DRAFT
PA Watershed Implementation Plan (WIP)
Toolbox for Local Planning Process to Meet County Goals
February 1, 2018

Notes:
- This toolbox will be personalized with data relevant to each county.
- The toolbox may be packaged differently for each tier or county depending on input from the Local Planning Process Stakeholder Meeting and local needs, as different counties will have different capacities to work with the toolbox.
- No group of county stakeholders is required to use every tool in the toolbox, and are encouraged to add other tools as fits their local situation.

I.   Introduction
   A. State perspective – what is the Phase 3 WIP? What are the overall goals and timeframes?
   B. How were the county goals developed?
   C. What are the desired outcomes from the local planning process?
      a. Action items to reach the county goal
      b. Resources needed (manpower, financial, etc.)
      c. Expected outputs/outcomes
      d. Timeframe to accomplish action items
   D. Timeline for local planning process and WIP process
   E. What the toolbox is, and what it is not
      a. It is a starting point for the planning process
      b. It is not a mandate to do this specific process

II.   WHO should be involved in planning at the county level?
   A. An existing planning group or consortium should be used to develop plans, if available.
   B. If group does not exist, state agencies may invite specific decision-making stakeholders to spearhead the effort and/or convene a local planning group
   C. Options that could be considered for participation in the local planning effort:
      a. Local
         i.   County commissioners
         ii.   County conservation districts
         iii.   County planning offices
         iv.   Municipal officials (township, borough, city)
         v.   Municipal planning organizations
         vi.   Municipal authorities
         vii.   Water authorities
         viii.   Watershed groups
         ix.   Local environmental consulting groups

   x. Chamber of Commerce
   xi. Farm Bureau
   xii. Penn State Extension
   xiii. School districts
   xiv. College/university personnel
   xv. Land trusts
   xvi. Private funders/foundations
   xvii. Communications personnel

 b. State
   i. DEP
   ii. DCNR
   iii. Department of Agriculture
   iv. PennVEST

 c. Federal
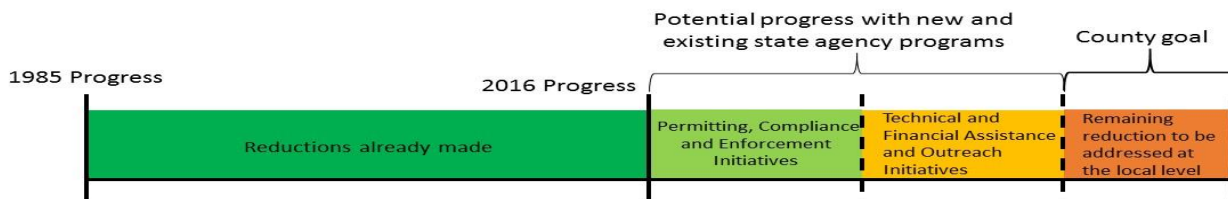   i. USDA-National Resources Conservation Service (USDA-NRCS)
   ii. Federal facilities
   iii. Army Corps of Engineers
D.
E. State provide incentive to lead local planning group (existing or new)

III. The Local Story – Existing Conditions and County Goal

Example of graphic:

Hypothetical journey to a county goal (nitrogen)

