



GREEN
FOR ALL

Land and Water Conservation Summit - 3.8.14

Translating the Value of Infrastructure Investments



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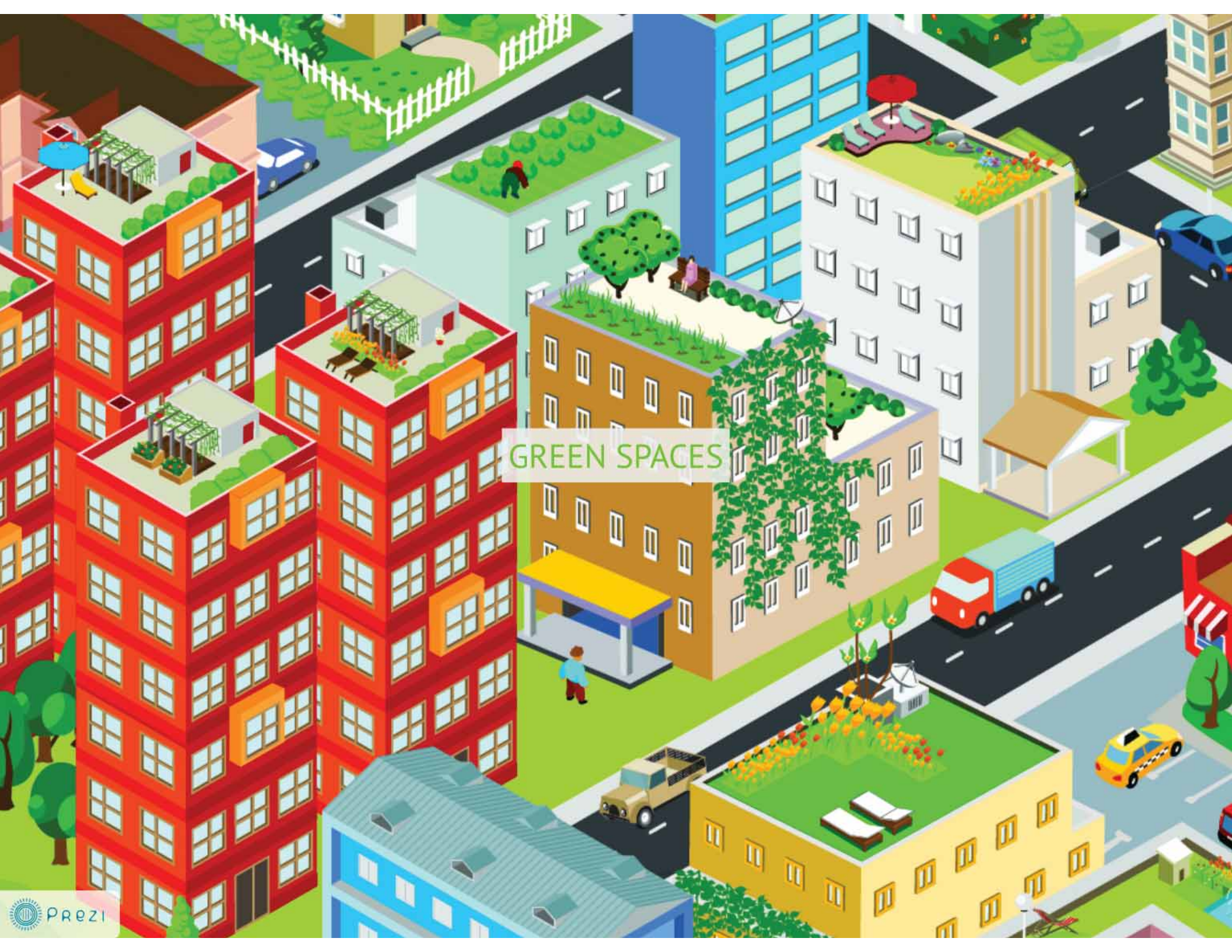
Community Benefits Strategies Catalyze Support For Infrastructure Projects



CLEAN WATER



BUSINESS
OPPORTUNITIES



GREEN SPACES



NEIGHBORHOOD
AMENITIES



JOBS

Community Benefits

Community Benefits are defined as those “positive effects on a community that results from the operation and improvement of our water, wastewater, and power services.” - San Francisco Public Utilities Commission



Environmental

- Preserves and restores natural landscapes
- Mitigates “urban heat island” effect
- Increases recreational space

Economic

- Good jobs
- Accessible job opportunities
- Local business opportunities
- Increases property values

