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# Ontario-Wayne Stormwater Coalition

## Strategic Plan 2019-2022

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Ontario County SWCD  
480 North Main Street  
Canandaigua, New York 14424  
(585) 396-1450

Website: [www.owsc.org](http://www.owsc.org)

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February 2020

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# TOWN OF Farmington



Town of Walworth  
The Gateway to Wayne County

## **Introduction & Background**

The Ontario-Wayne Stormwater Coalition (OWSC) is a group of government entities comprised of the Ontario County Highway Department, Wayne County Highway Department, Towns of Ontario, Farmington, Walworth, Macedon, Victor, and the Village of Victor. This group works cooperatively to fulfill the MS4 Permit (GP-0-15-003) requirements and meet the 6 Minimum Control Measures set forth in the Permit. By working together, the Coalition can draw from multiple resources and utilize information to accomplish the annual stormwater goals for the Coalition as a whole and meet the needs of the communities.

This Strategic Plan has been developed to identify the OWSC partners and the roles and responsibilities of each entity. Refer to the Program & Communications Plan for information regarding the specific strategies, tactics, and measures that the Coalition will implement to achieve the desired goals identified in the plan:

1. Increase engagement with the community through strategic partnerships, high-value programming, and inspiring messaging.
2. Increase awareness of the Ontario-Wayne Stormwater Coalition through a multi-pronged outreach plan that positions OWSC as a “go-to” resource for water quality education, programming, and stewardship.
3. Maximize and leverage the results of the survey by using data to inform decisions and share key learnings with partners.

The Program & Communications Plan Implementation 2020-2023 spreadsheet identifies specific measures, responsible parties, and timelines for implementation.

## **Vision Statement**

To serve as a catalyst for sustainable behavior change, and inspire residents, businesses and local organizations to protect and improve local water bodies.

## **Mission Statement**

The mission of the Coalition is to protect and improve water quality and natural resources in Ontario and Wayne Counties with the involvement of citizens and agencies through planning, education, coordination, funding, project implementation, and advocating for our water resources through a Stormwater Management Program.

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## 1. ORGANIZATION OF THE COALITION

### a. Voting Members

Voting membership in the Coalition shall be open to all MS4 communities in Ontario and Wayne Counties. Each municipality will have one vote. There are eight voting Municipal Separate Storm Sewer System (MS4) members within the Ontario-Wayne Stormwater Coalition (OWSC): The Towns of Farmington, Macedon, Ontario, Victor, Walworth, the Village of Victor and the Ontario County and Wayne County Highway Departments.

### b. Voting & Alternate Designation

A quorum for a regular Coalition Meeting is the presence (primary or alternate) of half of the total members plus one. Actions, including elections, can only be approved during a meeting if there is a quorum; the motion has a second and a majority of voting members present must vote in favor of an action for it to be approved. Each voting member MS4 has one vote. If a Coalition member cannot attend a meeting, the member should designate an alternate. The designation shall be made in writing and submitted to the Ontario County Soil & Water Conservation District's (OCSWCD) Secretary prior to or at the beginning of the meeting. If multiple representatives from the MS4 attends a meeting, only one vote is counted for the MS4. See Appendix A for the OWSC Bylaws.

### c. Chair & Vice Chair

The current Chairman is Adam Cummings from the Town of Ontario and the Vice Chairman is Keith Maynard from the Town of Victor. The Chair and Vice Chair are nominated and elected by the voting members. The Chair and Vice Chair terms run for two years. The current elected Chair's term is from January 1<sup>st</sup>, 2020 until December 31<sup>st</sup>, 2021.

### d. Intermunicipal Agreement

The Intermunicipal Agreement is a contractual agreement signed by the MS4 Operator (Supervisor, Mayor, or Chairman). The current Intermunicipal Agreement is valid from February 1, 2018 through January 31, 2023. See Appendix B.

### e. Annual Membership Fee

The Annual Membership Fee Schedule is \$5,000 per MS4 Town and County Highway Department and \$2,500 for a Village. Annual membership fees are due by January of each calendar year. See Appendix B.

### f. Meeting Schedule

In December of 2019, the Coalition voted to decrease the number of meetings held each year from a monthly meeting to a bi-monthly meeting. Meetings are held on the third Tuesday of the second, fourth, sixth, eighth, tenth, and twelfth months of the year unless alternate dates are selected during a regular Coalition meeting and passed by a majority present. The meeting locations rotate between Victor's Town Hall and Walworth's Town Hall. Meeting locations and times are listed on the Coalition's website calendar at [owsc.org](http://owsc.org).

### g. Reimbursement Programs

The OWSC offers two annual programs where individual MS4 members are eligible to apply for reimbursement of funds: Annual Stormwater Training and EPA/Audit Assistance.

*i. Annual Stormwater Training*

The annual stormwater training reimbursement program was initially created to send two employees from each MS4 to the DEC Endorsed Four-Hour Erosion & Sediment Control Training. In the 2020 budget, training reimbursement was changed to a flat amount of \$300 per MS4. The training funds can be used for any stormwater related training. Invoices for stormwater training should be submitted to the OWSC's Secretary. Invoices will be reviewed at the next available Coalition meeting and if approved, the MS4 will receive reimbursement.

*ii. EPA/DEC Audit Assistance*

The Audit Reimbursement program is designed to help MS4 communities that have been audited by the DEC or the EPA. Reimbursement can be applied to engineering or structural costs associated with the audit. If applying for reimbursement, the MS4 must share the audit findings and resulting actions with the Coalition members. MS4s can receive reimbursement up to \$3,000 for an EPA or DEC audit. MS4s can only receive this reimbursement one time and only two reimbursements are budgeted per year. Invoices for audit reimbursement should be submitted to the OWSC's Secretary. Invoices will be reviewed at the next available Coalition meeting and if approved, the MS4 will receive reimbursement. As of this date, the Town of Ontario and the Town of Farmington have received funds for the Audit Assistance.

**h. Subcommittees**

The Coalition has formed various sub-committees to facilitate program compliance:

*i. Budget Subcommittee*

The Budget Committee was created to evaluate and prepare a long-term plan to fund existing and future initiatives. The Budget Committee convenes on an annual basis and is led by the Chair of the Coalition. Individual members volunteer to participate on the committee each year. Budget planning typically begins in October of each year and is voted on and approved in the month of December. In 2019, the Coalition adopted a 3-year budget to improve long-term planning for the Coalition.

*ii. Intern Subcommittee*

In the 2020 Budget, the Intern Program was placed on hold for the year. In the past, the Intern Committee was created to search for and hire a summer intern. The Intern Committee created the job description, advertised the position, reviewed resumes, and interviewed candidates. The Intern Committee was led by the OCSWCD and individual members volunteered to join the committee. Typically, the intern search began in February of each year with interviews completed by May.

*iii. Grant Subcommittee*

The Grant Committee was created to research potential Water Quality Improvement Program (WQIP) grants that would benefit all members of the Coalition. The Grant Committee is led by the OCSCWD or the Wayne County Soil & Water Conservation District (WCSWCD) and individual members volunteer as grants are proposed. At this time, no grants are proposed.

*iv. Causewave Subcommittee*

The Causewave Committee was developed to create a Program and Communications Plan to help guide the long-term efforts of the Coalition. The Causewave Committee was co-led by the OCSWCD and BME Associates. See Section 5 of this plan for more information about Causewave Community Partners.

*v. Awards/Business Connections Subcommittee*

Newly formed committee to increase engagement with the community through strategic partnerships, high-value programming and inspiring messaging.

*vi. Brochures and Developing Resource Subcommittee*

Newly formed committee to increase engagement with the community through strategic partnerships, high-value programming and inspiring messaging.

## **2. ONTARIO COUNTY SOIL & WATER CONSERVATION DISTRICT (OCSWCD)**

The OCSWCD provides multiple services for the Coalition including administration, accounting, promotional material research, education and outreach, intern coordination, and grant writing.

a. Administration

Administration support includes attending Coalition Meetings and providing meeting minutes. The Secretary takes meeting minute notes and emails the minutes to the Coalition members prior to the next bi-monthly meeting. Members are to review the meeting minutes and provide feedback if changes are needed. The meeting minutes are then approved at the next monthly meeting. Funds for Administration are budgeted under OCSWCD/MS4 Record Keeping line item.

b. Accounting

Accounting support includes managing the Coalition's bank account by paying invoices, tracking expenditures, and providing an updated budget summary. Invoices are to be submitted to the Coalition on a monthly basis. Invoices must be received by December 15<sup>th</sup> to be applied to the current year's budget. If invoices are received after December 15<sup>th</sup>, the invoices are applied to the next year's budget. Funds for accounting are budgeted under OCSWCD/MS4 Record Keeping line item.

c. Promotional Materials

The OCSWCD researches promotional materials to be distributed to each MS4 to display at their MS4 offices and to hand out at public events. Promotional materials have included brochures, chip clip magnets, pet waste bags, coloring books, brochures, storm drain markers, and community signs. Each MS4 member is responsible for inventorying the status of their materials. Materials are ordered once a year based on the need of each member and materials are typically

distributed evenly between the members. Funds for the promotional materials are budgeted under the Marketing/Community Involvement/Outreach-Promotional Materials line item. If additional materials are needed, the MS4 member should receive approval from the Coalition prior to ordering materials.