Potential progress to be further informed by work group input

IV. Technical data – Existing Conditions and County Goal
 A. Data provided in every toolbox – graphic form and spreadsheets
    a. County goal
    b. 2016 loads by sector
    c. Pounds already reduced (by sector)
    d. Pounds remaining to reduce (by sector)
    e. Reductions possible from current program compliance (MS4, wastewater, agriculture)
    f. "Gap" remaining after current program compliance
    g. Impaired streams map/local watersheds/water quality, with current monitoring locations
    h. Data on best practices (e.g., acres left for certain practices)
 B. Baseline information
    a. BMPs and land use currently in place (map)
    b. Hydrology
    c. Locations of TMDLs and comparisons of TMDL vs. Bay level of effort (underway)
    d. Top BMPs for addressing issues
 C. Catalog of other data available on request
    a. Monitoring information
       i. Expanded network of surface water trends and loads (underway)
       ii. Groundwater concentrations and contributions to streams (underway)
    b. Sector data
       i. Wastewater treatment plant locations and loads over time
       ii. Breakdown of industrial vs. municipal loads (wastewater)
       iii. Breakdowns of loads by source for developed lands
       iv. Developed land change over time
       v. MS4 ares
       vi. Breakdown of loads by agricultural source
       vii. Animal production
       viii. Application over time of nutrients
       ix. Balance over time of nutrients applied/removed
       x. Crop yield over time
       xi. Location of livestock
    c. Geographic data
       i. WSM and SPARROW geographical breakdown
       ii. Predicted groundwater concentration
       iii. Lbs/acre remaining to E3 by land-river segment for different sectors
    d. Practices
       i. BMP implementation history
       ii. Remaining opportunity for top BMPs
    e. Edge of stream loads
    f. Location of floodplains

D. Standards for local data that can be added to the toolbox (e.g., local water quality monitoring data)
   a. *Question: Is there a repository for other data that might be provided locally?*
E. Available tools to run simulations/scenarios (training available)
   a. CAST
   b. As necessary, provide examples to show what is possible to do with the data (not leading a county to a "suggested" solution)

V.   Plan Development
A. Questions for stakeholders/participants to ask themselves to help guide them through the process
B. List of available state and federal programs/resources

VI.   Messaging Suggestions
This section of the toolbox is designed to encourage the planning process to consider whether messaging is needed to the public and other audiences about the efforts to meet the county goal.

Include, or provide access to, boilerplate tools with a consistent message, as well as guidance on how to localize/personalize that message
A. Public
   a. What is the WIP and why are we collectively doing this?
   b. Why county level? Who is really responsible?
   c. Why engage in this effort? How can others engage in this effort?
   d. Why should I care? What's in it for me? Why is it personal to me and my world?
   e. Why is water quality important? Broader concepts:
      i. Drink it
      ii. Grow with it
      iii. Manufacturing
      iv. Recreation
   f. Highlight positive progress past, present, future—credit for what "we" have done, are doing, going to do
   g. What does success look like going forward?
   h. Tell "story" at local level using "layered" approach that builds in everything in a local area
   i. Create "win-win" scenarios and stories with messages that resonate with locals, e.g., day to day messages that they care about. Examples:
      i. Multi-functional buffers provide income while helping water quality = Income
      ii. Productive, environmentally-friendly, development = Growth

        iii.   Incorporate sectors across municipalities = Planning

        iv.   ID difficult issues and find creative, cost-effective, and new solutions that can be reproduced = Efficiency and Cost Savings

        v.   Funding

        vi.   Stewardship

        vii.   Technical Assistance

        viii.   Connect to and leverage existing successes

B. Stakeholders and decision makers across sectors

    a. Share progress with them

    b. Clearly define what needs to get done and who is going to do it

    c. Define regulatory/permit structures in place

    d. Define and target audience(s) – ex., farmers, students, municipal officials

    e. Engage business and industry

    f. Utilize steering committee members as champions of the messages to build consensus and support

    g. Focus on local ownership and empowerment

    h. Ask what individuals need to implement the local plan, educate and show what's in it for them

    i. Incorporate local communications planning

VII. Format/Template to Memorialize Decisions

This section will be driven by requirements from EPA/DEP on format. The intent is to include a template in the draft toolbox for feedback at the charrette to assure there is a consistent understanding of how the template should be completed. At a minimum, the goal is to gather information on a county's:

A. Action items

B. Resources available and needed

C. Expected outputs

D. Timeline to complete action items

VIII. Appendix: Contact List

A. Direct contacts within agencies

    a. Support to interpret the data/understand limitations of data

    b. Who can help county stakeholders synthesize the information

IX. Appendix: Technical Information

A. Understanding on limitations on use of data

B. Explanations on modeling

C. Explanations on origin of data