



BLUE GREEN CONNECTOR

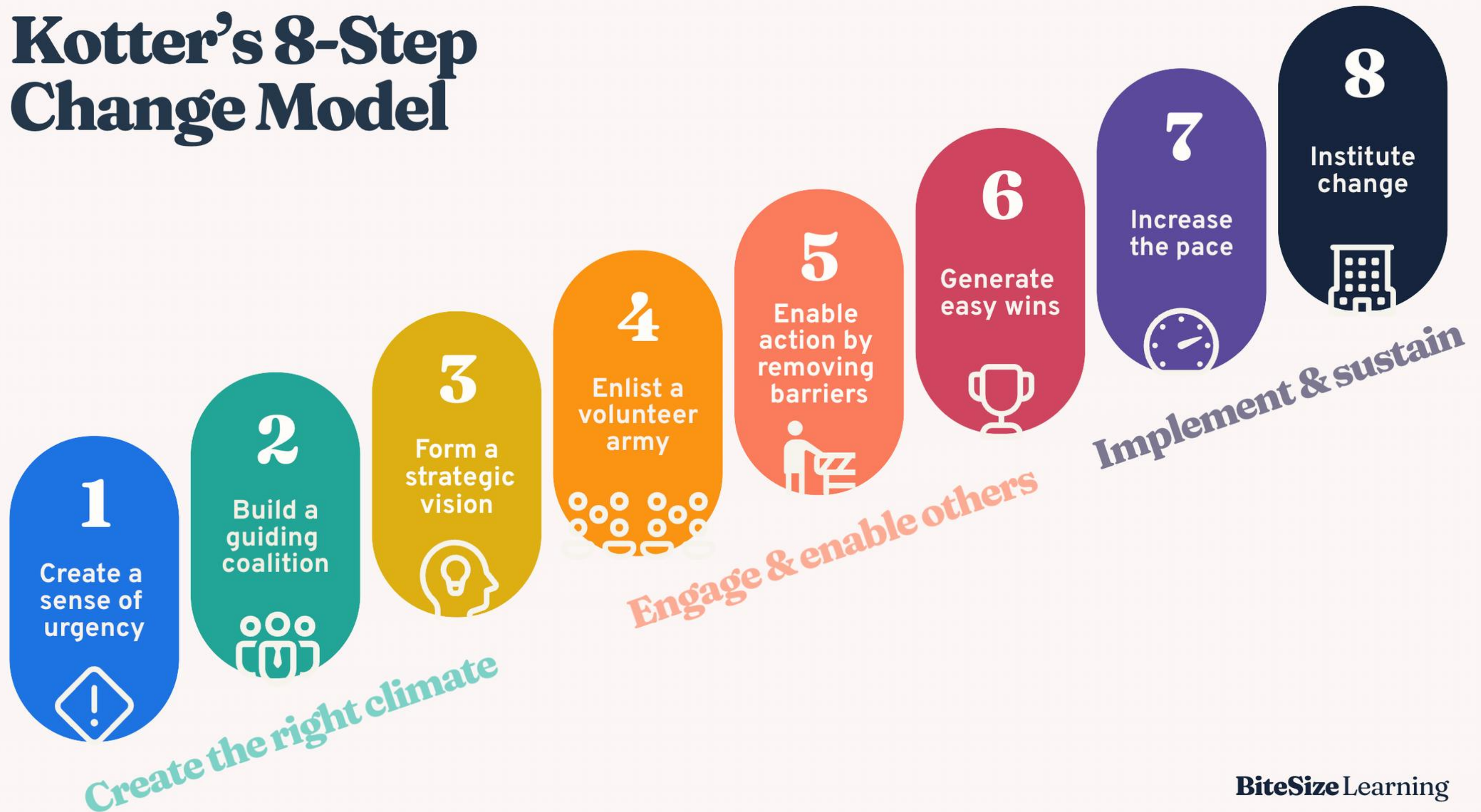
Coordinating a Large-Scale Project's Community
Engagement and Funding