d. Education & Outreach

i. *DEC Endorsed Four-Hour Erosion & Sediment Control Training*

The District Manager of the OCSWCD is qualified to provide the DEC Endorsed Four-Hour Erosion and Sediment Control Training course for a separate fee. MS4 members can coordinate training with the District Manager.

ii. *Illicit Discharge Detection & Elimination (IDDE) & MS4 Good Housekeeping & Pollution Prevention Training*

The OCSWCD provides an annual IDDE and MS4 Good Housekeeping & Pollution Prevention Training (60 minutes) to MS4 employees. MS4 members can coordinate training with the Conservation District Educator. Funds for the IDDE and MS4 Good Housekeeping & Pollution Prevention training are budgeted under the OCSWCD/Conservation District Educator line item.

iii. *Newsletters*

The OCSWCD writes quarterly newsletters that include activities conducted by the OWSC. Newsletters are added to the Coalition's website by OCSWCD personnel. Funds for the newsletters are budgeted under the OCSWCD/Conservation District Educator line item.

iv. *Outreach Events*

The Conservation District Educator is available to attend various community outreach events to promote the Coalition's mission. Events include rain barrel workshops, watershed model demonstrations, farmers markets, and fairs. Coordinate events with the Conservation District Educator. Funds for the community events are budgeted under the OCSWCD/Conservation District Educator line item. At the end of the reporting period (March 9<sup>th</sup>), the Education Coordinator submits information to BME Associates regarding the date of the event, the type of the event, the number of participants, and the total number of promotional materials distributed. See Appendix F for the Public Education & Participation Event Spreadsheet. Event information and material distribution quantities are included in the annual report and Statement of Activities.

v. *Facebook Posts*

Based on the Water Quality Survey results from the survey conducted in 2019, the Coalition has created a Facebook Page to increase interaction with community members. The Facebook Page will be updated regularly by the Conservation District Educator and will include educational posts about stormwater issues and events and activities performed by the Coalition [facebook.com/OntarioWayneStormwaterCoalition/](https://www.facebook.com/OntarioWayneStormwaterCoalition/).

e. Intern Coordination

In the 2020 Budget, the Intern Program was placed on hold for the year. In the past, the OWSC hires an intern for the summer months of June through August. The OCSWCD was responsible for updating and advertising the intern's job description and for reviewing resumes and scheduling interviews with potential candidates and the Intern Sub-Committee. Individual MS4s were responsible for submitting work plans to the OCSWCD by mid-May of each calendar year. Each MS4 trained the intern for their specific work plans. Typical activities included post-construction inspections, outfall inspections, GIS mapping, and construction site inspections.

The OCSWCD was responsible for coordinating work plans and scheduling the intern's time between MS4s. The OCSWCD was responsible for setting up payroll for the intern and gas reimbursement (if approved by the Coalition's members). The intern's hourly rate was a budgeted line item and was reviewed annually by the Intern Committee. The OCSWCD was responsible for managing the intern's equipment including the iPad, camera, GPS unit, vehicle decal, and safety vest.

f. Grant Writing/Consultation

The OCSWCD can write and apply for grants, including WQIP grants. Grant research and applications are to be approved by the Coalition prior to work performed. Contact the District Manager to coordinate grant applications.

g. Miscellaneous Tasks Assigned by the Coalition

During a Coalition meeting other tasks not listed above may be assigned to the OCSWCD. These tasks are voted on and approved by Coalition members.

### **3. WAYNE COUNTY SOIL & WATER CONSERVATION DISTRICT (WCSWCD)**

The WCSWCD attends Coalition meetings and serves as an advisory member to the Coalition. Representatives from the WCSWCD are available to provide advice on many topics including green infrastructure, invasive species, mapping, and grant applications.

a. Education & Outreach

The WCSWCD attends outreach events and distributes Coalition promotional material including brochures, chip clip magnets, and pet waste bags. At the end of the reporting period (March 9<sup>th</sup>), the WCSWCD's Manager submits information to BME Associates regarding the date of the event, the type of the event, the number of participants, and the total number of promotional materials distributed. See Appendix F for the Public Education & Participation Event Spreadsheet. Event information and material distribution quantities are included in the annual report and Statement of Activities.

b. Grant Writing/Consultation

The WCSWCD can write and apply for grants, including WQIP grants. Grant research and applications are to be approved by the Coalition prior to work performed. Contact the District Manager to coordinate grant applications.

c. Technical Assistance Design

The WCSWCD offers a number of programs and can provide technical planning, implementation design and erosion control management for water quality and stormwater management. The District's technical staff includes two Certified Professional Erosion & Sediment Control Specialists (CPESCs).

**4. ENGINEERING CONSULTANT – BME ASSOCIATES**

The OWSC currently contracts BME Associates as an engineering consultant to assist the organization with multiple tasks. BME Associates submits an estimated budget and contract to the Coalition in November of each year. Coalition members vote on the renewal of the contract prior to December 31<sup>st</sup>.

Typical tasks include the preparation of the Joint MS4 Annual Report, attending monthly Coalition meetings, reviewing DEC permit changes, attending DEC/EPA Audits, updating the Strategic Plan, and providing presentations to the Town/Village Boards. BME Associates also provides technical assistance which has included but is not limited to participating in the development of the Program and Communications Plan, researching the six minimum control measures, and providing updates to the OWSC website.

a. Annual Report Preparation

The Joint MS4 Annual Report must be submitted to the DEC by June 1<sup>st</sup> of each calendar year. The MS4 reporting period ends March 9<sup>th</sup> of each year. Each MS4 submits their completed annual report with a signed MCC form to BME Associates. BME reviews the report and combines the numerical totals into one report. BME updates the measurable goals based on information from the bi-monthly Coalition meetings and tasks that have been performed by the Coalition as a group. BME Associates is responsible for posting the combined annual report onto the Coalition's website and public noticing. Each MS4 is responsible for posting their individual MS4 report on their website and public noticing their individual report. Any public comments and the respective responses should be forwarded to BME Associates to include in the Joint Annual Report submission. Each MS4's websites should also maintain a link to the combined annual report located on the OWSC's website.

i. *Statement of Activities*

The Statement of Activities documents the past, present, and future activities planned by the Coalition. BME Associates routinely updates the document and prepares a Draft for the Coalition to review prior to submitting the Annual Report. The preparation of the Statement of Activities and the Joint Annual Report are budgeted under the *Annual Report Preparation* line item on the budget.

b. Consultant Meeting Attendance

A BME representative attends the bi-monthly scheduled Coalition meetings to provide updates on existing tasks and initiatives. This line item is also used for budget meeting attendance, Causewave Community Partner meetings, and subcommittee meetings as assigned.

c. DEC Permit Assistance

DEC permit assistance includes reviewing and commenting on changes to the Construction Stormwater General Permit, and the MS4 General Permit. Permit assistance also includes participating in individual DEC and EPA Audits as a Coalition representative.

d. Municipal Meetings

BME Associates meets with MS4 officials or employees to discuss the benefits of Coalition membership and to provide education on the 6 Minimum Control Measures. Contact BME Associates to schedule a Town Board meeting or employee training session.

e. Technical Assistance

BME Associates provides miscellaneous technical assistance as requested by the Coalition. Over the past few years, technical assistance has included working with Causewave Community Partners, Coalition website research and updates, budget meeting attendance, and miscellaneous research on the six Minimum Control Measures as assigned by the Coalition.

f. Strategic Planning

Based on Bonadio & Co., LLP's internal audit of the Coalition, BME Associates was tasked with creating a Three-Year Strategic Plan. This Strategic Plan includes details of the organization and various roles and responsibilities of the Coalition and their partners. The Program and Communications Plan developed by Causewave Community Partners details the strategies, tactics, and key messages of the Coalition's Three-Year Plan. See Appendices D & E. The development of the Three-Year Strategic Plan is budgeted under the *Three-Year Strategic Planning* line item

## **5. CAUSEWAVE COMMUNITY PARTNERS**

Causewave Community Partners was engaged to help the OWSC create a marketing plan to help increase stormwater awareness and public participation. After several discussions, the original intent of creating a marketing plan evolved into the creation of a Program & Communications Plan. The Program & Communications Plan has become a major component of the Coalition's Three-Year Strategic Plan and outlines the strategies, tactics, key messaging, and measures that the Coalition will implement in order to improve community engagement and increase awareness of the OWSC. See Appendices D & E.

**APPENDIX A**  
**OWSC Bylaws**



# THE ONTARIO-WAYNE STORMWATER COALITION

## Bylaws

Original Approved:

Revised: 6/18/2019

Revised: 12/17/2019

## Main Office

Ontario County Soil and Water Conservation District Canandaigua, NY 14424 585-396-1450

## ARTICLE I.

### Name

The name of this Organization shall be the **Ontario-Wayne Stormwater Coalition**, (hereinafter referred to as the "Coalition") as charged by the signed Inter-Municipal Agreement regarding services to be provided relating to Stormwater Management and Erosion and Sediment Control (Attachment B).

## ARTICLE II

### Vision, Mission and Goals/Objectives

**Vision:** To serve as a catalyst for sustainable behavior change, and inspire residents, businesses and local organizations to protect and improve local water bodies.

