



Return on the Environment

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GREEN VALLEYS
WATERSHED
ASSOCIATION

What is DVRPC?

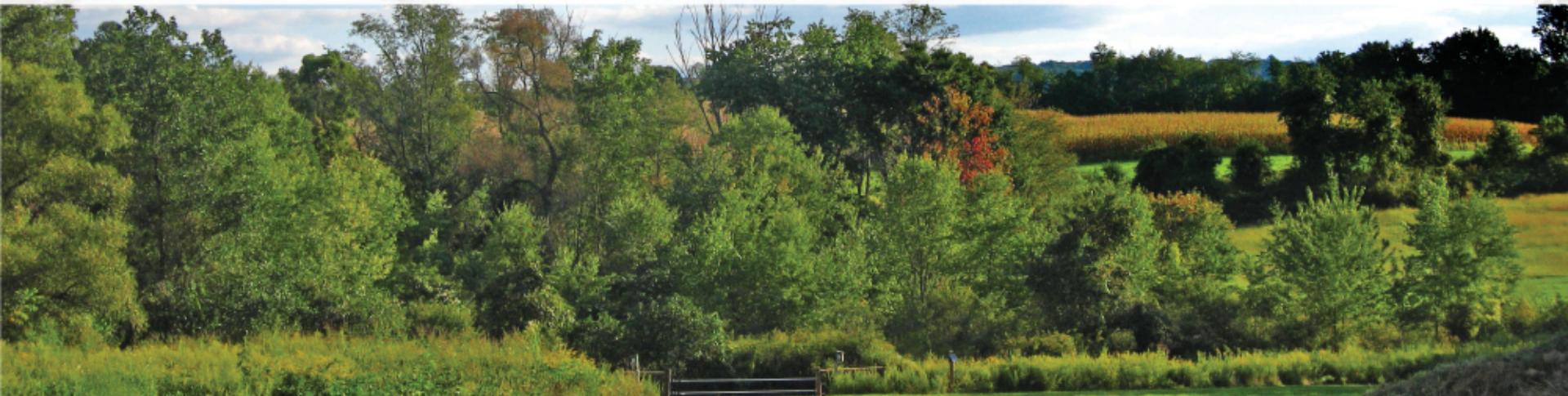


- Designated MPO for the Greater Philadelphia Region
- “Planning for the orderly growth & development of the region”
- Transportation, economic development, land use and environment
- 2 States, 9 Counties, 352 Municipalities
- Population: 5.7+ M Employment: 3.2 M
- Short, medium and long term planning, capital programming, and grant making



dvrpc

RETURN ON ENVIRONMENT



Quantifying the Economic Value of Protected Open Space in Southeastern Pennsylvania



2016 Protected Open Space Inventory

Nine-County DVRPC Region

- Federal Lands
- State Lands
- County Lands
- Municipal Lands
- Preserved Farmland
- Non-Profit Eased and Owned Land
- County Boundary
- Municipal Boundary

