



Public Involvement & Public Education Program

Westlake as a community.

- 17 square miles in N.W. Cuyahoga County.
- 33,000 residents.
- 13,650 housing units w/ median value price +\$200,000 (1999 Census).
- Affluent & educated populace.
- Good funding & tax base.
- 6 named, small creeks, NO drainage to rivers – runoff to Lake Erie.



Pre-March 2003
Self-manage Phase II Program ?

What are we getting involved in ?



What do we need to do?

6 Minimum Control Measures

- Public Involvement - ?
- Public Participation - ?
- Illicit Discharge - resources in place to develop program.
- Construction Runoff - already managing program.
- Post-Construction - developing knowledge to manage.
- Pollution Prevention - Service Department program.



Alternatives to Self-Management Engineering Firms Government Agencies.

- Familiar with EPA regulations & requirements.
- Trained and experienced support staff.
- Good resources for testing and reports.
- May already be in place in some communities.



Cooperative Self-Management ? Partnering with neighboring communities.

- What are they doing?
- Shared watershed(s) – similar goals.
- Opportunities for networking in other communities.
- Shared resources.



Decided to self-manage!

Investigated options with outside firms and agencies as well as neighboring communities.

Engineering Department already meeting many of EPA requirements for Phase II.

Good communication with residents & businesses.



Engineering Department

Director of Engineering – Bob Kelly, P.E.

Design Engineer

Full time draftsman

E.P.A. Program Coordinator

5 full-time & additional seasonal inspectors



How to Start a P.I.P.E. Program

1.) Form a citizens committee.

Analyze the community.

Want a mix of affected residents, experts and businesspeople on a citizen's committee.

How do you contact and recruit those people ?

Use direct contact, existing resources, targeted or mass mailings, various media & community events.



Westlake Watershed Group

20 members – citizens, contractors, businesspeople, landscaping contractor (natural fertilizers), developer, city councilman, macroinvertebrate biologist.

Meetings held quarterly for 1 to 1 ½ hr.

Constantly look to recruit new members.



How to Manage a P.I.P.E. Program

2.) Use your citizen's committee as a resource.

Broaden your knowledge and base for contacts through the members.

Members will know a broader range of people or topics that can be used on other Best Management Practices.



How to Manage a P.I.P.E. Program

3.) Overlap your Best Management Practices.

Involve committee members in decisions and/or participation in other control measures.

Natural fertilizer contractor – prepared an article on benefits for environment in quarterly Mayor's Newsletter.

Committee recommended legislation for approval.



How to Manage a P.I.P.E. Program

4.) Advertise efforts to the community.

Use existing media (mailings, websites, magazines, newspapers, signs, etc.) to notify public of your BMP efforts.

*Rain Garden & Bio-retention Basin
Article in community magazine.*



P.I.P.E. Self-Management Successes

Community based = more specific to community needs.

Natural fertilizer education - 200% increase in sales reported.

Microbial treatment of ponds - eco-friendly dredging alternative.

Rain Garden - informing residents of beautiful, ecological gardens.

Funding Legislation - recommendations for passage to Council.

Siltation Control - developed better & more maintainable BMPs.

Pet Waste Signage - reduced pet waste runoff into streams.

Stream Name Signage - increased community awareness.