**Mission:** The mission of the Coalition is to protect and improve water quality and natural resources in Ontario and Wayne Counties with the involvement of citizens and agencies through planning, education, coordination, funding, project implementation, and advocating for our water resources through a Stormwater Management Program.

**Goals/Objectives:** The Coalition will facilitate education about stormwater issues and implementation of water quality and quantity projects within Ontario and Wayne Counties. The Coalition will focus on projects that most effectively reduce nonpoint source pollution through Stormwater Management within Ontario and Wayne Counties. Projects will address Stormwater issues relevant to water quality, natural ecosystems, and the quality of life. There are six objectives to accomplish this goal:

1. To develop a networking organization that can provide services and focus efforts where most beneficial. The Coalition should address local, state and federal nonpoint-source pollution issues, with the ultimate decisions and control being at the local level. Developing expertise, infrastructure and increased funding at the local level are of paramount importance. The Coalition will provide the vehicle for crossing town and county lines for stormwater control initiatives.
2. To provide information to Ontario and Wayne County residents to help them understand nonpoint- source pollution issues specific to the watershed and make informed decisions on Stormwater Management.

3. To develop a comprehensive information base that will be owned at the local level and used to assess needs in Ontario and Wayne Counties. This information will be used to understand and address water quality and quantity problems and erosion and sediment control issues on a watershed basis through Stormwater Management activities.
4. To develop water quality/quantity projects that cross town and county borders and to support other projects initiated at the local level.
5. To support economically viable Stormwater Management as the true basis for environmentally sound development.
6. To facilitate the implementation of projects by identifying and seeking local, state, and federal resources that target regional perspectives and using available funding, in-kind work, and other avenues to leverage dollars that may not be otherwise available.

#### ARTICLE IIIa.

##### **Geographic Region**

According to the federal law commonly known as Stormwater Phase II, permits are required for stormwater discharges from Municipal Separate Storm Sewer Systems (MS4s) in urbanized areas and those additionally designated by the NYS Department of Environmental Conservation. Owners or operators of such MS4s must be authorized in accordance with the State Pollutant Discharge Elimination System (SPDES) General Permit for Stormwater Discharges from Municipal Separate Storm Sewer Systems.

The Ontario Wayne Stormwater Coalition's geographic region will include any MS4s in either county.

#### ARTICLE IIIb.

##### **Membership**

**Voting Membership- MS4 Municipalities:** Voting membership in the Coalition shall be open to all MS4 municipalities in Ontario and Wayne Counties in the Geographic region described in Article IIIa and who have signed the Coalition IMA (Attachment A). Each municipality will have one vote.

Nonvoting Membership- Non MS4 Municipalities; Nonvoting membership is open to all interested organizations that have expressed an interest in participating in any and all aspects of the Coalition. Included are the Ontario County and Wayne County Soil & Water Conservation Districts.

#### ARTICLE IIIc.

##### **Organizational Structure**

**Voting Members:** The Coalition is presently composed of voting members as described in Article IIIb.

**Nonvoting Members:** All interested agencies and organizations are invited to participate. They may participate by providing a letter of interest to the Coalition. This letter will entitle the organization to partner in any aspect of mutual interest. All requests for nonvoting membership must be approved by a majority of voting members in the Coalition at the time of the vote. Nonvoting members may participate on committees. All legal and financial agreements will be consummated under separate contractual arrangements as needed. Nonvoting members may include, but are not limited to:

- New York State Soil and Water Conservation Committee in NY
- New York State Department of Environmental Conservation
- USDA Natural Resources Conservation Service
- US Environmental Protection Agency, Region 2 and 3
- Regional Planning and Development Boards
- Educational Institutions
- County Water Quality Coordinating Committees or Water Resource Councils and/or their members

**Membership Termination:** Voting members will follow procedures described in the official signed Coalition IMA. Nonvoting members can terminate their membership in writing by letter or email to the Secretary. In addition, nonvoting memberships can be terminated by a majority vote of Coalition members.

**Voting and Committee Structure:**

1. Each voting member municipality shall designate a primary and one or more alternate representatives. Designations will be done on an as-needed basis. These representatives will be identified in writing (including email) to the Secretary of the Coalition. The primary representative shall be eligible to run for office (Chair and Vice Chair).
2. A quorum for a regular Coalition Meeting is the presence (primary or alternate) of half of the total members plus one. Actions, including elections, only can be approved during a meeting if there is a quorum; the motion has a second and a majority of voting members present vote in favor of an action. Each voting member municipality has one vote.
3. The Coalition will hold bi-monthly meetings on the third Tuesday of the second, fourth, sixth, eighth, tenth, and twelfth months of the year unless alternate dates are selected during a regular Coalition meeting and passed by a majority present. During any meeting the Chair has the right to limit the amount of discussion of any participant.
4. Policy and/or Bylaws, or IMA changes require a two-thirds majority vote of all voting members of the Coalition. Changes to the Bylaws will be developed at one Coalition meeting, placed in the meeting minutes and voted on no earlier than the next meeting.



**APPENDIX B**  
**Intermunicipal Agreement**



## INTERMUNICIPAL AGREEMENT

### REGARDING COOPERATION TO COMPLY WITH THE FEDERAL PHASE II STORMWATER REGULATION IN ONTARIO AND WAYNE COUNTIES

An INTERMUNICIPAL AGREEMENT among the Ontario-Wayne Counties Stormwater Coalition members of the Towns of FARMINGTON, 1000 County Road 8, Farmington, New York 14425, MACEDON, 32 Main Street, Macedon, New York 14502, ONTARIO, 1850 Ridge Road, Ontario, New York 14519, VICTOR, 85 East Main Street, Victor, New York 14564, WALWORTH, 3600 Lorraine Drive, Walworth, New York 14568, hereinafter referred to as "Towns", the Coalition members of the Village of VICTOR, 60 East Main Street, Victor, New York 14564, hereinafter referred to as "Village"; ONTARIO COUNTY on behalf on its Department of Public Works with offices at 2962 County Road 48, Canandaigua, New York 14424; and WAYNE COUNTY on behalf of its Highway Department with offices at 7227 Route 31, Lyons, New York 14489, as authorized by Article 5-G of the General Municipal Law.

WHEREAS, the Phase II federal stormwater regulations require that regulated municipal separate storm sewer system operators comply with the SPDES General Permit for Stormwater Discharges (latest version) issued by the New York State Department of Environmental Conservation; and

WHEREAS, the Phase II federal stormwater regulations require that for each regulated municipal separate storm sewer system the municipality must prepare and implement a stormwater management program that includes six minimum control measures; and

WHEREAS, the municipalities recognize that, because watersheds and separate storm sewer systems cross municipal and county boundaries and because there are opportunities to save money and resources by working collaboratively, the municipalities should work cooperatively to comply with the requirements of the Phase II federal stormwater regulations; and

WHEREAS, the Ontario-Wayne Stormwater Coalition started holding meetings beginning in 2004 to identify and analyze options for pooling resources to meet the requirements of the Phase II Federal Stormwater Regulations, and;

WHEREAS, the funding for the Ontario-Wayne Stormwater Coalition is a combination of municipal cash and in-kind funding and New York State Environmental Protection Fund grant(s) and other available grant sources, which shall be managed by the Ontario County Soil and Water Conservation District and/or an appointed representative from the Ontario-Wayne MS4 Coalition.

NOW, THEREFORE, in consideration of the mutual covenants and agreements hereinafter set forth, the parties hereto mutually agree as follows:

1. The term of this agreement shall be from February 1, 2018 through January 31, 2023. At such time, this agreement may be renewed, amended, or terminated. Any party may withdraw from this agreement upon 60 days written notice to the other parties with or without cause.

2. The work of the Ontario-Wayne Stormwater Coalition shall be to work collaboratively to:

- a. Comply with the Phase II Federal Stormwater Regulations and permit conditions placed on municipal separate storm sewer system operators in 2003 and future permit guidelines; comply with latest
- b. Protect and/or improve the water quality of local water ways in accordance with State, County, and local water quality planning documents and policies
- c. Facilitate the use of existing or future resources, organizations, and programs for the provision of the services necessary to comply with the Phase II regulations
- d. Research and implement an appropriate funding mechanism to meet the financial needs resulting from compliance with the Phase II Federal Stormwater Regulations
- e. Report annually to the Ontario County Board of Supervisors, Ontario County Water Resources Council, Wayne County Board of Supervisors, and Wayne County Water Quality Coordinating Committee on the Coalition's progress with compliance and funding issues.

3. Each Coalition member (Municipality or Agency) will pay an annual membership fee to the Coalition to fund the implementation of compliance activities, which are part of each Coalition member's stormwater management plan. This fee will be determined annually by the Stormwater Coalition and approved by the full membership of the Stormwater Coalition. The fee schedule is included in Appendix 'A'.

4. Each Coalition member will designate an official representative to serve on the Stormwater Coalition. The designee shall be responsible to attend and participate in monthly meetings of the Coalition and the task groups created to facilitate compliance with different aspects of the regulations, and to transmit stormwater policy issues to his or her Coalition member. The designee shall also be responsible to obtain opinions on stormwater policy issues from the Coalition member and to share such opinions with the Stormwater Coalition membership. Every Coalition member entitled to vote or attend a meeting of the Stormwater Coalition may authorize another person to act by signed proxy.