Little Conestoga
Creek Foundation

THE
Steinman
FOUNDATION

Kotter's 8-Step Change Model



Project sparked by the sale of Conestoga House - 20 acres



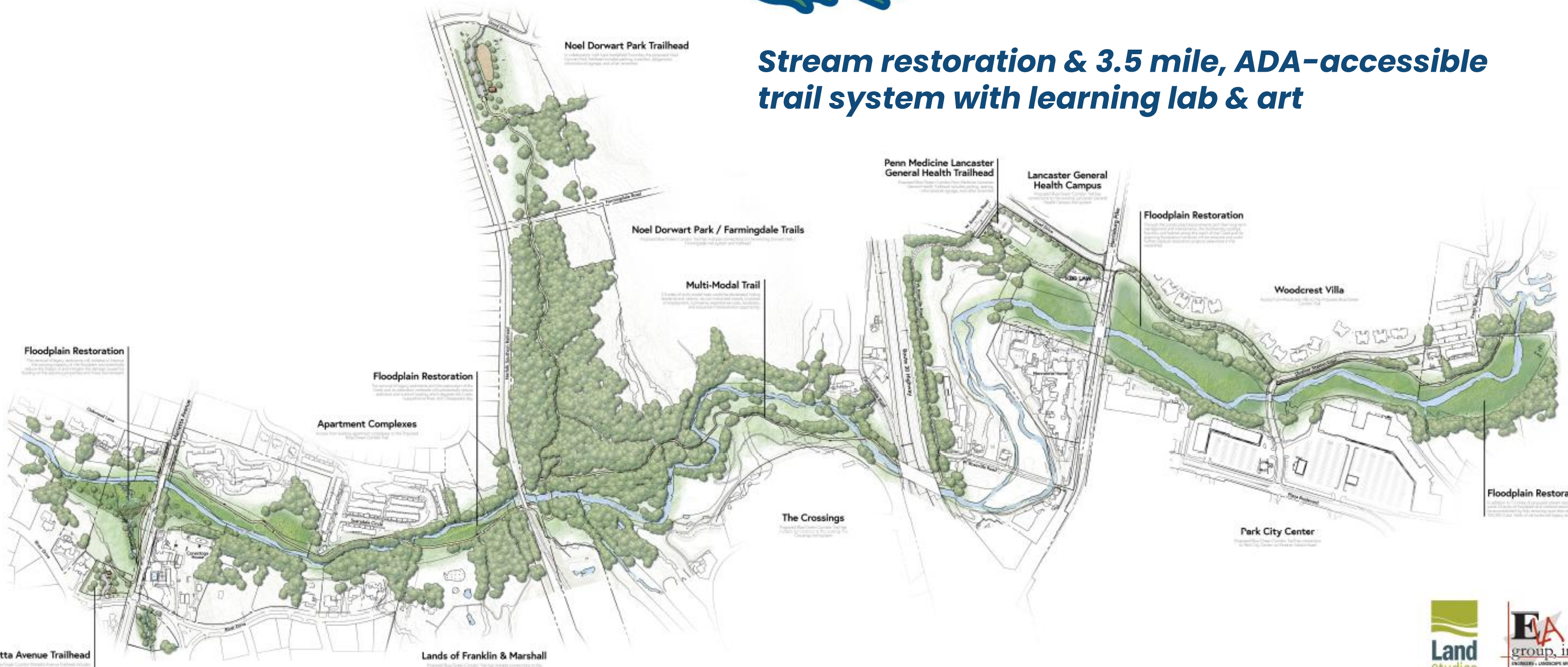
Project Map

Under construction through 2028



THE CONNECTOR

Stream restoration & 3.5 mile, ADA-accessible trail system with learning lab & art