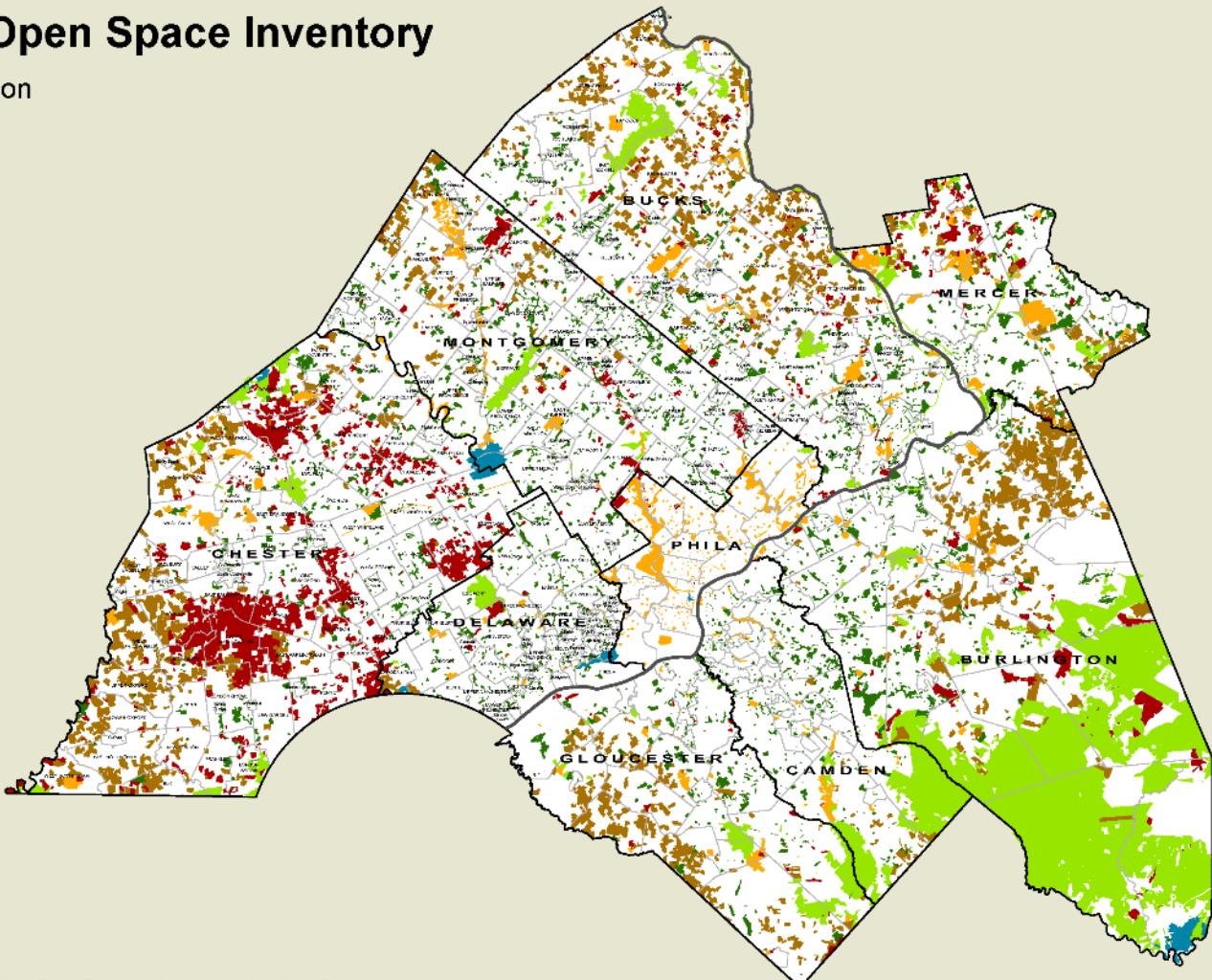


0 5 10 20 Miles

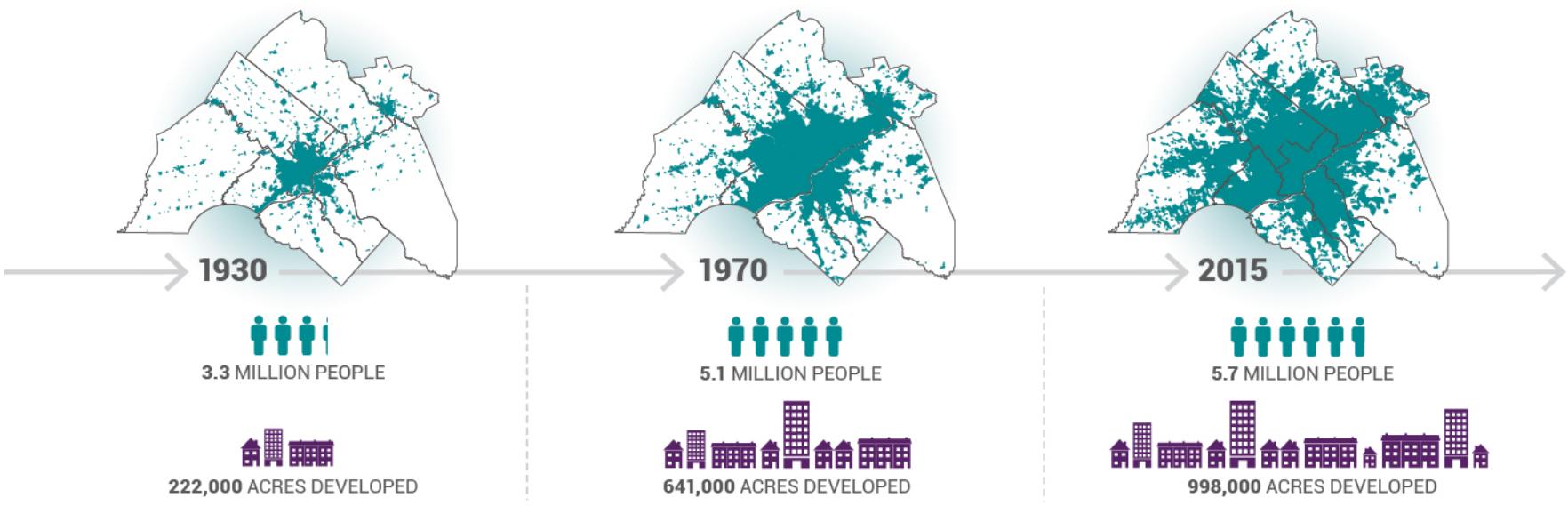


October 2017

Source: Burlington County Department of Resource Conservation; Camden County; Gloucester County Planning Commission; Mercer County Planning Commission; Bucks County Planning Commission; Chester County Planning Commission; Delaware County Planning Department; Montgomery County Planning Commission; City of Philadelphia; NJ DNR Green Acres; PA DCNR; DVRPC



RAPIDLY INCREASING LAND CONSUMPTION



*The rate of land developed increased at over 6 times
the rate of population growth over this 85-year period*



Quantifying the value.

Open space creates economic value
in four ways:

- Home and Property Values
- Environmental Services
- Health & Recreation Benefits
- Economic Activity



Environmental Services

Clean air. Pure water. Dry Basements.

- Water Quality & Supply Services save
\$61 million annually
- Flood Mitigation Services save
\$37 million annually
- Air Pollution Services save
\$17 million annually



Benefits of Protected Open Space for Stormwater Management

If protected open space in 4 sub-watersheds was developed:

- Runoff in sub-watersheds would increase nearly 200 million cubic feet
- Capital costs for new infrastructure = \$87 million
- Plus annual \$2.6 million for maintenance





Recreation and Health Benefits

Hike. Run. Bike. Camp. Save.

Physical activity on protected open space
saves \$1.3 billion annually.

- Saves every household \$392 on average annually
- Avoids \$800 million in healthcare costs
- Saves \$13.8 million in worker's compensation costs
- Avoids \$485.4 million in productivity losses