5. The officers of the Stormwater Coalition shall be the Chair and Vice-Chair. The officers shall be elected to two-year terms by a majority of the members present at a regularly scheduled meeting. The duties and responsibilities of the Chair shall be to preside at meetings of the Coalition, and function as the official spokesperson for the Coalition. The Vice-Chair shall assist the Chair and subsequently assume the Chair position for a two-year term.

6. Membership fees, which are outlined in Appendix A, should be paid to the Ontario County Soil and Water Conservation District by the date established by the Coalition. If payment is not received within 30 days of this date (Feb 1, 2018), then membership will be revoked unless the Coalition has agreed to other payment arrangements.

7. Stormwater Coalition decisions and recommendations are generally made by consensus. Consensus is defined as all members of the Coalition being able to support the decision or recommendation.

When the Coalition cannot reach consensus, voting will be used for decision-making. Each Coalition member (municipality or agency), that has paid its Coalition membership fee in-full, shall have one vote. All decisions requiring voting shall be made by the majority of the members (or their officially designated alternates) present at a regularly scheduled meeting. In the case of a tie vote, the Chair shall cast the tie-breaking vote.

8. Staff from the local, regional, and state agencies may provide staffing services to the Ontario-Wayne Stormwater Coalition. This will include coordination of the Coalition, the task groups, management of Coalition projects, applying for grant funding, and coordination of awarded grants. The Coalition or its designated service provider may, with the approval of the Coalition, also manage the implementation of the membership fee and develop a template for the annual reports that must be submitted by each regulated Coalition member. The Ontario- Wayne Stormwater Coalition shall not be the employer of such staff.

9. This Agreement may be modified or amended only in writing duly executed by all parties, which shall be attached to and become a part of this Agreement.

10. Each party shall defend, indemnify and hold harmless the other, its officers, agents and assigns for all liability arising out of its activities under this Agreement. The obligations of this paragraph shall survive the expiration or termination of this Intermunicipal Agreement, whether occasioned by this Intermunicipal Agreement's expiration or earlier termination.

11. This Agreement constitutes the entire Agreement between the parties and supersedes any and all prior Agreements between the parties hereto for the services herein to be provided. The Agreement shall be governed by and construed in accordance with the laws of New York State without regard or reference to its conflict of laws and principles.

12. Each Coalition Member shall be solely responsible and liable for its own activities under this Agreement, for obtaining its permit coverage under the SPDES General Permit for Stormwater Discharges from MS4s (current permit) and for the preparation, implementation, operation and maintenance of its own stormwater management program including, but not limited to, the required minimum control measures.

APPENDIX A

Ontario-Wayne Stormwater Coalition

2018-2023 Membership Fee  
Schedule:

Type of Coalition Member	Membership Fee	Membership In-Kind Match
<ul style="list-style-type: none"><li>• MS4 Towns</li><li>• Ontario County Highway Department</li><li>• Wayne County Highway Department</li></ul>	\$5,000.00	\$9,000.00
MS4 Villages and Non Traditional MS4's to include School Districts	\$2,500.00	\$4,500.00

Signatories

Town of FARMINGTON Supervisor:  
Date:

Town of MACEDON Supervisor:  
Date:

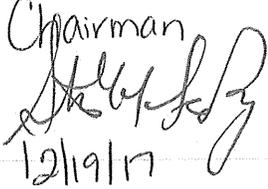
Town of ONTARIO Supervisor:  
Date:

Town of VICTOR Supervisor:  
Date:

Town of WALWORTH Supervisor:  
Date:

Village of VICTOR Mayor:  
Date:

~~ONTARIO~~ <sup>WAYNE</sup> COUNTY, on behalf on its Department of Public Works

Title: Chairman  
Signature:   
Date: 12/19/17

WAYNE COUNTY, on behalf of its Highway Department  
Title: Chairman

Signature:  
Date:

Signatories

Town of FARMINGTON Supervisor:

Date:

Town of MACEDON Supervisor:

Date:

Town of ONTARIO Supervisor:

Date:

Town of VICTOR Supervisor:

Date:

*Patricia Marini*  
Town of WALWORTH Supervisor:

Date: 11/28/2017

Village of VICTOR Mayor:

Date:

ONTARIO COUNTY, on behalf on its Department of Public Works

Title:

Signature:

Date:

WAYNE COUNTY, on behalf of its Highway Department

Title:

Signature:

Date:

Signatories

Town of FARMINGTON Supervisor:

Date:

11/29/2017



Town of MACEDON Supervisor:

Date:

Town of ONTARIO Supervisor:

Date:

Town of VICTOR Supervisor:

Date:

Town of WALWORTH Supervisor:

Date:

Village of VICTOR Mayor:

Date:

ONTARIO COUNTY, on behalf on its Department of Public Works  
Title:

Signature:

Date:

WAYNE COUNTY, on behalf of its Highway Department  
Title:

Signature:

Date:

Signatories

Town of FARMINGTON Supervisor:

Date:

Town of MACEDON Supervisor:

Date:

Town of ONTARIO Supervisor:

Date:

Town of VICTOR Supervisor:

Date:

Town of WALWORTH Supervisor:

Date:

Village of VICTOR Mayor:

Date: 11/7/2017

*Gary A. Hadden*

ONTARIO COUNTY, on behalf on its Department of Public Works

Title:

Signature:

Date:

WAYNE COUNTY, on behalf of its Highway Department

Title:

Signature:

Date:

Signatories

Town of FARMINGTON Supervisor:

Date:

Town of MACEDON Supervisor:

Date: 12/14/2017

*Cassandra N. Pagan*

Town of ONTARIO Supervisor:

Date:

Town of VICTOR Supervisor:

Date:

Town of WALWORTH Supervisor:

Date:

Village of VICTOR Mayor:

Date:

ONTARIO COUNTY, on behalf on its Department of Public Works

Title:

Signature:

Date:

WAYNE COUNTY, on behalf of its Highway Department

Title:

Signature:

Date:

Signatories

Town of FARMINGTON Supervisor:  
Date:

Town of MACEDON Supervisor:  
Date:

Town of ONTARIO Supervisor:  
Date:

Town of VICTOR Supervisor:  
Date: 1-2-18



Town of WALWORTH Supervisor:  
Date:

Village of VICTOR Mayor:  
Date:

ONTARIO COUNTY, on behalf on its Department of Public Works  
Title:

Signature:

Date:

WAYNE COUNTY, on behalf of its Highway Department  
Title:

Signature:

Date:

Signatories

Town of FARMINGTON Supervisor:

Date:

Town of MACEDON Supervisor:

Date:

Town of ONTARIO Supervisor:

Date:

Town of VICTOR Supervisor:

Date:

Town of WALWORTH Supervisor:

Date:

Village of VICTOR Mayor:

Date:

ONTARIO COUNTY, on behalf on its Department of Public Works

Title: *Ontario County Administrator*

Signature:

*Mary A Krause*

Date:

*1/5/18*

WAYNE COUNTY, on behalf of its Highway Department

Title:

Signature:

Date:

Signatories

Town of FARMINGTON Supervisor:  
Date:

Town of MACEDON Supervisor:  
Date:

Town of ONTARIO Supervisor:  
Date: 3/27/19 *[Handwritten Signature]*

Town of VICTOR Supervisor:  
Date:

Town of WALWORTH Supervisor:  
Date:

Village of VICTOR Mayor:  
Date:

ONTARIO COUNTY, on behalf on its Department of Public Works  
Title:

Signature:

Date:

WAYNE COUNTY, on behalf of its Highway Department  
Title:

Signature:

Date:

**APPENDIX C**  
**OWSC Approved Budget 2020**



## 2020 OWSC Budget

	2019	2019	2020	2021
	<u>Budget</u>	<u>amended budget</u>	<u>Approved Budget</u>	<u>Projected Budget</u>
<b>Website</b>				
Hosting & Domain	\$500	\$ 500.00	\$500	\$500
Website Updates (Linda)	\$1,000	\$ 1,000.00	\$0	
<b>Website Total</b>	<b>\$1,500</b>	<b>\$ 1,500.00</b>	<b>\$500</b>	<b>\$500</b>
<b>Training</b>				
Training Assistance	(each member receives \$300 toward training) \$4,000	\$ 4,000.00	\$2,400	\$2,400
<b>Training Total</b>	<b>\$4,000</b>	<b>\$ 4,000.00</b>	<b>\$2,400</b>	<b>\$2,400</b>
<b>Marketing/Community Involvement/Outreach</b>				
Signage/Catch Basin Markings	\$1,000	\$ 1,750.00	\$0	\$0
Promotional Materials	\$6,000	\$ 6,000.00	\$3,000	\$0
Causewave Services	\$2,000	\$ 2,000.00	\$0	\$0
Cleanup Day Sponsorships	\$800	\$ 800.00	\$0	\$0
<b>Marketing/Outreach Total</b>	<b>\$9,800</b>	<b>\$ 10,550.00</b>	<b>\$3,000</b>	<b>\$0</b>
<b>Audits</b>				
EPA/DEC Audit Assistance	(up to \$3,000 per year; max 2 members per year) \$12,000	\$ 12,000.00	\$6,000	\$6,000
<b>Audits Total</b>	<b>\$12,000</b>	<b>\$ 12,000.00</b>	<b>\$6,000</b>	<b>\$6,000</b>
<b>WQIP Grant</b>				
Grant Fees	\$23,000	\$ 17,235.00	\$0	
<b>WQIP Grant Total</b>	<b>\$23,000</b>	<b>\$ 17,235.00</b>	<b>\$0</b>	<b>\$0</b>
<b>Administration (BME)</b>				
DEC Permit Assistance	\$2,500	\$ 2,500.00	\$4,000	\$4,000
Consultant Meeting Attendance	\$2,500	\$ 3,237.50	\$2,500	\$2,500
Municipal Meetings	\$3,000	\$ 4,782.50	\$1,500	\$1,500
Public Outreach	\$500	\$ 500.00	\$0	\$0
Technical Assistance	\$4,000	\$ 4,245.00	\$4,000	\$4,000
Annual Report Preparation	\$3,500	\$ 3,500.00	\$5,000	\$5,000
Strategic Planning	\$3,500	\$ 3,500.00	\$2,500	\$2,500
<b>BME Total</b>	<b>\$19,500</b>	<b>\$ 22,265.00</b>	<b>\$19,500</b>	<b>\$19,500</b>

