MORE GREEN MORE VITAL!

The Jersey Shore River Town Revitalization Team
March 2013
This report presents new ideas developed by The Jersey Shore River Town Revitalization Team (JSRTRT) for bringing new vitality to our wonderful historic riverfront town.

The JSRTRT was established by the Borough of Jersey Shore to advocate for and implement special projects that improve community design, enhance the environment, and foster economic development. Its goal is to improve town life and Jersey Shore’s appeal to Susquehanna Greenway users and area visitors.

Anyone interested in enhancing the environmental quality and public use potential of the Jersey Shore area, including streets, parks, open spaces and the riverfront is welcome to join in the activities of JSRTRT.
JERSEY SHORE RIVER TOWN REVITALIZATION OPPORTUNITIES

JSRRT has set a goal to make the Borough a greener town—a model Susquehanna Greenway river town. JSRRT invites area residents to join in its activities to help implement projects that will improve Jersey Shore’s image and the quality of life for its residents.

A mix of green infrastructure projects have been identified through a series of meetings and site walks to further these goals and to make Jersey Shore a better place to live, work, play and visit. These are listed, summarized and ranked in order of priority in this booklet which also provides a framework for implementing these projects over time.

These projects address needs that all communities have:

- Manage stormwater runoff efficiently
- Minimize water pollution from surface water runoff
- Beautify downtowns and neighborhoods
- Create safe places and connections for walking and bicycling
- Stimulate urban reinvestment and economic development

What is green infrastructure?

Green infrastructure is a term used to describe an array of products, technologies, and practices that use natural systems—or engineered systems that mimic natural processes—to enhance overall environmental quality and provide utilitarian benefits.

Green infrastructure techniques use soils and vegetation to infiltrate, evaporate, and/or recycle stormwater runoff. When used as components of a stormwater management system, green infrastructure practices such as green roofs, porous pavement, rain gardens, and vegetated swales can produce significant environmental benefits. In addition to more effectively retaining and infiltrating rainfall, these technologies can simultaneously help filter air pollutants, mitigate urban heat and reduce energy demands while also providing aesthetic and natural resource benefits.

What is low impact development?

Low impact development (LID) integrates stormwater management with site design. Within this framework, LID design is used to create a hydrologically functional site that mimics predevelopment conditions. Rather than rely on costly and conventional conveyance and treatment systems, LID addresses stormwater through a variety of small, cost-effective landscape features located on site. LID is versatile. It incorporates design techniques that infiltrate, filter, evaporate, and store runoff close to its source. It can be applied with good results to new development, urban retrofits, and revitalization projects.

How can green infrastructure benefit Jersey Shore?

1. **Delayed and Reduced Stormwater Runoff**
   Green infrastructure reduces stormwater runoff volumes and reduces peak flows into waterways by using the natural retention and absorption capabilities of vegetation and soils. By increasing the area of pervious ground cover, green infrastructure techniques increase stormwater infiltration rates to also reduce the volume of water entering combined or separate sewer systems.

2. **Enhanced Groundwater Recharge**
   The natural infiltration capabilities of green infrastructure technologies can improve the rate at which groundwater aquifers are replenished. This is important because groundwater is essential to maintain normal base flows in streams like Lawshe Run and the River. Enhanced groundwater recharge also helps boost the supply of drinking water for public and private uses.
3. **Reduced Stormwater Pollutants**
   Green infrastructure techniques infiltrate runoff close to its source and help prevent pollutants from being transported to nearby surface waters. Once runoff is infiltrated into soils, plants and microbes can naturally filter many pollutants commonly found in stormwater.

4. **Reduced Sewer Overflow Events**
   Using the natural retention and infiltration capabilities of plants and soils, green infrastructure limits the frequency of sewer overflow events by reducing runoff volumes and delaying stormwater discharges.

5. **Increased Carbon Sequestration**
   The plants and soils that are part of the green infrastructure approach serve as sources of carbon sequestration, where carbon dioxide is captured and removed from the atmosphere via photosynthesis and other natural processes.

6. **Urban Heat Mitigation and Reduced Energy Demands**
   Urban heat islands form as towns replace natural land cover with dense concentrations of pavement, buildings and other surfaces that absorb and retain heat. This displacement of trees and vegetation minimizes their natural cooling effects. By increasing urban green space and vegetation, green infrastructure can help mitigate urban heat islands and reduce energy demands.