Jobs and Revenue

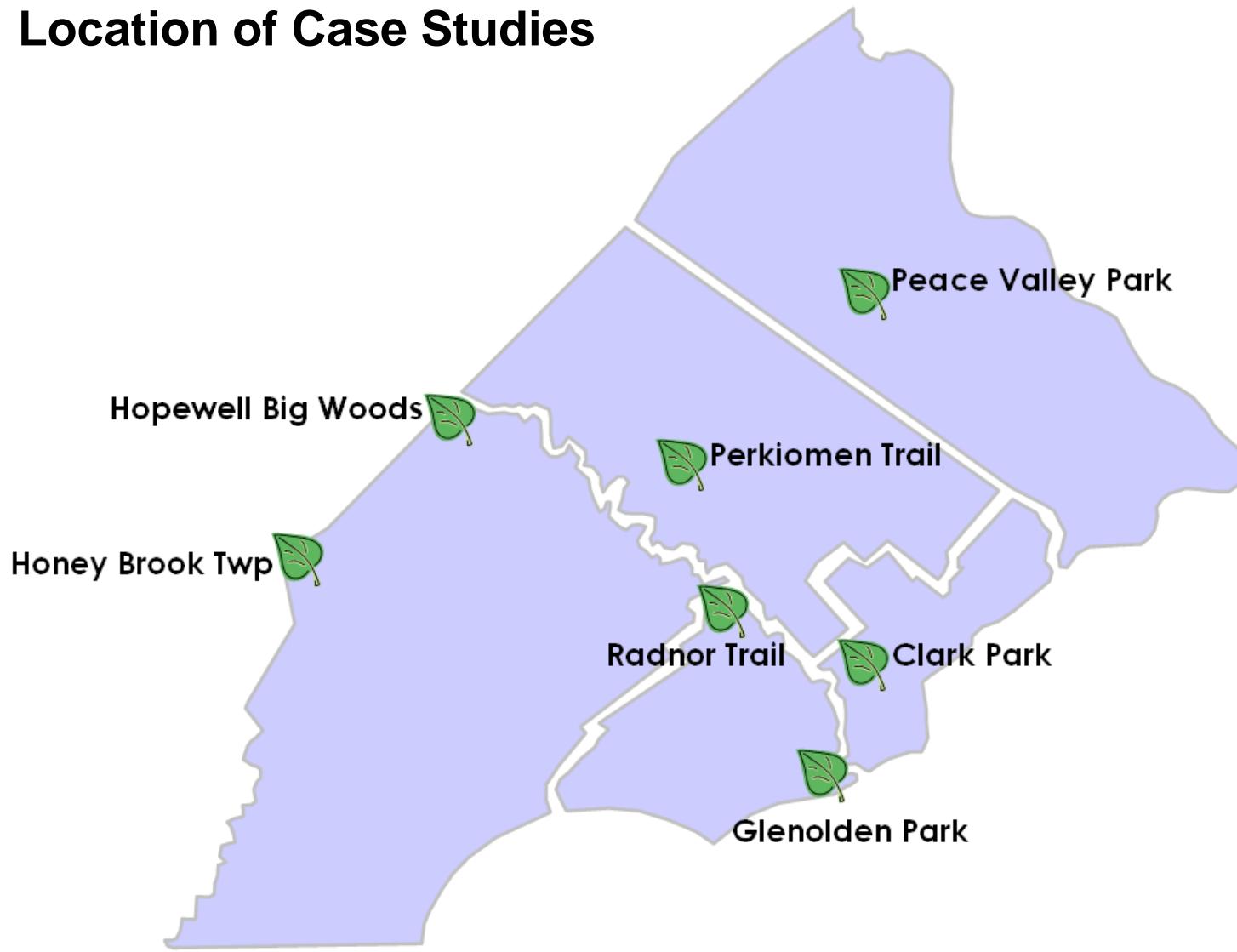
Places that attract spending and create jobs.

Open spaces attract visitors, support local economies, and help create and sustain jobs.

- 7,000 jobs in the public and private sectors
- \$566 million in expenditures
- \$300 million in annual earnings
- \$30.2 million in revenue collections



Location of Case Studies





**WHERE DO WE GO
FROM HERE?**



Communications Strategies:

- Blue Ribbon Committee
- News Conference to Kick-off Findings
 - Advance meetings with key stakeholders
 - Press releases, individual invites
 - Local speakers, personal perspectives





Communications Strategies:

- Editorial Board Meetings
- Op-ed pieces
- Branding/Message Development with brochure and powerpoint
 - Over 75 presentations given
 - 10,000 distributed, 3rd printing 8/17
- News releases for advocacy groups' newsletters, links, Facebook, Twitter
- Shared talking points
- Presentation training