**Summer Intern**

Salary		\$8,500	\$	8,500.00	\$0	\$0
Employee Benefits						\$0
Cell Phone Stipend		\$100	\$	100.00	\$0	\$0
Mileage		\$1,200	\$	1,200.00	\$0	\$0
	<b>Summer Intern Total</b>	<b>\$9,800</b>	<b>\$</b>	<b>9,800.00</b>	<b>\$0</b>	<b>\$0</b>

**OCSWCD**

MS4 Record Keeping	(minutes & bookkeeping)	\$4,000	\$	4,000.00	\$4,000	\$4,000
Conservation District Educator Admin - Intern	(school visits, public education and outreach)	\$8,000	\$	8,250.00	\$7,000	\$7,000
Internal Audit		\$500	\$	500.00	\$0	\$0
	<b>OCSWCD Total</b>	<b>\$12,500</b>	<b>\$</b>	<b>12,750.00</b>	<b>\$11,000</b>	<b>\$11,000</b>

**Equipment**

Tablet for intern			\$	2,000.00		
	<b>Total 2019 Expenditures</b>	<b>\$92,100</b>	<b>\$</b>	<b>92,100.00</b>	<b>\$42,400</b>	<b>\$39,400</b>

**Revenue**

Revenue from Dues		\$37,500			\$37,500	\$37,500
Interest		\$50			\$40	\$20
<b>Fund Balance (bank account)</b>		<b>\$54,550</b>			<b>\$4,860</b>	
	<b>Total Revenue</b>	<b>\$92,100</b>			<b>\$42,400</b>	<b>\$37,520</b>

**APPENDIX D**  
**OWSC Program & Communications Plan**  
**June 18, 2019**





## Ontario-Wayne Stormwater Coalition

Program & Communications Plan | June 18, 2019

### Introduction & Background

The Ontario-Wayne Stormwater Coalition (OWSC) is a group of government entities comprised of the Ontario County Highway Department, Wayne County Highway Department, Towns of Ontario, Farmington, Walworth, Macedon, Victor, and the Village of Victor. This group works cooperatively to fulfill the MS4 Permit (GP-0-15-003) requirements and meet the 6 Minimum Control Measures set forth in the Permit. By working together, the coalition can draw from multiple resources and utilize information to accomplish the annual stormwater goals for the coalition as a whole and meet the needs of the communities.

In 2018, members of the OWSC contacted Causewave Community Partners to discuss the development of a marketing plan that would help increase stormwater awareness and public participation, while improving water quality in Ontario and Wayne Counties. The committee embarked on a series of meetings that addressed critical elements of any marketing plan, including:

- current state analysis;
- assessment of challenges and opportunities;
- inventory of community partners;
- analysis of existing outreach, communication and programming;
- identification of target audiences;
- and prioritization of tactics.

Inputs to this process included the MS4 Annual Report, Statement of Activities, and Inventory of Priority Waterbodies: List of Known Pollutants. In addition to these existing resources, the committee developed a Theory of Change (outlining the intended impact), AKAMSOB model (tool used to assess awareness, knowledge, attitude, motivation, skills, opportunity, and necessary behavior changes) and administered a community-wide survey that was taken by 568 stakeholders in Wayne and Ontario Counties (see full results in the Appendix).

Through this extensive process that spanned nearly a year, the committee developed an over-arching goal to ***serve as a catalyst for sustainable behavior change, and inspire residents, businesses and local organizations to protect and improve local water bodies.***

To support the achievement of this goal, the committee drafted this Program and Communication Plan that outlines the strategies, tactics, key messaging, and measures that—when implemented—will result in greater community engagement, increased awareness of the OWSC, and ongoing strategic usage of the survey learnings.

## **Desired Outcomes/Goals for the next three years:**

1. **Increase engagement with the community** through strategic partnerships, high-value programming, and inspiring messaging.
2. **Increase awareness of the Ontario-Wayne Stormwater Coalition** through a multi-pronged outreach plan that positions OWSC as a “go-to” resource for water quality education, programming, and stewardship.
3. **Maximize and leverage the results of the survey** by using data to inform decisions and share key learnings with partners.

### **POTENTIAL MEASURES: EXAMPLES (to be identified by coalition /committee members)**

- Recruit X new partners for collaborative programming and/or messaging
- Expand X existing partnerships by collectively developing programs and messaging
- Hold X meetings with key stakeholders to share/discuss survey results
- Other as determined by the committee

## **Target Audiences**

### **PRIMARY**

Community partners who have a connection to water quality (through mission and /or opportunity) and would recognize the benefit of collaboration. For some potential partners, the connection may not seem immediately obvious and will require “connecting the dots.” Staying top-of-mind with this audience helps to amplify the message across private/public channels, facilitate necessary “system changes,” and inspire community buy-in.

*Who are these individuals/organizations? They are:*

- **Business leaders/owners**
  - Lawn care companies
  - Engineering firms
  - Nurseries and garden centers
  - Car wash facilities; automotive businesses; auto salvage
  - Septic system service companies
  - Real estate: agents, developers, homeowner associations, real estate associations
  - Builders, developers, contractors
  - Special event /entertainment venues and sponsors: CMAC, Roseland Water Park, Finger Lakes, Victor hiking trails
  - Organizations that care for animals and/or provide services or supplies
    - Veterinarians, animal shelters, rescue organizations, kennels
    - Humane societies, adoption centers

- Pet supply stores
- **Local government/municipalities in the region**
  - Highway Departments, DPW, Park departments
  - Planning & Zoning Boards
  - Soil and Water Conservation Districts
  - Finger Lakes Building officials
  - Forestry/Tree Boards
  - Environmental Conservation Boards
  - Those who issue pet licenses
  - Water and Sewer Districts
  - Watershed Associations
  - Wayne County Water Authority
  - Monroe County Water Authority
  - Village and Town Water Departments
  - Sheriff's offices (pharmaceuticals)
  - Association of Towns and Villages
  - Board of Supervisors
- **Region 8 DEC**
- **Educational partners**
  - K-12, community colleges, 4-year institutions, youth camps (Bristol 4-H, Farmington, Parks and Rec departments, etc.)
- **Agriculture/farmers**
  - **Hobby/ Small Farmers:** people with a recreational interest in ag.
  - **Commercial Farmers:** people with a professional interest in ag.
- **Non-profit / community organizations**
  - Service organizations: scouts, Rotary, Sierra Club, Lions Club, Kiwanis, etc.
  - Libraries; OWWL network
  - Ganondagon State Historic Park
  - Churches
  - Honeoye Valley Association
  - Canandaigua Lake Watershed Association
  - Canandaigua Lake Watershed Council
  - Canandaigua Lake Watershed Commission
  - Wayne County councils

## **SECONDARY**

Homeowners/residents in Ontario and Wayne counties. Staying top-of-mind with this audience ensures future program participation and “backyard behavior changes.”

*Who are these individuals? They could be:*

- **Multi-generational residents:** ranging from youth (students), to young and middle-aged adults (young parents, new homeowners), to seniors (new to lifelong residents)
- **Village residents**
- **Town residents**

- **City residents**
- **Rural residents**
- **Renters:** short-term residents and/or potential homeowners
- **Property management:** landlords, maintenance companies/staff

## **Key Messages and Calls-to-Action**

### **We ALL have a role to play in protecting our local waterways!**

- *Most of the water that enters our drainage systems flows directly into the nearest streams without being treated. Help us protect local waterways by keeping harmful pollutants like household wastes, pesticides, soils, fertilizers and pet waste out of our creeks, streams, rivers and lakes!*
- *The health of our local waterways is directly linked to our quality of life and prosperity in the region.*
- *Our local bodies of water provide sustenance for our residents, fuel for the economy, recreational opportunity, and invaluable resources for agriculture.*

### **Call to Action**

**We live in one of the most beautiful regions in the entire country—rich with natural resources and year-round splendor.** But we cannot guarantee these riches for future generations unless we as a community commit to protecting what we value. By joining together as stewards of our waterways, we are strengthening the environmental, economic, social, and recreational pillars of our community, and protecting the quality of life we cherish.