7. **Improved Air Quality**
   Green infrastructure facilitates the incorporation of trees and vegetation in urban landscapes which can contribute to improved air quality. Trees and vegetation absorb certain pollutants from the air through leaf uptake and contact removal. If widely planted, trees and plants can cool the air.

8. **More Wildlife Habitat and Recreational Space**
   Greenways, parks, urban forests, wetlands and vegetated swales are all forms of green infrastructure that provide wildlife habitat and increased access to recreational space.

9. **Improved Human Health**
   Studies show that vegetation and green space have a positive impact on human health. Research also shows that the presence of trees, plants and green spaces is linked with reduced crime and violence, a stronger sense of community, and improved academic performance.

10. **Increased Property Values**
    Case studies suggest that green infrastructure can increase surrounding property values. Converting unsightly or abandoned lots into clean and green landscapes has favorable economic impacts in downtowns and residential neighborhoods.

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**LET’S GREEN-UP JERSEY SHORE!**

This booklet includes photo panels illustrating the mix of green infrastructure ideas promoted by JSRTRT. JSRTRT has made a list of green infrastructure projects for doing in Jersey Shore which are described and summarized in the following pages. Also included is the Susquehanna Greenway Partnership’s fact sheet on green infrastructure systems with related website links.

Green thinking can improve the quality of life for Jersey Shore residents and enhance the Greenway visitor experience. Green towns are vital towns. *Let’s Green-Up Jersey Shore!*
GREEN INFRASTRUCTURE PROJECTS

1. **Natural Resource Protection**
   Restore floodplains to natural conditions, enhance riparian buffers to stabilize stream and river banks, improve water quality, diversify habitat, and provide stewardship and educational opportunities. Engage volunteers in natural resource protection projects and related educational activities that demonstrate the ecological and economic value of restored floodplains.

   A. **Lawshe Run-Pfoust Run**— restore the Lawshe Run-Pfoust Run floodplain in the Borough Park. Regrade stream banks to gentle side slopes. Plant riparian landscape buffers using native plant species to increase infiltration and stormwater storage, decrease the velocity of storm event flows, stabilize banks and reduce erosion, and diversify habitat for birds and small mammals.

   B. **Susquehanna River**—develop a program to control invasive plant species (Japanese Knotweed, Tree of Heaven) and re-establish native vegetation on the riverbank. Install interpretive signs about invasive species and the benefits of restoring native riparian buffers.

   C. **Environmental Education**—develop a public school-public education program to create multi-generational understanding of the Jersey Shore hydrological cycle, the importance of local natural resource protection, and the relationship between green infrastructure, low impact design, and water quality. Provide interpretive signs in public spaces to explain the green infrastructure improvements installed.

2. **Compact Infill Development**
   Develop greenway-related business opportunity zones to meet year round visitor needs for food and beverage service, rest rooms, souvenirs, outdoor equipment and clothing, etc.

   A. **Wylie Street Shops**—develop a collection of small eateries and connected shops at the intersection of Wylie and Allegheny streets and along Wylie Street generally between McClintock Alley and Hazel Alley.

   B. **Main Street-Front Street Shops and Lodgings**—develop a collection of eateries, connected shops, and B&B-style lodgings along Main and Front streets generally between Allegheny and Smith streets to serve the needs of tourists and greenway users.

3. **Green Streets—Complete Streets**
   Green Street facilities manage stormwater runoff as a resource rather than a waste. Green Streets are landscaped street side planters or swales that capture stormwater runoff and allow it to soak into the ground as soil and vegetation filter pollutants. This replenishes groundwater supplies that feed fresh, cool water to the river. Green Streets also make attractive streetscapes that connect business districts, neighborhoods, parks and schools.

   Complete Streets are streets for everyone. They are designed and operated to enable safe access for all users, including pedestrians, bicyclists, motorists and transit riders of all ages and abilities. Complete Streets make it easy to cross the street, walk to shops, and bicycle to school or work. They make it safe for people to walk to and from town destinations.