Social

- Helps address other social conditions of disadvantaged communities
- Reduces crime and violence while improving sense of community



Local governments are required to perform necessary stormwater upgrades in an environment of scarcity and opposition to new revenue sources

Business Opposition

Harford County officials said fees from the watershed improvements might make Delaware and Pennsylvania look more appealing. "A lot of things we've been doing has hurt business, there's no question." - James Richardson, Director of Harford County Office of Economic Development



The screenshot shows the top of a news article on the Capital Gazette website. The header includes the site logo and navigation links. Below the header is a yellow banner with a headline about Botox pricing. The main article title is "Stormwater fee, taxes impact Maryland business climate". Below the title are social media sharing buttons for Facebook, Twitter, and a share button. The article is dated Thursday, March 14, 2013, and was updated on Friday, March 15, 2013. The author is identified as Shantee Woodards, a staff writer. The first sentence of the article is: "A state mandate requiring Anne Arundel and nine other counties to clean up their watersheds will either cause businesses to leave or create more jobs."

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REDUCED PRICING ON BOTOX... Plastic Surgery Specialists and PSS MediSpa are reducing the price of Botox

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Stormwater fee, taxes impact Maryland business climate

Story Comments Print Font Size

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Posted: Thursday, March 14, 2013 11:00 am | Updated: 6:25 pm, Fri Mar 15, 2013.

By SHANTEE WOODARDS Staff Writer

A state mandate requiring Anne Arundel and nine other counties to clean up their watersheds will either cause businesses to leave or create more jobs.

Anti-taxes/fees movement

"You can dress it up and call it different things, but at the end of the day **a tax is a tax** and this is a tax on the environment." - Robert Thomas, Harford County Spokesman

Stormwater Fees To Increase County Property Tax Bill

While the bulk of the \$23 million program will come from commercial properties, county homeowners will see an increase of \$18-\$36 dollars annually.

Posted by [Bryan P. Sears](#) (Editor) , March 13, 2013 at 10:28 AM

67 Comments · Recommend · Like 0 Tweet 0



Public unaware of need and benefit

“What I’m worried about is who’s going to be in charge of \$800 million [collected in fees]. Quite a bit of that is coming from businesses, and **we don’t have any of the information.** How is the Howard County Council making a decision on something the public hasn’t reviewed?” - Brian England, President of British American Auto Care

The Business Monthly

Friday, August 30, 2013

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'Stealth' Stormwater Fee Draws Questions

By Susan Kim, Staff Writer

APRIL 1, 2013 Posted in: NEWS

Walt Townshend calls it the “nearly stealth mandate.” He’s referring to HB 987, enacted in the 2012 session of the Maryland General Assembly, which mandates that 10 jurisdictions in Maryland adopt and implement a local watershed protection and restoration fund program and — here’s the stealth part — develop a stormwater remediation fee.

Townshend, president and CEO of the Baltimore Washington Corridor Chamber, believes there are too many unanswered questions surrounding this mandate. That’s why he’s calling for at least a one-year delay of the legislation which, under the current proposal, begins on July 1, 2013.

Referred to as the “stormwater management” or “impervious surfaces” fee, the cost for some major employers in Maryland “could exceed \$300,000,” said Townshend.

The collection is a “fee,” not a tax, so nonprofits are also included in the mandate. This means an average parochial school could face a \$6,000 fee. A golf course may have a fee of \$7,000 based on the golf cart paths, which are considered impervious surfaces.

Homeowner Opposition

"This bizarre bill allows 'stormwater utility fees' on all properties in DuPage County, including homes, businesses, schools, churches and forest preserves...This could be the largest tax increase in DuPage County history." - Jim Tobin, President of Taxpayers United of America.

Daily Herald
big picture • local focus

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Article updated: 8/28/2013 10:29 AM

Residents protest DuPage stormwater fee proposal

Article Photos (2)

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On Tuesday night, Janet Shaw of Wheaton and more than 30 other residents stood in front of DuPage County's administration building along County Farm Road to protest a new state law that gives DuPage the power to impose a stormwater fee on every land owner in the county.

GET PRINTS OF THIS PHOTO

PAUL MICHNA | STAFF PHOTOGRAPHER

Lack of supporters

Mounting opposition from homeowners and businesses **resulted in the elimination** of Jackson, MI, stormwater utility.