Project Evolution: The Layer Cake



Art

Education
Trail

Research

Restoration

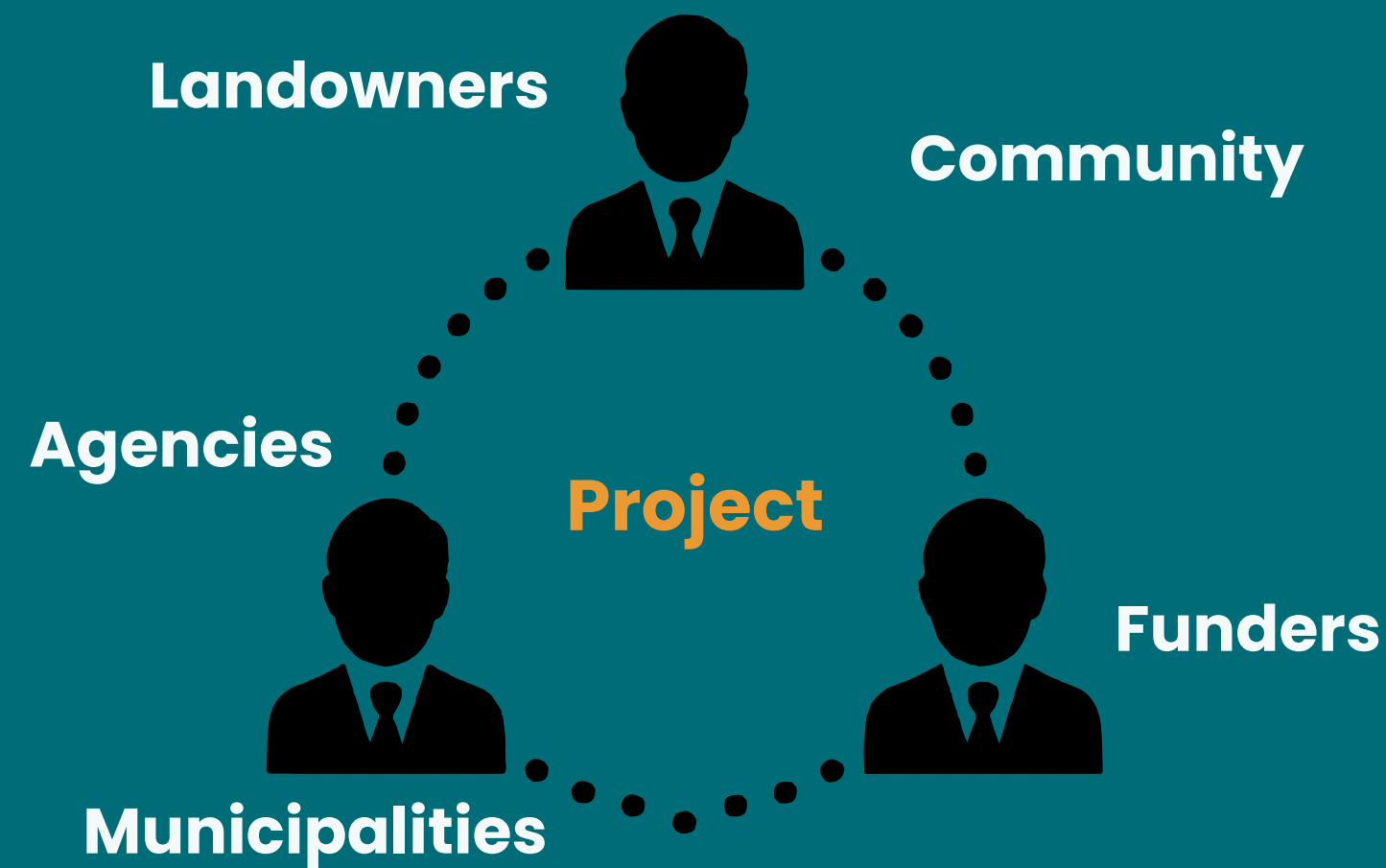


Assumed Prerequisites - 2019

- **Land Control**
 - Easements chosen as the path
 - **Inter-municipal cooperation**
 - **Neighborhood support**
 - **Funder interest**
-
- **Key Question: What - When - and Who do we need to know?**
 - Communicate early and often
 - Approach in order of priority



Strategic Community Engagement



- **40+ Landowners**
 - *All deserving engagement*
 - Directly affected +/- 15
- **4 municipalities and County of Lancaster**
- **Multiple entities with interest in land use**
- **6 project sites**
- **Planning, funding**
- **Regulatory**

Genesis of Plan - 2020

- **Advisors**
- **Municipalities**
- **Landowners**
- **DEP, USACE for restoration**
- **DCNR for trail, County**
- **Little Conestoga Watershed Alliance**

- **Potential funding sources**
 - State and federal grants
 - Private philanthropy
 - Business, individual
 - MS4 pollutant reductions



LIST #1:

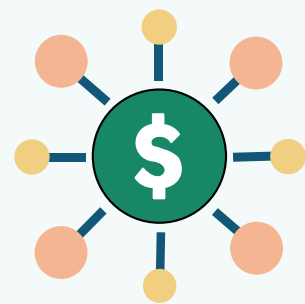
Tier One Cohort – Build a Coalition



Individuals/organizations with these unique attributes:



- Ability to influence physical development of Blue/Green Way Project
- Potential to operate & maintain long-term
- Major seed funding sources
- Prior expertise in similar projects



Examples

- **Landowners – one on one meetings**
 - Norfolk Southern, Large Institutions, Private Landowners
 - Whether project activity would happen on their land
- **Municipalities**
- **Organizations with interests in site or objectives**
 - Watershed Alliance, Sewer Authority, Clean Water Partners
- **Advisory group**
 - Lancaster Conservancy, Warwick Twp., DCNR, PADOT, NFWF, EDC



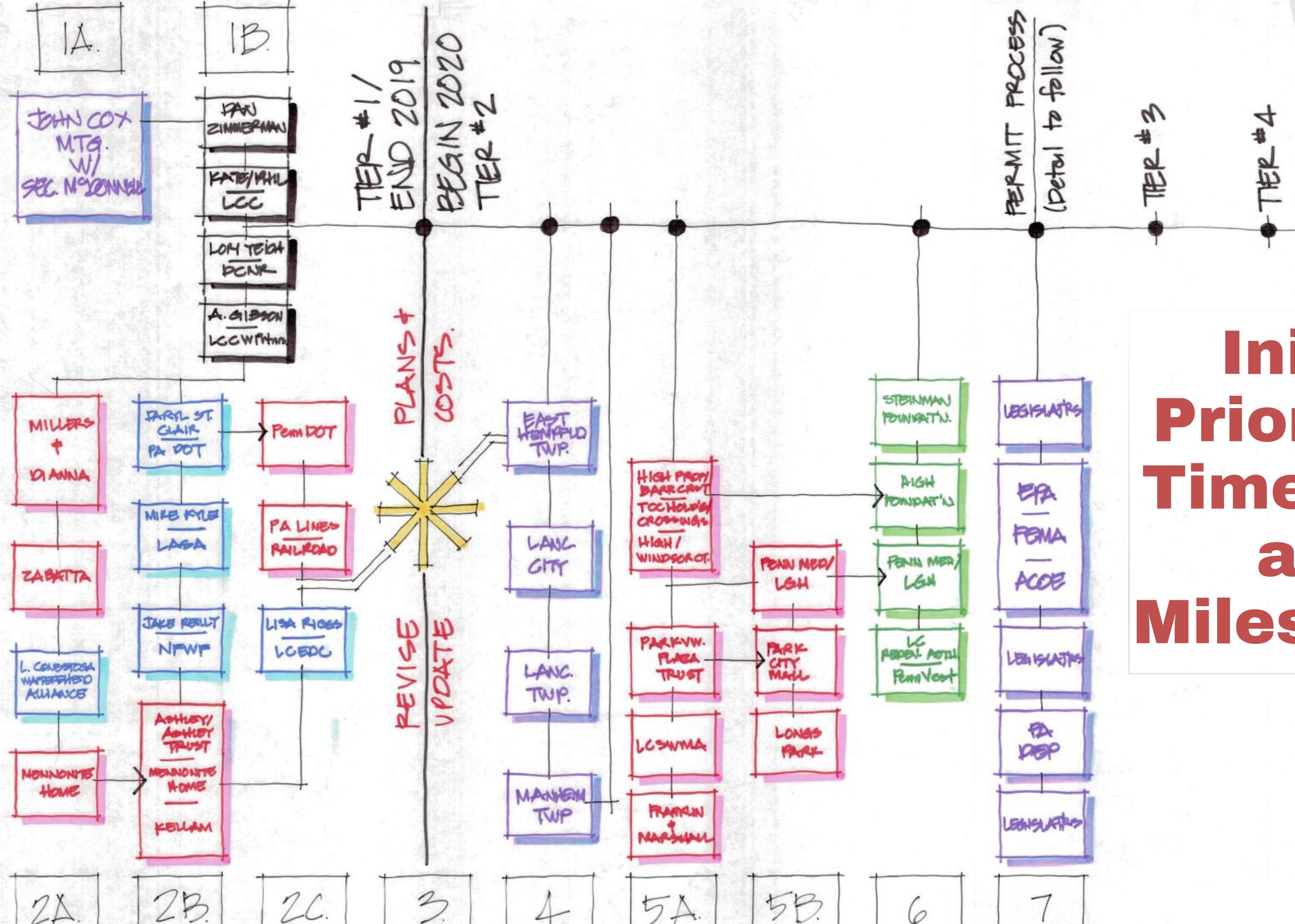
LIST #2: Other Cohorts – Network Development