   There is no single design for Complete Streets; each one is unique and responds to its community context. A Complete Street may include sidewalks, bike lanes (or wide paved shoulders), special bus lanes, comfortable and accessible public transportation stops, frequent and safe crossing opportunities, median islands, accessible pedestrian signals, curb extensions, narrower travel lanes, roundabouts, and more.
Complete Streets design is recommended for implementation the following street segments:

A. **Seminary Street**—Pine Creek Rail Trail Terminus to N. Main Street
B. **Allegheny Street**—Depot Street to Main Street
C. **Smith Street**—Wilson Street to Front Street
D. **Thompson Street**—Mount Pleasant Avenue to Front Street
E. **Locust Street**—Jersey Shore Middle School to Front Street
F. **Cemetery Street**—Jersey Shore Elementary School to S. Main Street
G. **Wylie Street**—Seminary Street to Hazel Alley
H. **McCanna Drive**—Wylie Street to Thompson Street
I. **Broad Street**—Cemetery Street to Seminary Street
J. **Main Street**—Cemetery Street to Seminary Street
K. **Front Street**—Allegheny Street to Locust Street

4. **Off-Street Parking Lots**

   Green parking lots reduce runoff that is discharged into waterways by using permeable paving and natural drainage landscapes. Alone or together, these two strategies can be used to meet water quality and landscape requirements.

   Permeable pavements include pavers, grid systems, porous asphalt and porous concrete. When installed over a drainage storage bed, these permeable pavements allow rain to infiltrate through the voids of the permeable surface. Beneath the permeable surface, runoff storage is achieved and/or infiltration occurs where soil permits.

   Natural drainage landscapes include bio-swales, rain gardens, and bioengineered planting strips that can improve water quality and reduce runoff. Bio-swales are open, linear channels that filter stormwater as the water flows through vegetation to the discharge point. Rain gardens are shallow depressions in the landscape and are designed to hold and infiltrate runoff. Bioengineered planting strips are similar to bio-swales but they include an infiltration component.

   All systems include an overflow system such as a perforated pipe or a raised overflow device to convey excess drainage to another system or discharge point. Natural drainage landscapes can help reduce the volume of runoff generated from parking lots and filter, infiltrate and store runoff for slower discharge. Existing landscape features such as planters and landscape strips can be converted to natural drainage landscapes.

   A. **Borough Ordinances**—adopt and enforce green parking design standards and guidelines for new parking lot development and parking lot retrofits.

   B. **McClintock-Main Municipal Parking Lot**—develop a model green parking lot to demonstrate implementation of green parking standards and guidelines.

   C. **Downtown-Private Parking Lots**—inventory privately owned downtown parking facilities and establish goals and priorities for parking lot retrofitting. Establish incentives for parking lot retrofitting-greening, including parking and circulation design that reduces pavement by prioritizing parking efficiency over individual property boundaries.

   D. **Municipal Swimming Pool Parking Lot**—retrofit design to achieve green infrastructure objectives in connection with planned repair-replacement cycle.

   E. **Elementary-Middle School Parking Lots**—retrofit designs to achieve green infrastructure objectives in connection with planned repair-replacement cycles.
5. Stormwater Management

Restore floodplain stormwater-holding capacity.

A. Borough Ordinances—adopt and enforce a model stormwater management ordinance to foster the implementation of best practices.

B. Pfoust Run Pond—work with the Jersey Shore School District to analyze the impact and potential for disconnecting Jersey Shore Elementary School roof drainage from the Borough storm sewer system and redirecting it to Pfoust Run Pond and the restored Pfoust Run floodplain.

C. Pennsylvania Canal—determine the feasibility for restoring a section of the historic canal for stormwater detention between Thompson and Cemetery streets.

D. Lawshe Run-Pfoust Run Floodplain—where feasible, restore segments of the Lawshe Run and Pfoust Run floodplains by re-grading to increase storage capacity and installing native riparian landscaping for bank stabilization.

E. FEMA Lots—inventory existing no-build town lots to determine green infrastructure best practices for combined stormwater management and public use, e.g. urban forestry, rain gardens, low-impact parking, town commons, etc.

6. Parks and Pathways

A. Pine Creek Trail-Riverfront Complete Street Connector—develop a Complete Street to connect the existing trail terminus to the riverfront, providing an inviting experience for bikers, pedestrians, and motorists, including a tree canopy, designated walking and biking paths, and integrated green stormwater facilities.

