that includes funding sources, grantee's name, and project description.

ISSUE 2: Identifying Funding Opportunities & Preparing Applications

Difficult to learn about DOEE funding opportunities and limited time to put together a strong application that is reflective of DOEE priorities and includes all necessary documents and letters of support.

Proposal A:

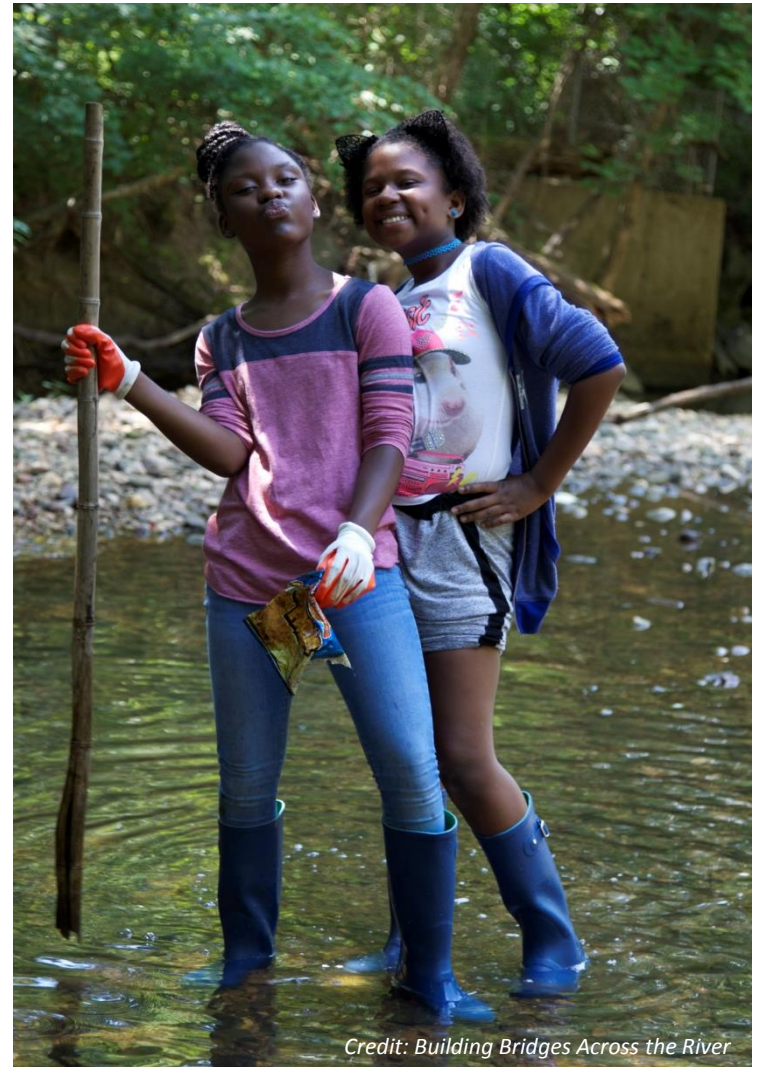
- Create one platform where individuals and organizations can sign up to learn about DOEE opportunities including funding alerts, public meetings, volunteer events, jobs, resources for homeowners, etc. Participants would be able to select which categories they want to be notified about so the message could be catered. Could start with funding opportunities.
- Include funding opportunities in pre-existing DOEE newsletters including Field Guide and Sustainable DC.
- Broadly share the [Watershed Resources and Programs](#) information flyer, which includes who is eligible and when funding is typically available or applications are due.

Related Proposals:

Issue 1, Proposal B: host semi-annual meetings that could include upcoming opportunities and Proposal C to create interactive map/list of DOEE-funded projects.

FYI: CURRENT FUNDING OPPORTUNITIES

- DOEE Community Stormwater Solution Grants
- DOEE CRIAC Nonprofit Relief Program Off-Site Stormwater Mitigation Construction Grant
- US EPA Environmental Justice Small Grant Program



Credit: Building Bridges Across the River

ISSUE 3: Supporting Local Champions

Difficult to engage partners in DOEE programs throughout all 8 Wards. In some areas in particular, potential partners are more receptive to hearing from neighbors or peers than District government.