- **Individuals/Organizations for outreach, not time sensitive**
- **Sources of advice and support**
- **Agencies with regulatory impact**
- **Potential funders**
- **Business and nonprofits with standing in environmental sector**
- **State and federal legislators**

Examples

- **Agencies**
 - PA DEP, US EPA, USACE, US FEMA
- **Funders**
 - Local foundations, Conservation District, Community Foundation
- **Others**
 - Colleges/Universities, Healthcare Providers, County Commissioners
 - PA State Legislative Delegation
 - Chamber of Commerce, Economic Development Company



Initial Priorities, Timelines, and Milestones

Framework Development and Objectives

- Project case, strategy, budget
- Landowner easements for restoration, trail, combined
- Understanding MS4 pollution reductions vis a vis municipalities
- Community Outreach Planning
- Communications Strategy
- Path for inter-municipal cooperation



PERMITTING COMPLEXITY

Six Restoration Sites



BLUE GREEN CONNECTOR



★ Restoration Completed



Watershed permit – a big “what if?”

- **Identify components and map**
- **Anticipate six individual projects**
 - Drive full permitting for each (when work was similar across all six)
 - Funders to consider each as/when permits were complete
- **Obscures benefits of the combined value**



Would a watershed permit be possible?

DEP Watershed Permit Guidance - 2020

- **Completed Permit Application for plans at 30% design stage**
 - Common restoration practices across all phases
 - One time permit development
- **Subsequent approval of each phase with final plans submissions**
- **Independent of MS4 pollutant reductions**

Watershed Permit Impact

- **Clarity about project goals and restoration practices**
- **Align funding with permit approval**
- **Create confidence among all stakeholders**
- **Reduce administrative burden for plan approval**
- **Flexibility to shift effort/funding when necessary**
 - Difficult to obtain easements
 - Sewer relocation
 - Match funding
 - Progression of phases became 2, 4, 1, 3, 5, 6



PA Memorandum of Understanding: Inter-municipal Purpose and Utility

- **Regional Collaboration**
- **Defining Roles**
- **Compliance and Planning**
- **Operational Blueprint**
- **Flexibility**



Municipal MOU – Blue Green Connector

- **Acknowledge support and commitment to project**
 - Establish roles and responsibilities between Foundation and munis
- **Clarify potential MS4 pollution reductions and establish guidelines for future allocations (if any)**
 - Initial sharing levels and process for future allocation
- **Time-consuming but worthwhile**

Other Strategies

- **Hosting Events**
 - Academic
 - Agencies
 - Enviro Sector (e.g. Choose Clean Water Coalition)
- **Funding Summit – 2021**
 - DEP, DCNR, NFWF, and PennVest
- **Quarterly communications with key stakeholders**
 - Advisors
 - Municipalities
 - Private funders





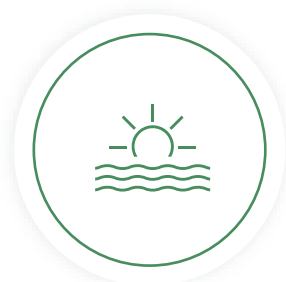
BLUE GREEN
CONNECTOR



Mission

Create a vibrant greenway sanctuary in the heart of Lancaster County by restoring part of the Little Conestoga Creek watershed.

Serve as a model for collaborative efforts to improve water quality, restore ecosystems, and provide educational and recreational opportunity.



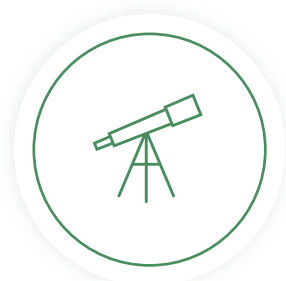
Improve the water quality and ecosystem health



Foster a sense of stewardship and pride



Include community through programs and education



Inspire curiosity and understanding



Conduct environmental research



Provide access to nature where people live and work