B. Lawshe Run-Pfoust Run Nature Trail—restore the floodplain along these streams in the Borough Park (See 1-A). Develop a parallel nature path to experience riparian plants and wildlife within the restored floodplain. Provide interpretive signs to educate the public about the natural functions of floodplains.

C. Hazel Alley Overlook—develop a rest area at the wooded rise along Hazel Alley between Wylie Street and the playground. This area offers scenic views of the Bald Eagle Mountain and a mature tree canopy that provides an inviting setting for picnicking as an extension of the Wylie Street eateries.

D. Riverfront Gateway Park—redesign the combined area of Smith Street and the adjacent Borough parking lot between Main and Front streets to establish a park-like gateway to the river access site and riverfront boardwalk. Incorporate green parking infrastructure and create a pedestrian-friendly connection between Gazebo Park and the riverfront to create a new public open space corridor for town and riverfront events.

E. Riverfront Boardwalk—develop an accessible riverfront walkway and overlook structure(s) along Front Street to provide pedestrian destinations and points for scenic river and landscape viewing.

F. Pennsylvania Canal Towpath Spur Trail—develop a spur trail from Thompson Street to Cemetery Street along the restored segment of the Pennsylvania Canal. Provide interpretive signs to educate the public about the canal and its significance in the history of Jersey Shore.

G. Gazebo Park-Riverfront Loop Trail—develop a loop trail connecting Borough Park to the riverfront through residential neighborhoods. This trail would begin at the Borough Pool green parking lot and extend south along the Pfoust Run nature trail to the Thompson Street Complete Street to the Front Street Complete Street-Riverfront Boardwalk to the Riverfront Gateway Park to Gazebo Park to the Smith Street Complete Street to the Pfoust Run footbridge and return to the Borough Park and Green Parking Lot at the Borough Pool site.

H. Borough Park-Campus “Safe Route” Connector—Provide a “safe route to school” pedestrian/bike friendly pathway with enhanced street crosswalks along McCanna Drive between Hazel Alley and Thompson Street and between Thompson Street and Locust Street (through Middle School property) to connect to the sidewalk system at the Elementary and High Schools.
## Green Infrastructure Projects for Jersey Shore