Proposal A:

- Support local champions and recipients of programs by providing tools to amplify their voices and advertise programs. For example, RiverSmart homeowners can now receive a sign for their property.
- Organize events to acknowledge and celebrate local champions.

Proposal B:

- Offer incentives or support (Eg. grant funding, training, rebates, etc.) to local champions to become neighborhood ambassadors who increase awareness of and participation in DOEE programs.

Proposal C:

- As appropriate and depending on the goals of the program, offer more points on grant applications, higher rebates, or other incentives for projects in targeted areas.

ISSUE 4: Community Outreach & Engagement Support

Limited time to conduct meaningful outreach and engagement within the scope of the grant without going over budget. Time and resources necessary for meaningful engagement is often underestimated.

Proposal A:

- When applicable, clearly specify community outreach and engagement needs and outputs in RFA so grantee can budget accordingly.

Related Proposals:

- Issue 1, Proposal B to host stakeholder meetings that facilitate collaboration and Issue 3, Proposals A – C to support local champions.

ISSUE 5: Communicating Benefits & Co-Benefits

Lack of resources and difficult to communicate the benefits and co-benefits of DOEE programs.

Proposal A:

- Use NRA Marketing Contract to understand the co-benefit priorities for different target audiences and develop outreach materials accordingly. This could include the development of tools to assist SRC generators in communicating the benefits of green infrastructure to property owners.

ISSUE 6: Knowledge of SRC Program

Regulated properties may make decisions about how they meet the District's stormwater management requirements before they are aware of offsite compliance options.

Proposal A:

- Work to make developers aware of SRC program earlier in the planning process. This could also involve creation of outreach materials like brochures and decision checklists to help developers pick the stormwater management compliance path that is most cost-effective for their project. DOEE can use Marketing Contract to gather further information from developers, designers, zoning commission, BZA, DCRA, DMPED and other stakeholders on timing and content.

ISSUE 7: Resource for SRC Generators

SRC generators do not have consistent access to of knowledge of the necessary resources to effectively plan and design projects and obtain interest from property owners.

Proposal A:

- Work to improve publicly-accessible GIS data and data viewers, such as the recent integration of existing BMPs into impervious surface viewer.
- Explore options for sharing geotechnical data and analyzing potential green infrastructure opportunities.

Proposal B:

- Clarify guidelines for obtaining permits to construct green infrastructure projects.

Related Proposals:

- Issue 5, Proposal A: develop marketing materials that can assist SRC generators in communicating with potential partners about the benefits of green infrastructure on their property.

ISSUE 8: Grants Management

Clarify DOEE grant manager and grantee roles and responsibilities to improve communication and avoid highly problematic gaps in grant awards.

Proposal A:

- Clarify and discuss DOEE grant managers' responsibilities, grantees' responsibilities, and shared responsibilities together during kick-off meeting.

Note:

- DOEE is working on internal processes for grant management.

ISSUE 9: (Raised by DOEE) BMP Maintenance

Unmaintained best management practices (BMPs) lose their pollution reduction effectiveness.

Proposal A:

- Develop and raise awareness of a self-inspection/ self-reporting program for facility managers.

Proposal B:

- Further utilize Stormwater Database information to prioritize BMPs for inspection.

Proposal C:

- Explore opportunities to establish BMP maintenance contracts at District-owned or operated facilities.

Proposal D:

- Explore opportunities to link workforce development and green jobs to BMP maintenance.

ISSUE 9: (Raised by DOEE) BMP Maintenance

Unmaintained best management practices (BMPs) lose their pollution reduction effectiveness.

Proposal E:

- Provide funding opportunities for innovative solutions to address BMP maintenance.

Proposal F:

- Raise awareness and expand use of BMP maintenance cost calculator.

Proposal G:

- Pilot or study innovative strategies to incentivize, fund, and or/support maintenance activities.

WHAT DID WE MISS?



Credit: Krista Schlyer

Sticker Voting

STEP 1

- Place a sticker next to the **PROPOSAL** you find most valuable.
You can vote for a proposal more than once.

STEP 2

- Add additional proposals on how to address the issue.

STEP 3

- Place a sticker next to the **ISSUE** if the proposal(s) do not address the issue.

Questions?

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<https://doee.dc.gov/service/watershed-implementation-plans-chesapeake-bay>