72 Jackson officials accept court's decision nullifying stormwater fee; services such as leaf pickup eliminated



Jackson officials said they will not seek an appeal in the court decision that rendered the city's stormwater utility fee illegal. (MLive File Photo)



By Will Forgrave | wforgrav@mlive.com

[Follow on Twitter](#)

on August 13, 2013 at 9:50 PM



JACKSON, MI – Opponents of Jackson's stormwater utility will be happy to hear city officials will stop billing and collecting the fee, but they may be unhappy with the shape of their lawns come this fall.

Decision makers are reluctant to take on a political fight with few allies and mounting opposition



Infrastructure Projects Generate Community Benefits

...that can counter negative messages



NORTHEAST OHIO REGIONAL SEWER DISTRICT

Seeing Green (2013)

- A study of expected green infrastructure maintenance work by NEORS D projects that it will create 146 direct jobs and economic activity in the range of \$23 million

The background is a colorful, stylized illustration of a park. On the left, there is a blue parking lot with white lines and a red car. In the center, there is a green lawn with several green trees. On the right, there is a light blue river or stream. In the foreground, there is a sandy beach area with two red and white striped umbrellas, two lounge chairs (one red, one blue), and a colorful beach ball.

SAN FRANCISCO PUBLIC UTILITIES COMMISSION

Water System Improvement Program

- This \$4.6 billion investment is estimated to have created nearly 33,000 jobs and generated 9 million craft hours

An isometric illustration of a modern, green city street. On the left, there are multi-story buildings with windows. A road with white dashed lines runs diagonally. A person in a blue shirt and yellow pants is riding a bicycle on a path next to the road. The path is bordered by a raised bed of tall grasses and rocks. In the foreground, there are several green, conical trees and two white wind turbines. A white ambulance with a red cross is driving on the road. A person in a white lab coat is standing on the sidewalk. The overall scene is bright and colorful, representing a sustainable urban environment.

CITY OF TUCSON

Green Streets Policy (2013)

- This policy will require 25% canopy coverage along new roadways
- It also requires that stormwater-harvesting features, such as vegetated streetside basins, be integrated into all publicly-funded roadway development and re-development projects

Milwaukee Metropolitan Sewerage District

Regional Green Infrastructure Plan (2013)

- Green infrastructure will develop over 500 green maintenance jobs at full implementation and 160 construction jobs on average each year