<table>
<thead>
<tr>
<th>REF. NO.</th>
<th>PROJECT TYPE CODE</th>
<th>PROJECT NAME</th>
<th>DESCRIPTION</th>
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<tbody>
<tr>
<td>1-A</td>
<td>EH/SW</td>
<td>Lawshe Run-Pfoust Run Floodplain Restoration</td>
<td>Small stream floodplain restoration demonstration project within Borough Park.</td>
<td>1</td>
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<tr>
<td>1-B</td>
<td>EH</td>
<td>Susquehanna River Invasive Species Control</td>
<td>Reestablish native vegetation and develop a program to control invasive plant species.</td>
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<tr>
<td>1-C</td>
<td>EH</td>
<td>Environmental Education</td>
<td>Develop school programming and provide interpretive signs on public land.</td>
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<tr>
<td>2-A</td>
<td>ED</td>
<td>Wylie Street Shops</td>
<td>Develop greenway-rail trail shops and eateries.</td>
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<tr>
<td>2-B</td>
<td>ED</td>
<td>Main-Front Street Shops and Lodgings</td>
<td>Develop greenway-rail trail shops, eateries and lodgings.</td>
<td>1</td>
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<tr>
<td>3-A</td>
<td>GS</td>
<td>Seminary Street</td>
<td>Design and build Green/Complete Streets</td>
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<tr>
<td>3-B</td>
<td>GS</td>
<td>Allegheny Street</td>
<td>Design and build Green/Complete Streets</td>
<td>4</td>
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<tr>
<td>3-C</td>
<td>GS</td>
<td>Smith Street</td>
<td>Design and build Green/Complete Streets</td>
<td>5</td>
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<tr>
<td>3-D</td>
<td>GS</td>
<td>Thompson Street</td>
<td>Design and build Green/Complete Streets</td>
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<tr>
<td>3-E</td>
<td>GS</td>
<td>Locust Street</td>
<td>Design and build Green/Complete Streets</td>
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<tr>
<td>3-F</td>
<td>GS</td>
<td>Cemetery Street</td>
<td>Design and build Green/Complete Streets</td>
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<tr>
<td>3-G</td>
<td>GS</td>
<td>Wylie Street</td>
<td>Design and build Green/Complete Streets</td>
<td>2</td>
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<tr>
<td>3-H</td>
<td>GS</td>
<td>McCanna Drive</td>
<td>Design and build Green/Complete Streets</td>
<td>8</td>
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<tr>
<td>3-I</td>
<td>GS</td>
<td>Broad Street</td>
<td>Design and build Green/Complete Streets</td>
<td>9</td>
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<tr>
<td>3-J</td>
<td>GS</td>
<td>Main Street</td>
<td>Design and build Green/Complete Streets</td>
<td>3</td>
</tr>
<tr>
<td>3-K</td>
<td>GS</td>
<td>Front Street</td>
<td>Design and build Green/Complete Streets</td>
<td>6</td>
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<tr>
<td>4-A</td>
<td>SW</td>
<td>Off-Street Parking Ordinance</td>
<td>Adopt and enforce green design standards and guidelines.</td>
<td>*</td>
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<tr>
<td>4-B</td>
<td>SW</td>
<td>Downtown Municipal Parking Lots</td>
<td>Develop a model green parking lot to demonstrate green standards and guidelines.</td>
<td>1</td>
</tr>
<tr>
<td>4-C</td>
<td>SW</td>
<td>Downtown Private Parking Lots</td>
<td>Inventory lots and establish goals, priorities and incentives for parking lot greening.</td>
<td>3</td>
</tr>
<tr>
<td>4-D</td>
<td>SW</td>
<td>Municipal Pool Parking Lot</td>
<td>Retrofit using green infrastructure as part of the repair-replacement cycle.</td>
<td>2</td>
</tr>
<tr>
<td>4-E</td>
<td>SW</td>
<td>Elementary-Middle School Parking Lots</td>
<td>Retrofit using green infrastructure design as part of a planned repair-replacement cycle.</td>
<td>4</td>
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**Project Type Codes**
- Stormwater Management (SW)
- Environmental Enhancement (EH)
- Green Street (GS)
- Off-Street Trail (T)
- Economic Development (ED)
## GREEN INFRASTRUCTURE PROJECTS FOR JERSEY SHORE

<table>
<thead>
<tr>
<th>REF. NO.</th>
<th>TYPE CODE</th>
<th>PROJECT NAME</th>
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<th>RANK</th>
</tr>
</thead>
<tbody>
<tr>
<td>5-A</td>
<td>SW</td>
<td>Stormwater Management Ordinance</td>
<td>Implement Borough stormwater management/ green infrastructure ordinance.</td>
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<tr>
<td>5-B</td>
<td>SW</td>
<td>Pfoust Run Pond</td>
<td>Explore potential for school downspouts and parking lots to discharge runoff to Pfoust Run Pond.</td>
<td>4</td>
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<tr>
<td>5-C</td>
<td>SW</td>
<td>Pennsylvania Canal</td>
<td>Restore between Cemetery St. and Thompson St. with potential for stormwater storage.</td>
<td>3</td>
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<tr>
<td>5-D</td>
<td>EH/SW</td>
<td>Lawshe Run-Pfoust Run Floodplain Restoration</td>
<td>See 1-A.</td>
<td>1</td>
</tr>
<tr>
<td>5-E</td>
<td>SW</td>
<td>Borough-owned No-build Lots</td>
<td>Inventory and analyze for green infrastructure opportunities.</td>
<td>2</td>
</tr>
<tr>
<td>6-A</td>
<td>T</td>
<td>Pine Creek Trail-Riverfront Trail Connector</td>
<td>Complete Street connector between the Pine Creek Rail Trail and riverfront.</td>
<td>1</td>
</tr>
<tr>
<td>6-B</td>
<td>T</td>
<td>Lawshe Run-Pfoust Run Nature Trail</td>
<td>Borough Park nature trail along restored floodplain.</td>
<td>7</td>
</tr>
<tr>
<td>6-C</td>
<td>T</td>
<td>Hazel Alley Overlook</td>
<td>Wylie Street-connected scenic viewing-picnic area along Lawshe Run.</td>
<td>4</td>
</tr>
<tr>
<td>6-D</td>
<td>T</td>
<td>Riverfront Gateway Park</td>
<td>New public gateway park-green parking at Smith Street between Main and Front streets.</td>
<td>2</td>
</tr>
<tr>
<td>6-E</td>
<td>T</td>
<td>Riverfront Boardwalk-Scenic Overlook(s)</td>
<td>Accessible riverfront pathway and structure(s) for scenic viewing.</td>
<td>3</td>
</tr>
<tr>
<td>6-F</td>
<td>T</td>
<td>Pennsylvania Canal Towpath Spur Trail</td>
<td>Spur historic site trail connector-interpretive signage adjacent to Complete Streets.</td>
<td>8</td>
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<tr>
<td>6-G</td>
<td>T</td>
<td>Borough Park-Riverfront Loop Trail</td>
<td>New Complete Street, off-street trail-green parking destination for walking and bicycling.</td>
<td>5</td>
</tr>
<tr>
<td>6-H</td>
<td>T</td>
<td>Borough Park-Campus “Safe Route” Connector</td>
<td>New “safe route to school” pathway and intersection crosswalk enhancements.</td>
<td>6</td>
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</tbody>
</table>