## STRATEGIES AND SUPPORTING TACTICAL STEPS

<b>Strategy A</b>	<b>Increase engagement with the community through strategic partnerships, high-value programming, and inspiring messaging.</b>
<i>Target Audience:</i>	Community partners who have a direct and/or tangential connection to water quality and would recognize the mutual benefits of collaboration.
<i>Supporting Tactics:</i>	<ol style="list-style-type: none"> <li>1. Develop an awards program to recognize local businesses/orgs</li> <li>2. Develop an “eco-approved” certification for businesses who sell/provide eco-friendly alternatives</li> <li>3. Create resource guides for business partners</li> <li>4. Assessment of current programs and events</li> <li>5. Create a toolkit for municipalities to distribute and/or produce</li> <li>6. Foster ongoing positive partnership with local media and key community influencers</li> <li>7. Develop a social media campaign that inspires active posting participation</li> </ol>
<i>Measure(s):</i>	<i>Expand #___ existing partnerships and forge #___ partnerships in the next three years.</i>

### **STRATEGY A: Increase engagement with the community through strategic partnerships, high-value programming, and inspiring messaging.**

We can't do this alone. To increase community engagement, awareness, and stewardship, we must engage stakeholders through a combination of partnership, impactful programming, and compelling messaging.



### **TACTICS:**

1. **Develop an awards program to recognize local businesses/orgs.** When businesses engage in practices that protect waterways, give them a well-deserved, public round of applause!
  - a. Identify and recruit an organization to “sponsor” the recognition program. Possible sponsors could be the OWSC, a local media outlet, business, or service club (e.g. Rotary, Lions Club, Chamber of Commerce, environmental organization, etc.).
  - b. Assemble an awards committee who will oversee the nomination, judging and selection process. The committee can determine how often nominations will be accepted (monthly, rolling?) and how often winners will be announced (monthly, year-round?).
  - c. Establish criteria for nominations, applications and annual renewal.

- d. Engage a local artist, graphic designer, or school to create an award.
- e. Outline benefits of the program to award recipients.
  - i. **Example:** This distinction can be leveraged in social media posts, to illustrate commitment to the community, for business/organizational development, in other award applications, to build team spirit, and in grant applications (when appropriate).
- f. Implement geo-fencing to promote businesses who have earned “accreditation.”

**2. Develop an “eco-approved” certification for businesses who sell/provide eco-friendly alternatives.** Similar to Tactic 1, develop a program that recognizes eco-friendly practices or merchandise that is available for purchase.

- a. Assemble a committee to outline criteria for “certification.” Focus on practices and/or merchandise that make a positive difference in water quality.
- b. Identify local businesses who are already engaged in these practices or provide eco-friendly merchandise.
- c. Make an appointment to meet with the manager or owner and explain the purpose of the program.
- d. Create materials (flyers, posters, handouts) that explain why certain products/practices are better for the environment. These materials are intended to be displayed in the certified business to educate customers on options.
  - i. **Example:** Meet with pet supply stores that sell pet waste bags. Explain why it’s important for pet owners to pick up after their pets to reduce bacteria in runoff. Ask the store owner if information can be displayed near pet waste bags/receptacles to educate and encourage customers to pick up their pet’s waste. If the business owner agrees to this and other criteria established by the committee, the business may receive an “eco-approved” window decal for display.
- e. Work with the business to brainstorm incentives for customers to adopt eco-friendly behaviors
  - i. **Examples:** Provide coupons for professional car washing or free pet waste bags with the purchase of a bag holder.

**3. Create resource guides for business partners.** Businesses can be powerful influencers in the community through their internal operations/practices and their external messaging to clients. Providing businesses with clear, step-by-step ways to be more environmentally-minded increases their likelihood to become H2O allies.

- a. **Internal operations:** Develop recommendations for small local businesses and large corporate organizations for their everyday practices.
  - i. **Examples:**
    1. Provide info on the best ways to conduct parking lot maintenance and mitigate pollutants entering waterways.
    2. Explain how to handle spills containing materials that are hazardous to nearby waterbodies.
    3. Identify appropriate waste containers to use for pollutants to ensure that they remain out of landfills and nearby streams.

4. Illustrate how local businesses can incorporate green infrastructure practices on their property. Some suggestions:
  - a. Empower employees to design/create an onsite rain garden.
  - b. Recruit staff from the Soil and Water Conservation District to hold a rain barrel class at your place of business.
  - c. Is there an infrastructure project in your future? Consult with a local expert to inquire about eco-friendly options for materials and practices (example: porous pavement).
  
- b. **External messaging:** Develop collateral for business partners to include in mailings and during point-of-sale transactions.
  - i. Examples:
    1. Post “shock and awe” statistics on bottom of sales receipts.
      - a. Pet store: *“Did you know that pet waste accounts for 20% of the bacteria in our lakes and streams? By using pet waste bags, you are reducing bacteria in our waterways and helping to protect our community!”*
    2. Insert flyers, bookmarks or coupons into shopping bags with purchases.
  
- c. **Targeted messaging**
  - i. Utilizing the survey results, prioritize messages for activities that scored highest for water-related activities, including:
    1. Boating clubs (marinas, watercraft sales)
    2. Swimming clubs
    3. Running clubs and road/trail races
  - ii. Develop messaging that inspires those who engage with the water through recreation, fitness and entertainment to PRESERVE what they love by PROTECTING this valuable resource.
  - iii. For those who benefit from proximity to/usage of the water (marina owners, restaurant managers, event coordinators, economic districts), illustrate the business benefits of their continued stewardship and encourage them to apply for “eco-approved” certification.

#### 4. Assessment of current programs and events.

- a. Conduct an internal audit of current programs to help understand demand, perceived value, and future opportunities.
  - i. Questions to consider:
    1. Are we meeting our mission with our current offerings?
    2. Are programs targeting the correct audiences?
    3. Are there barriers that are preventing possible attendance (e.g. cost, location, time/day of programming, childcare)
    4. What are current or upcoming household practices that could be of interest to our audience and are in alignment with our goals (e.g. composting and waste reduction)?

- b. Review any program evaluations completed by past program participants.
- c. If evaluations aren't currently being used, consider instituting a survey for each event. Questions to consider:
  - i. How likely is it that you would recommend this program to a friend or colleague? (This is a net promoter question based on 0-10 scale. *See appendix for more information.*)
  - ii. Overall, how would you rate the event?
  - iii. What did you like about the event?
  - iv. What would have made the event better?
  - v. How organized was the event? (Use a 5-point scale from extremely organized to not at all organized.)
  - vi. How friendly were the staff/volunteers?
  - vii. How helpful were the staff/volunteers?
  - viii. How was the length of the event? (Use a 5-point scale from much too long to much too short.)
  - ix. Is there anything else you'd like to share?

**5. Create an electronic toolkit for municipalities to distribute and/or produce.** Our municipal partners have direct lines of communication with our shared stakeholders. If we provide them with prepared content and materials, they can help us deliver important messages in an efficient, cost-effective manner. And by providing prepared content and templates, we reinforce messaging with brand-consistent language and visuals.

**a. Examples:**

- i. Provide content for social media and newsletters.** This content can be curated from other reliable sources (news stories, publications) or original writing. When possible, include relevant images to accompany stories. Canva is a free, online design tool that prepare images in appropriate formats (e.g. Facebook banners, Instagram, Twitter, infographics, flyers, etc.) For more designs, visit [Canva.com](https://www.canva.com).
- ii. Pet waste signage, bags, and holders:** If funding exists, provide municipal offices with a supply of pet waste bags and holders to distribute when residents apply/renew dog licenses. If there are funding constraints, provide municipalities with samples, templates, vendor info, and pricing so that they can consider placing orders. Provide municipalities with designs for Pet Waste signage and vendor info (*example signage in Appendix*).
- iii. Lawn signs:** Coordinate a lawn sign program with partners at the Canandaigua Watershed Lake Association.
- iv. “Connects to…” signage:** Post signage near storm drains and waterways to 1) educate residents and visitors about local bodies of water and 2) reinforce the connection between waterways.
- v. Design signage that can accompany current projects such as streambank restorations** (*see attached signage examples in Appendix*).

**6. Foster ongoing positive partnerships with local media and key community influencers**

- a. Meet with local media to engage them in continuous messaging about programming, statistics, and stories related to water quality stewardship.
- b. Recognize community leaders at events and thank them for their contributions to the protection of our local water sources. Consider giving an annual “Powerful Partnership” award that provides high praise to municipal partners for exceptional support (e.g. green infrastructure projects, sustainable practices, etc.).
- c. Provide an in-person annual report (program report) to all municipal boards and outline—through stories, testimonials, statistics and an executive summary—the annual impact of the coalition. For example: how many community members participated in programs this year? Who were they (birth to senior infographic). How did they benefit from programming? What is the impact (quantitative and/or anecdotal) that is created by our local waterways... economically, socially, recreationally, and environmentally?

**7. Develop a social media campaign that inspires active posting participation.** More than 90% of all American adults own a cell phone. 79% of all Americans have a social media profile and spend an average of 2 hours and 22 minutes a day on social networking and media platforms.

