



ENVIRONMENTAL FINANCE CENTER

Advancing Regional Stormwater Management in York County, Pennsylvania

May 24, 2016

Overview: The York County Planning Commission (YCPC) has been leading the County in an effort to address stormwater management and water quality improvements in a collaborative manner. The YCPC has worked with a variety of consultants to develop (1) an Integrated Water Resources Plan, (2) a County Watershed Implementation Plan, (3) a Regional Chesapeake Bay Pollutant Reduction Plan, and finally (4) a County Stormwater Authority Feasibility Study. The EFC began working with the YCPC staff as the feasibility study was coming to an end, in order to help develop a cohesive communication strategy for speaking with elected officials across the County, and develop a regional stormwater logo for the YCPC to use as it develops a more robust outreach strategy to continue its efforts to advance regional stormwater management.

Without local elected officials understanding the importance of a regional approach, from both the environmental and cost savings perspectives, it will be difficult for the YCPC to advance its effort and generate the necessary community buy in to developing a more robust regional program that improves water quality locally and regionally, in a critical part of the Susquehanna River.

EFC Activities

- Using the draft Stormwater Authority Feasibility Study and input from the YCPC team, the EFC developed a presentation and accompanying notes for the YCPC team to use when it presents to elected officials. At the request of the YCPC, a cohesive communication strategy was borne.
- The EFC enlisted support from the graphic designers at the University of Maryland to develop a logo for the YCPC to highlight the County's regional stormwater management efforts. The graphic designer worked directly with the YCPC team to finalize the logo which was presented to the YCPC team to use on all materials it develops as outreach to elected officials and the general public ramps up.
- The EFC met with the YCPC team a number of times to review the outreach materials and make changes based on local feedback, as well as having communicated with the YCPC team via phone and email to advance the process of finalizing the communication strategy.

Project Outputs

- The EFC met in person with the YCPC project a number of times, as well as communicated via email and phone to discuss the best approach for communicating with elected officials and vet the draft presentation materials and logos.
- The EFC project team met internally throughout the project to draft and modify materials; research examples of exemplary stormwater outreach programs, and brainstorm next steps.
- The EFC communicated via email and phone with the contracted University of Maryland graphic designer several times throughout the project to discuss the YCPC project team's feedback on the draft logos and provide resources and recommendations for developing a logo that easily resonates with the York County community. Ultimately, the EFC connected the graphic designer with the YCPC team via email, so they could finalize the logo collaboratively.

- The EFC developed a draft presentation for elected officials with accompanying slide-by-slide notes that includes cohesive language for the YCPC team to use when communicating with its 72 diverse municipalities.

Project Outcomes

While the YCPC team has been heavily invested in advancing regional stormwater management in the County, it is clear that bringing the outside perspective of EFC to help craft a communication strategy that is cohesive, comprehensive, and adaptable has helped advance the YCPC's next steps in its efforts to educate elected officials about the importance of improving local water quality, and the benefits of doing so regionally. While the YCPC has many supporters among its municipalities, there are still many municipalities who are not ready to give up local control and work collaboratively with their neighbors and the County.

The materials and logos created out of this effort will directly improve the ability of local planners to speak with elected officials and achieve greater support for a regional stormwater program. The YCPC has been working for several years to advance these efforts, and realizes there are still many phases to complete. This is part of a broader effort to improve local and regional water quality in a more sustainable and cost effective way. The EFC will remain in contact with the YCPC staff to track the progress of the outreach efforts with elected officials, and provide guidance to the YCPC as needed to continue to advance their regional efforts.