### TOP RANKED PROJECTS IDENTIFIED

The following three projects were ranked highest among the top ranked projects listed within each of the above six project groupings. Implementing these projects is a goal of the *Jersey Shore River Town Revitalization Team* within a 3-5 year timeframe for accomplishment.

| 1-A   | EH/SW | Lawshe Run-Pfoust Run Floodplain Restoration | Small stream floodplain restoration demonstration project within Borough Park. | 1   |
| 2-B   | ED    | Main-Front Street Shops and Lodgings | Develop greenway-rail trail shops, eateries and lodgings. | 1   |
| 3-A   | GS    | Seminary Street | Design and build Green/Complete Streets | 1   |
Now that you have selected the floodplain restoration of Lawshe Run-Pfoust Run within the Borough Park as your first project, it is time to set a strategy to implement it. The following steps are offered as guidance, noting that the sequence of the process may vary.

1. **Assess your group and your roles in this project.**
   - Make simple statements about who you are (or interest you represent) and what you hope the project will accomplish. This will help everyone to see what role they play in the project – and what key persons may be missing. (for example…)
     - As a neighbor, I would like to see flooding of my back yard reduced.
     - As a councilman, I would like to see mowing costs reduced in the park.
     - As an environmentalist, I would like to see less erosion / siltation in these streams, and habitat for songbirds improved.

2. **Set project goals and objectives for the project.**
   - Based on the statements you have created identify outcomes that you want your project to achieve, and identify what will be done to achieve them. Goals need to be specific and tangible. (e.g. re-grade stream banks to provide additional flood storage capacity on Borough-owned land.)

3. **Using your collective statements, create a ‘project statement’ that identifies: an existing problem, what your project will do to provide a solution to the problem, and how you propose to accomplish it.**
   - This will help you define what the project is and what issue will be addressed. It will also provide a meaningful ‘purpose’ for the project which can assist you to rally public support and funding.
     - Re-grade stream banks to increase flood storage capacity within the Borough park, and re-plant with native shrubs/warm season grasses/wildflowers to reduce mowing and improve habitat for songbirds.

4. **Assess your opportunities and constraints for project completion.**
   - How do your goals match up to your resources? As a group, it is important to understand your internal strengths and weaknesses, so you can determine who is still needed on your team to assist with implementation.
     - Are there opportunities and/or threats related to project completion? If so, what additional support is needed to make this successful?
     - Who are the key partners in your community that can assist in getting this project implemented? (i.e. Are there businesses/industries that would contribute? Does the County Conservation District have a program for stream stabilization? Do local colleges require students to perform service projects? Is there a local contractor that would be willing to provide some in-kind service or use of equipment?)
     - Create a list of any new potential resources and reach out to see if they want to be a project partner.
5. **Identify a champion for your project.**

Considering all of the people in your community, who is in the best position to rally support for this project? Types of support to consider include public opinion, political, and financial support. Identify this key person, define what role you need them to play, and when they accept the role support them in their efforts. Your Champion is not to be a workhorse carrying the weight of the project – they are your “cheerleader” - with the right connections and power to bring people together for this common cause.