**a. Focus on storytelling to reinforce key messages and inspire action.**

Capitalize on today’s social media obsession and create campaigns that will spark activism. Look at the increasingly popular Instagram account “Pick Up One” to see how their “Caretaker Culture” has grown (#pickupone #caretakerculture). Followers engage and post around the globe when they take part in picking up litter. Recent posts have come from Nepal, Peru, British Virgin Islands, Alberta, Mexico, and more.

<b>Strategy B</b>	<b>Increase awareness of the Ontario-Wayne Stormwater Coalition through a multi-pronged outreach plan that positions OWSC as a “go-to” resource for water quality education, programming, and stewardship.</b>
<i>Target Audience:</i>	Residents (homeowners and renters) Schools Community organizations
<i>Supporting Tactics:</i>	<ol style="list-style-type: none"> <li>1. Distribute collateral at local Farmers Markets</li> <li>2. Establish fun, fresh programming to counter current norms</li> <li>3. Create a memorable slogan to highlight “plumbing”</li> <li>4. Host/co-host interactive social media campaigns</li> <li>5. Special messaging at waterfront events / events near the water</li> <li>6. Focus on stakeholders’ feedback regarding communication</li> </ol>
<i>Measure(s):</i>	

**STRATEGY B: Increase awareness of the Ontario-Wayne Stormwater Coalition through a multi-pronged outreach plan that positions OWSC as a “go-to” resource for water quality education, programming, and stewardship.**

We are inundated with information on a constant basis. It is estimated that we process a minimum of 100,000 words a day in our leisure time alone. So how do we capture the attention of our target audiences in a way that will not only stick with them but motivate? Go where the people are and be creative!



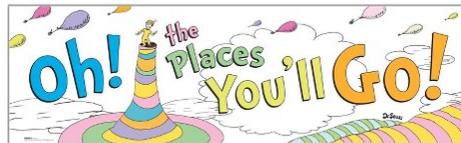
**TACTICS:**

**1. Distribute collateral at Farmers Markets**

- a. Capitalize on the gathering of likely allies at farmers markets and distribute usable giveaways that will educate AND serve as mobile marketing tactics (e.g. reusable shopping bags, pet wash containers/bags, rain gauges). Think strategically when ordering giveaways and only purchase items that are reusable.
  - i. As follow-up, use social media for added engagement by prompting photos /interactions using the giveaways.

**1. Examples:**

- a. “Post a photo of your rain gauge after a weather event!”
- b. “Where are you traveling this summer? Tell us about the places where your reusable bag has traveled for vacation.”



**2. Establish fun, fresh programming to counter current attitudes**

- a. **Example:** Dandelions have gotten a bum-rap for being pesky weeds. Turn the tables on these under-appreciated plants and elevate their sunny blossoms as pictures of beauty and whimsy.
  - i. Sponsor photo contests featuring dandelions
  - ii. Hold “wish flower” events for kids
  - iii. Provide messaging on the beauty and benefit of wildflowers

**3. Create a memorable slogan to highlight “plumbing”**

- a. **Example:** *Only rain down the drain*
  - i. Sponsor a local contest so that residents can brainstorm catchy slogans and images.
  - ii. Work with schools to have students deliver the messaging using music, art, video performances, etc.

**4. Host/co-host interactive social media campaigns**

- a. Partner with local libraries to promote education and programming.
- b. Install geo-fencing around special events/locations.
- c. Consider a “social media takeover” for a week.

- i. In a social media takeover, you hand over the keys for your social media platform to a local celebrity or partner and ask them to post from your platform for a set period of time. This fun, trendy form of social media marketing can spark interest depending on who's behind the wheel.

Questions to consider:

1. Who are local celebrities that have a good following?
2. How will they be good ambassadors of water quality and your brand?
3. Is there a way to kick-off the takeover in conjunction with an event?
4. For details, visit <https://sproutsocial.com/insights/social-media-takeovers/>

**5. Special messaging at waterfront events / events near the water**

- a. Work with coordinators and sponsors of waterfront events to promote water quality and stewardship.
  - i. This could be an opportunity for event-goers to “take the pledge, get a sign.”
  - ii. Though event-goers probably won’t spontaneously participate in clean-ups at community functions, they may be interested in getting info about upcoming clean-ups. Use these quick touchpoint opportunities to promote future events and attract more social media followers.
- b. Participate in cycling and/or running races in the Finger Lakes region
  - i. Sponsor a water station during the race and include “water drop stats” near the station (*see example in appendix*).
  - ii. Sponsor a misting station AFTER the race; post water quality stats near the station
  - iii. Sponsor mile markers with OWSC messaging that relates to the activity and promotes water quality.

**6. Focus on stakeholders’ feedback regarding communication**

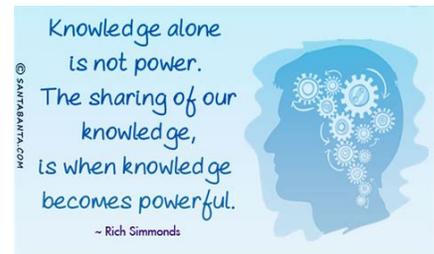
- a. Per the survey, right-size communication methods per stakeholders’ preferred methods of communication.
  - i. Survey results showed that nearly 50% of respondents prefer getting information from social media. And 45% reported email as the 2<sup>nd</sup> most preferred method of communication.
- b. Create a digital communication calendar and establish a budget for boosts.
  - i. The good news is that social media can be completely free and relatively easy to coordinate. By spending a little time planning content and using a communication calendar tool, you can draft an effective social media plan at little cost but big impact (*see appendix for sample communication calendar*).

<b>Strategy C</b>	<b>Maximize and leverage the results of the survey</b> by using data to inform decisions and sharing key learnings with partners.
Target Audience:	Local governments Educational partners Water education partners Special event planners

<i>Supporting Tactics:</i>	<ol style="list-style-type: none"> <li>1. Establish quarterly sessions for info-sharing and analysis of systems</li> <li>2. Coordinate messaging with organizations who do business with residents</li> <li>3. Presentation of survey and plan results</li> <li>4. Plan to reissue survey in 2-3 years to gauge progress</li> </ol>
<i>Measure(s):</i>	

**STRATEGY C: Maximize and leverage the results of the survey by using data to inform decisions and sharing key learnings with partners.**

Data provides knowledge, which becomes powerful when it's shared. The data generated in the survey will continue to exist as a baseline and resource for future OWSC decisions but can also be shared as a valuable tool for partners.



**TACTICS:**

**1. Establish quarterly sessions for info-sharing and analysis of systems.**

- a. Kick-off the implementation of this plan with a release of the survey results. Illustrate how partners can extract and capitalize on the data for their own usage (programming, curated content for newsletters, grant applications, new events, etc.)
- b. What are the other regular opportunities to share info about water quality projects, grants, and ways to collaborate? Take advantage of these regular sessions to share updates, swap best practices, and consider ways to partner for progress.

**2. Coordinate messaging with organizations who do business with residents (water companies and authorities, sewer districts, etc.).**

- a. Ask these organizations if you can create inserts to accompany bills or other mailings.
  - i. Establish a link from backyards to creeks and lakes: FOCUS ON PLUMBING
  - ii. Educate residents about drinking water sources: include a map in water bills
  - iii. Educate residents on general knowledge of stormwater ponds and their function
- b. Create an interactive map for the OWSC website that shows local waterways and current GI projects that are taking place. Create onsite signage for these projects.

**3. Presentation of survey and plan results**

- a. Consider who would be interested in/benefit from access to the survey data and share the results. Examples may include: municipalities in the MS4; residents (partner with a library for a presentation); watershed councils/associations/commissions; local colleges; event planners who coordinate events near the water; chambers of commerce; tourism agencies; parks and

recreation departments; wildlife organizations; and businesses listed in the primary audience.

- b.** Look for opportunities to present the survey results and plan presentations at conventions and workshops. Share information about the catalyst for the plan, methodology used, inputs, and next steps.

**4. Plan to reissue the survey in 2-3 years to gauge progress.**

- a.** Use the survey as a tool/baseline for continuous monitoring, best practices, and accountability. Re-administration of the survey provides an opportunity to assess value/efficacy of current tactics and messaging to determine continued investment.