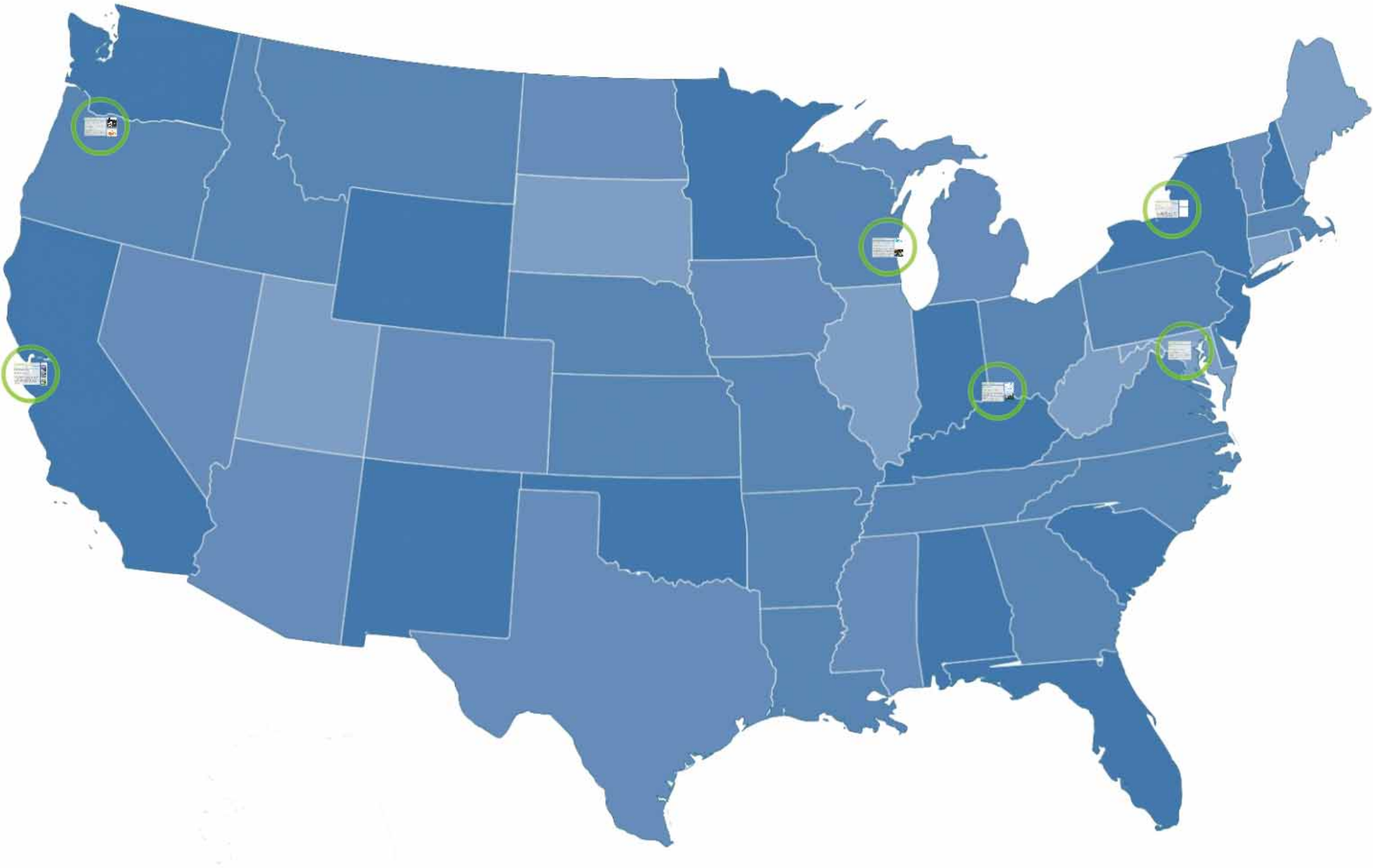


Partnerships delivering jobs, green infrastructure, and community support

- Verde (Portland, OR)
- Seattle Conservation Corps (Seattle, WA)
- Generation Water (Los Angeles, CA)
- San Francisco Conservation Corps (San Francisco, CA)
- Cleveland Botanical Gardens (Cleveland, OH)
- Santa Fe Youth Works (Santa Fe, NM)
- READY (Howard County, MD)
- DC Green Works (Washington, DC)
- Sustainable South Bronx (New York, NY)
- Green City Force (New York, NY)
- Onondaga Earth Corps (Syracuse, NY)
- PUSH Buffalo (Buffalo, NY)



Strategies for Delivering Community Benefits



PORTLAND, OR

Initiative:

Community Benefits Agreement (2012) governing two Water Bureau projects totaling over \$100 million.

Leading Organization(s):

Emerald Cities Portland and the Metropolitan Alliance for Workforce Equity (MAWE)

Community Benefits Strategy:

- Improve workforce diversity
- Increase utilization of disadvantaged businesses
- Ensure workers are treated fairly and paid high-road wages
- Support outreach, training, oversight and technical assistance for disadvantaged contractors



created by:

MAWE

Metropolitan Alliance for Workforce Equity

SAN FRANCISCO, CA

Initiative:

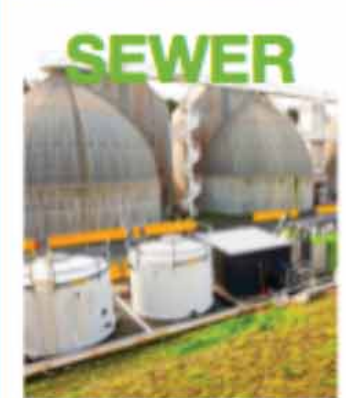
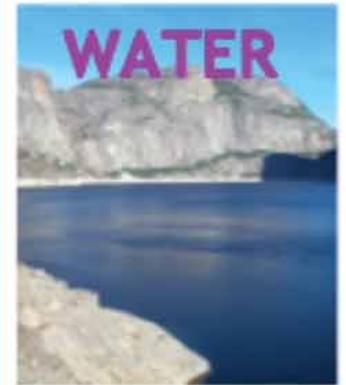
San Francisco Public Utilities' Environmental Justice Policy (2009) and Community Benefits Policy (2011)

Leading Organization(s):

San Francisco Public Utilities Commission

Community Benefits Strategy:

- Prevent, mitigate, and lessen disproportionate environmental impacts of activities on disadvantaged communities.
- Insure public benefits are shared across all communities.
- Develop an inclusive community benefits program that supports programs and projects designed to benefit the community



MILWAUKEE, WI

Initiative:

Workforce Development Training and Placement Program

Leading Organization(s):

Milwaukee Metropolitan Sewerage District (MMSD)

Community Benefits Strategy:

- Train and retain more minorities and women as apprentices and construction managers
- Increase the number of minorities and women in management and leadership positions with District contractors and consultants
- Target talented students from the Sanitary Sewer Service Area and match interested students through internships with Milwaukee area District contractors and consultants



CINCINNATI, OH

Initiative:

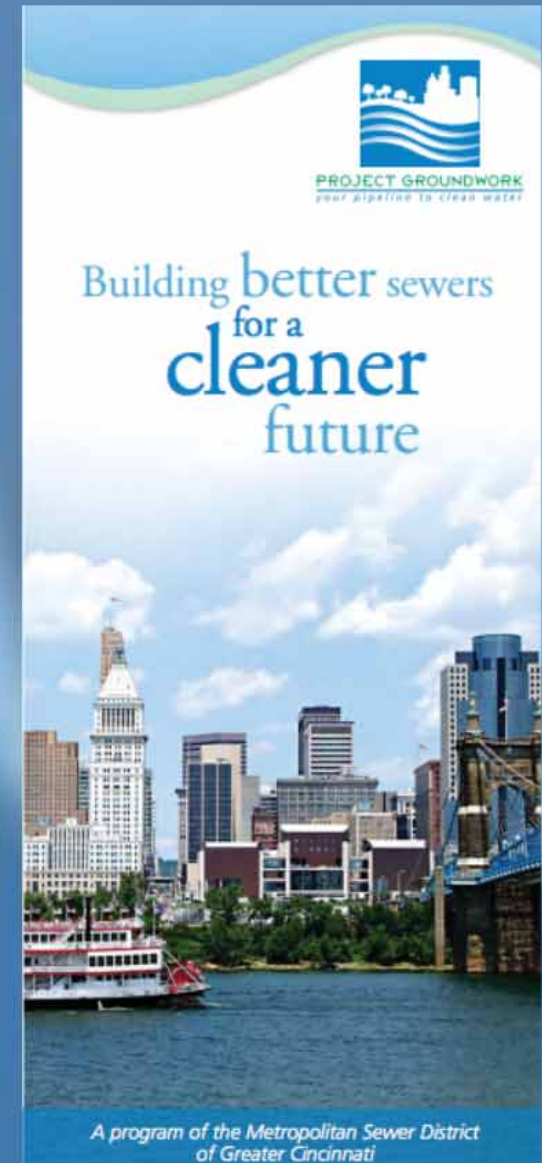
Cincinnati's Responsible Bidder Criteria

Leading Organization(s):

Metropolitan Sewage District of Greater Cincinnati

Community Benefits Strategy:

- Requires construction contractors to maintain or participate in an apprenticeship program for the Primary Apprenticable Occupation of the project
- Construction contractors must participate in an Apprenticeship Program that has graduated at least one apprentice within the past five years
- Construction contractors must pay 10-cents per hour per worker into a Pre-Apprenticeship Training Fund



ONONDAGA COUNTY, NY

Initiative:

Save the Rain

Leading Organization(s):

Onondaga County and County Department of Water and Environment Protection

Community Benefits Strategies:

- Robust community education and outreach campaign to expose the public to stormwater projects
- Extended work opportunities to young community members through green infrastructure operations and maintenance



FIVE KEY LESSONS FOR DELIVERING COMMUNITY BENEFITS

- Community benefits must become an organizational priority
- Early, consistent, and persistent community engagement is a must
- Leadership must be engaged from conception to implementation and beyond
- Transparency in tracking, reporting, and communication makes a big difference
- There are multiple ways to deliver community benefits

Milwaukee Greenway Path to Jobs & Healthier Lake Michigan



"We have valuable experience invigorating the Menomonee Valley with a similar (green infrastructure) approach. Our resolve to improve that part of the city resulted in 35 companies building new facilities and creating 4,700 jobs."
Milwaukee Mayor Tom Barrett

Portland biotech park 'capitalizing' on industry's growth



"This, to me, is a perfect example of how you don't have to sacrifice protecting the environment in order to advance the economy," City Councilor Ed Suslovic (Portland, ME)



REVITALIZING LARIMER—Larimer Green Team Chair Carolyn Peek, tells residents the community's new Stormwater Management Garden is a crucial piece of the neighborhood's future.

"This means a lot," said Larimer Green Team Chair Carolyn Peek. "It means a lot for the future of Larimer and for the future of my kids."



"We are excited about this project. With this blue and green roof, everybody wins,"
Osborne Association Executive Director Elizabeth Gaynes



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To view and download a copy of this presentation visits us at:
<http://greenforall.org/focus/water/>