6. **Develop a project promotion sheet that you can use to communicate your project purpose and to solicit community support.** This should include:

   - A brief project description answering…
     - i. What does this project proposed to do, and where will it take place?
     - ii. What are the expected outcomes and benefits of the project?
     - iii. How much will this cost, and where will the money come from?
     - iv. Who will write and manage grants?
     - v. Who will help to raise local match money?
     - vi. Will the project be phased?
     - vii. Who will own and manage this project?
     - viii. When do you anticipate construction to be completed?
   - Acknowledgment of your partners
   (show your appreciation for their contributions and maybe inspire new support)

7. **Share your information with the media throughout the process.**

This informs your community of your intentions, and sparks interest in what you propose to do. If the public is familiar with your project early in its development, it may help to open doors when you are seeking partners and financial support.

8. **Develop a work plan for implementation.**

Start by identifying tasks that will need to be accomplished, assign deadlines for completion, and then assign people to carry them out. Detailed work plans help you to see what ‘step’ is dependent on another, and how if one item shifts it can re-shuffle your entire timeline. This type of ‘Critical Path Planning’ is extremely useful for overseeing the individual tasks and managing the overall project. (See appendix for a Work Plan Form prepared by Pennsylvania Downtown Center (PDC))

9. **List site specific work elements and develop an initial cost estimate that includes engineering design services, permitting, materials and construction.**

(Municipal Engineers and/or local contractors may be able to assist with this task.)
10. Phased implementation is often necessary for projects. Perhaps you only have funding for 60% of the total budget… or maybe it is not feasible to have the entire area disturbed at one time.

By breaking a large project into smaller phases it can make implementation of the project more manageable. The following are points to consider when deciding if you want to phase your project:

- Understand that there is some cost savings associated with having a contractor do all of the work at one time, as he will not have to return and re-mobilize equipment on a job site.

- Each phase should represent a complete/useable project that meets your project goals and objectives. For example, you could re-grade and re-vegetate each Run as a separate phase. Upon completion of phase 1 you would have one Run re-graded for flood capacity enhancement and re-vegetated with native species.

11. Research potential funding partners and programs based on the community benefits that your project will provide. Identify grant deadlines, criteria, and scoring/ranking system.

Determine who will assemble the needed information and prepare any grant applications that you may submit.

The following are some potential partners/programs to contact for this project:

- Lycoming County Conservation District, Chesapeake Bay Cost Share Program – technical assistance/stream bank restoration, Rod Morehart (570) 433-3003 or (570) 329-4004.

- Chesapeake Bay Stewardship Fund – Small watershed and integrative nutrient and sediment reduction projects & Technical Assistance support (202) 857-0166. [link to website] also: Lycoming County Planning may obtain/administer a NFWF grant contact: Megan Lehman (570) 320-2130

- U.S. Fish and Wildlife Service, Cooperative Conservation Initiative or Partners for Fish & Wildlife Program. Larry Brannaka, Hydrologist; Larry_Brannaka@fws.gov, 50% match.

- U.S. EPA Nonpoint Source Implementation Grants (319 Program) (202) 566-1155, klasic.meghan@epa.gov. 40% match

12. Identify any local cash match required for completing your project and who will help to raise these funds. Once you have set a target amount you can begin to organize a capital campaign.

Start with your project statements and anticipated benefits. What individuals or organizations do you know with values or missions that align with your project purpose?

- Create a list of people and organizations complete with contact information, and identify anyone from your team with a personal connection.

- Develop a message for your request so there is consistency throughout the campaign; this is when your project promotion sheet will prove helpful.

- Send letters of request for support, suggesting what might be purchased for various levels of contribution. (i.e. a $100 donation will purchase one tree seedling and 2 shrubs) Assign people to follow up with a phone call to answer any questions that people may have.

- Whenever possible, make personal appearances for requests – this is especially true with organizations, which often look for guest speakers for their monthly meetings.
• Be prompt in sending thank you cards, adding a personal signature and message.

Remember to celebrate your success! Keep the media informed of your progress and acknowledge your supporters throughout the process — even after small goals have been reached. You want to keep team members motivated and the community to feel included in the project and be vested in its success.

Please keep the Susquehanna Greenway Partnership informed of your progress. We would like to promote your River Town and share your success stories in our newsletter. If you need help with completing any of these ‘Next Steps’, contact the SGP for more information about our Technical Assistance Program.
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