## **APPENDIX**

- Survey
- Theory of Change
- AKAMSOB
- Summary of Waterbodies
- Impact matrix
- Implementation spreadsheet
- Pet waste signage examples
- Net promoter information
- Water droplet for stats at events
- Signage examples (H2O Hero Town Halls and Buckland Creek restoration)



**APPENDIX E**  
**OWSC's Program & Communications Plan**  
**Implementation 2019-2022**



OWSC's PROGRAM & COMMUNICATIONS PLAN IMPLEMENTATION 2019-2022										
<i>Strategic Intent: Be a catalyst for sustainable behavior change, and inspire residents, businesses and local organizations to protect and improve local water bodies.</i>										
STATUS (Not Started, In Progress or Completed)	STRATEGY	TARGETS / TACTICS	PRIORITY (High/Medium/Low)	LEAD	SUPPORT 1	SUPPORT 2	YEAR	BY what M?	MEASURES/TARGETS	NOTES
In progress	Increase engagement with the community through strategic partnerships, high-value programming and inspiring messaging.	Develop an awards program to recognize local businesses / org	High	Adam Cummings	John Berry	Keith Maynard	2019	Oct.		
In progress	Increase engagement with the community through strategic partnerships, high-value programming and inspiring messaging.	Develop "eco-approved" certification for businesses who sell/provide eco-friendly alternatives	High	Adam Cummings	John Berry	Keith Maynard	2019	Oct.		Combined with above
In progress	Increase engagement with the community through strategic partnerships, high-value programming and inspiring messaging.	Create resource guides for business partners	High	Alaina Robarge	Scott Allen		2019	Sept.		
In progress	Increase engagement with the community through strategic partnerships, high-value programming and inspiring messaging.	Assessment of current programs and events	High	Kim Boyd	All MS4s Members		2019	Sept.		List each event
In progress	Increase engagement with the community through strategic partnerships, high-value programming and inspiring messaging.	Create an electronic toolkit for municipalities to distribute and/or produce	High	Alaina Robarge	Scott Allen		2019	Sept.		Combined with resource guides for business partners
NS	Increase engagement with the community through strategic partnerships, high-value programming and inspiring messaging.	Foster ongoing positive partnerships with local media and key community influencers	Medium				2020	March		Media, Town Supervisors
In progress	Increase engagement with the community through strategic partnerships, high-value programming and inspiring messaging.	Develop a social media campaign that inspires active posting participation	High	Alaina Robarge			2019	Sept.		
NS	Increase awareness of the Ontario-Wayne Stormwater Coalition through a multi-pronged outreach plan that positions OWSC as a "go-to" resource for water quality education, programming, and stewardship.	Distribute collateral at local Farmers Markets	Medium				2020	April		Create list of Farmer's Markets, Approach Organizer, Long Acre Farms, Bristol Mountain
NS	Increase awareness of the Ontario-Wayne Stormwater Coalition through a multi-pronged outreach plan that positions OWSC as a "go-to" resource for water quality education, programming, and stewardship.	Establish fun, fresh programming to counter current attitudes	Medium				2020	April		May need outside help (Causewave)
NS	Increase awareness of the Ontario-Wayne Stormwater Coalition through a multi-pronged outreach plan that positions OWSC as a "go-to" resource for water quality education, programming, and stewardship.	Create a memorable slogan to highlight "plumbing"	Medium				2020	Aug.		Only Rain Down the Drain, Maps, Partner with Sewer Districts
NS	Increase awareness of the Ontario-Wayne Stormwater Coalition through a multi-pronged outreach plan that positions OWSC as a "go-to" resource for water quality education, programming, and stewardship.	Host/ co-host interactive social media campaigns	Medium				2021	Jan.		Combined with Social Media Campaign, Coordinate with Town Supervisors/Mayors
NS	Increase awareness of the Ontario-Wayne Stormwater Coalition through a multi-pronged outreach plan that positions OWSC as a "go-to" resource for water quality education, programming, and stewardship.	Special messaging at waterfront events / events near the water	Medium				2021	Feb		Annual 5Ks, Canal Days

STATUS (Not Started, In progress or completed)	STRATEGY	TARGETS / TACTICS	PRIORITY (High/Medium/Low)	LEAD	SUPPORT 1	SUPPORT 2	YEAR	BY what M?	MEASURES/TARGETS	NOTES
In progress	Increase awareness of the Ontario-Wayne Stormwater Coalition through a multi-pronged outreach plan that positions OWSC as a "go-to" resource for water quality education, programming, and stewardship.	Focus on feedback regarding desired ways to receive info	High	Alaina Robarge			2019	Sept.		Facebook Posts, Town Topics, Victor Voice, Key Topics - Employees
NS	Maximize and leverage the results of the survey by using data to inform decisions and sharing key learnings with partners.	Establish quarterly sessions for info-sharing and analysis of systems	Low				2022	July		Become involved in other organizations
NS	Maximize and leverage the results of the survey by using data to inform decisions and sharing key learnings with partners.	Coordinate messaging with organizations who do business with residents (water companies and authorities, sewer districts, etc.)	Low				2022	Aug.		Jason Monroe - Wayne County Water & Sewer
NS	Maximize and leverage the results of the survey by using data to inform decisions and sharing key learnings with partners.	Presentation of survey and plan results	Low				2022	Aug.		Holding off for a second survey to compare data
NS	Maximize and leverage the results of the survey by using data to inform decisions and sharing key learnings with partners.	Plan to reissue the survey in 2-3 years to gauge progress	Low				2022	Aug.		

**APPENDIX F**  
**Public Education & Participation**  
**Event Spreadsheet**



March 10, 2019 - March 9, 2020 Permit Year - Stormwater Public Education & Participation Events

Date & Time	Type of Event	Hosting MS4 Community	Location	Contact/Organization	# of Attendees	# of Materials Distributed			
						Brochures	Chip Clips	Pet Waste Bags	Reusable Bags
03/14/19 12:30-2pm	FLCC Horticulture and Environmental Conservation Job Fair	Macedon	FLCC, Canandaigua	Scott Allen/Jayden Donahue	100	10	0	0	
3/27/2019 9:30am-2:30pm	Watershed Model Demonstration and Groundwater Model	OCSWCD	Bloomfield Elementary 3rd Grade Class	Alaina Robarge	60	0	20	0	
3/28/19	Invasive Species Giant Hogweed Workshop	WCSWCD	Newark Boces Facility, Highway/Public Works	Lindsey Gerstenslager	33	0	0	0	0
4/4/19	Green Infrastructure, Waterfront/Floodplain Management	WCSWCD	Wolcott	Lindsey Gerstenslager	45				
4/12/19 7pm-8pm	Boy Scouts Gananda Pack Meeting	OCSWCD	Gananda High School	Alaina Robarge	30	5	10	25	
4/22/2019 10am-7pm	Earth Day Workshop (Earthapalooza)	OCSWCD	Wood Library, Canandaigua, NY	Alaina Robarge	70	10	10	10	
4/25/2019	2019 Western Finger Lake Regional Envirothon	OCSWCD	FLCC, Canandaigua	Alaina Robarge	50	0	0	0	
4/26/19 8am-2:30pm	Palmyra-Macedon Science Exposition Day	Macedon	Pal-Mac School	Alaina Robarge	70 (3rd, 4th, 5th graders)	20	15	30	
5/10/2019 4:30-7:30pm	Environmental Fair - Watershed Model Demonstration	Farmington	Victor Junior High School	Paul Crandall/Alaina Robarge	50	15	15	15	
7/23/2019	Walworth Summer Camp - Watershed Model Demonstration	Walworth	Walworth	Alaina Robarge	41	0	0	0	
7/23/2019 6pm-8pm	Rain Barrel Workshop	Victor	Victor Municipal Park	Alaina Robarge	28	0	0	0	
6/24/2019 6pm-8pm	Rain Barrel Workshop	Walworth	Lodge at Ginegaw Park	Alaina Robarge	12	0	0	0	
7/25/2019 3pm-7pm	High Acres Landfill & Recycling Center Open House	Macedon	High Acres Landfill, Perinton	Scott Allen/Beckie Shove	500	30	25	25	
7/29/2019	Victor Summer Camp - Watershed Model Demonstration	Victor	Victor Junior High School	Alaina Robarge	60 (3rd through 5th graders)	0	0	0	
7/31/2019	Victor Summer Camp - Watershed Model Demonstration	Victor	Victor Junior High School	Alaina Robarge	66 (Kindergarten through 5th graders)	0	0	0	
9/7/2019	Macedon Center 37th Annual Lumberjack Festival	Macedon	Macedon Center Fireman's Field	Brian Frey/Alaina Robarge	3100 total for event	10 brochurs and 30 calendars on lake friendly tips and 9 stickers	36	25	31
9/7/2019	Hang Around Victor Day	Victor	Victor Village	Keith Maynard/Alaina Robarge	1000	23 and 20 Coloring Books	75	0	47
9/10/19 & 9/17/19	Ginegaw Farmers Market - Pets in the Park & Oktoberfest	Walworth	Farmers Market Ginegaw Park	Linda Kleeman, Alaina Robarge and Norm	200?	62	50	50	45
10/24/19	Tire Collection Event - 800 Tires Collected	Wayne Highway County	Wayne Co. Highway Dept. 1700 Daansen Road, Macedon	Lindsey Gerstenslager					
09/20/2019 -09/21/2019	Fun on the Farm at J. Minns Farms Ontario County	OCSWCD	J. Minns Farms	Alaina Robarge with watershed model on friday and Diana Thorn with table on Saturday	400?		78	45	
09/24/19	Ginegaw Farmers Market -	Walworth	Farmers Market Ginegaw Park	Linda Kleeman	175				125
11/06/2019	Environmental Fair - Watershed Model Demonstration, Town of Farmington and Town of Victor	Farmington/Victor	Victor Junior High School	Keith Maynard set-up OWSC table and Don G. and Paul C. set-up Farmington Table, all together	185	35 plus 10 coloring books	0	5	0
12/04/2019	Bloomfield Elementary, watershed model with third grade classes	OCSWCD	Bloomfield Elementary	Alaina Robarge	60	0	0	0	0
12/19/2019	Marcus Whitman Groundwater Presentation and Groundwater Model	OCSWCD	Marcus Whitman	Alaina Robarge	55	0	0	0	0