Overcoming LID Barriers

Tuesday, October 21, 2008, 1:30 p.m.

Making the Batter Better: Improving Better Site Design

Barbara Kendall, Hudson River Estuary Program, NYSDEC, Hudson NEMO

The Hudson River Estuary Program has embraced the menu of better site design principles advocated by the Center for Watershed Protection that aim to protect natural areas, reduce impervious surfaces, and better integrate stormwater treatment. But how can we convince local leaders that principles developed in Maryland apply to a state where home rule and local land use decision-making have been the status quo for 200 years? And how can we convince engineers, landscape architects and planners to change their ways and work together to accomplish better planning at the local level?

Through presentations, technical tools, and pilot studies, the Hudson River Estuary Program reaches key audiences with targeted messages. Economics are stressed when speaking to the private sector. Local planning boards are provided with information they can use when reviewing development projects. Staff participate in state sponsored training programs to provide updated messages on better site design and LID. Local site planning roundtables are an eligible category in the Estuary Grants Program, allowing municipalities to apply for funding to analyze local codes for better site design connections.

Go West Cave Man: a new community-based model for LID education that meets the needs of Oregonians.

Frank Burris, Derek Godwin, Sam Chan, Amanda Punton,, Robert Emanuel, and M. Kleibacker, Oregon Sea Grant, OR NEMO

Following the mixed success of "Rainstorming"- Oregon NEMO's first foray into the LID educational jungle, we collaborated with National NEMO to conduct a LID educational needs assessment in 3 diverse communities throughout Oregon. Despite the whining from Connecticut NEMO staff about the distances between communities in the West, the resulting assessment of needs and barriers to adoption of LID practices drove the strategic development of 4 programs. 1) Portland-Metro's "Building it Green From the Ground Up" peer-to-peer seminar series met the LID educational and networking needs of previously underserved urban audiences by highlighting LID projects suited to the local landscape. 2) With help from CICEET, Oregon NEMO is developing a web-based decision matrix that will allow planners, engineers, developers, and local citizens to choose site-appropriate LID technical designs. 3) A new partnership, funded by a FREMO grant, has generated new forestry education materials that will value green space and enhance Oregon's reputation as a "green" state. 4) A Rain Garden train-the-trainer program and LID educational seminars encouraging local grass-roots adoption of LID practices are being developed and tested for audiences in small coastal Oregon communities. Oregon State University Extension and Sea Grant has evolved from a primitive caveman-like infancy to a trusted source for watershed-friendly development education by assessing local needs, reaching new audiences,

evaluating programs, and developing community-appropriate models for LID education in the West.

Stormwater Treatment Wetland is A Royal Flush for E. coli
John Jacob, Charriss York, and Marissa Sipocz, Texas Sea Grant/Texas AgriLife Extension Service, TX NEMO

The Mason Park Stormwater Wetland project along Brays Bayou in Houston, TX, is a partnership project coordinated by the Texas Coastal Watershed Program (TX NEMO) that involves more than a dozen state, federal, and local organizations. The constructed wetland serves a 30 acre watershed in a predominantly Latino community and demonstrates how wetlands can be incorporated into drainage infrastructure. Constructed wetlands are known to be fairly effective at removing bacteria from stormwater, but this wetland is the first documented proof of this effectiveness in the Houston region. The Mason Park Wetland consistently removes nearly 99% of the bacteria in the stormwater inflow while adding both beauty and habitat to a highly urbanized watershed.

Community-Based Social Marketing - It's Not a Communist Plot
Cynthia Peterson, AWARE Colorado
AWARE Colorado has added a new component to its program: community-based social marketing (CBSM). AWARE is piloting a project using the method in the South Platte River Basin. Barriers and benefits research, and implementing CBSM approaches, will move our program from *telling* communities about nonpoint source pollution and ways to prevent it, to achieving *action*. The modified AWARE program will be used as a model for other programs in the state that conduct water-related education efforts.

AWARE's recent survey found that many of the water quality protective strategies that respondents deemed most effective, and likely to be implemented, dealt with parking lots. Soon, we'll conduct focus groups of community decision makers, planners, developers and other experts to identify what they believe are the barriers and benefits of various parking lot strategies. The next step in the CBSM process – develop program approaches to overcome barriers and enhance benefits.