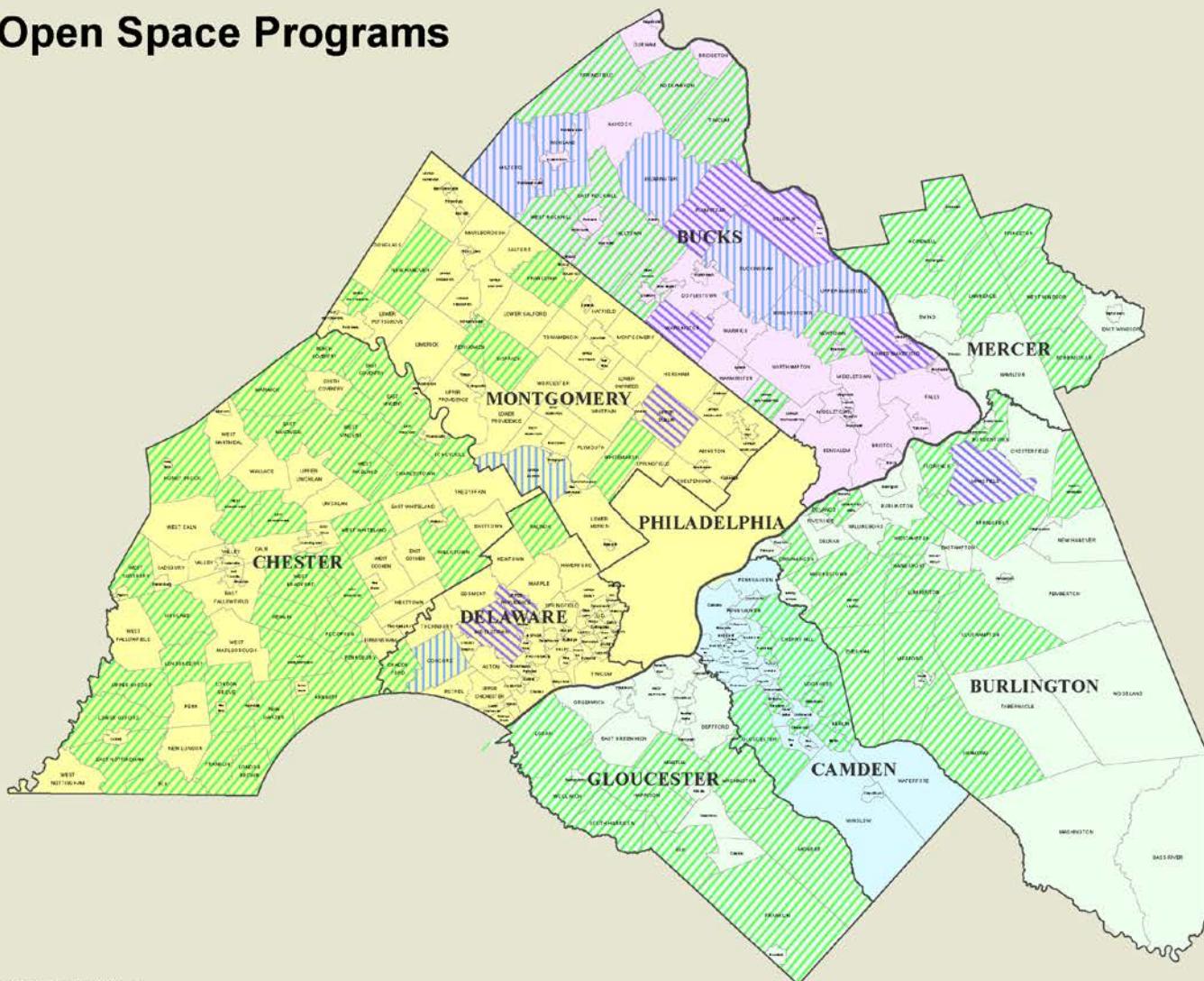


Locally Funded Open Space Programs

2017 Active Programs

- County Funding - Dedicated Tax
- County Funding - Bond
- County Funding - Tax and Bond
- County Funding - Other
- Municipal Funding - Dedicated Tax
- Municipal Funding - Bond
- Municipal Funding - Tax and Bond

Note: Municipalities that previously issued bonds dedicated for open space and exhausted the funds are not shown.



0 5 10 20
Miles

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REGIONAL
PLANNING COMMISSION

November 2017

For municipal and county open space funding details, see <http://www.dvRPC.org/OpenSpace/Local/>



More than pretty places.

Open spaces generate hundreds of millions of dollars in economic benefits for our region.



MUNICIPAL ACTIONS



to PROTECT and IMPROVE
WATER QUALITY

IN THE DELAWARE RIVER WATERSHED

Local Actions, Regional Results



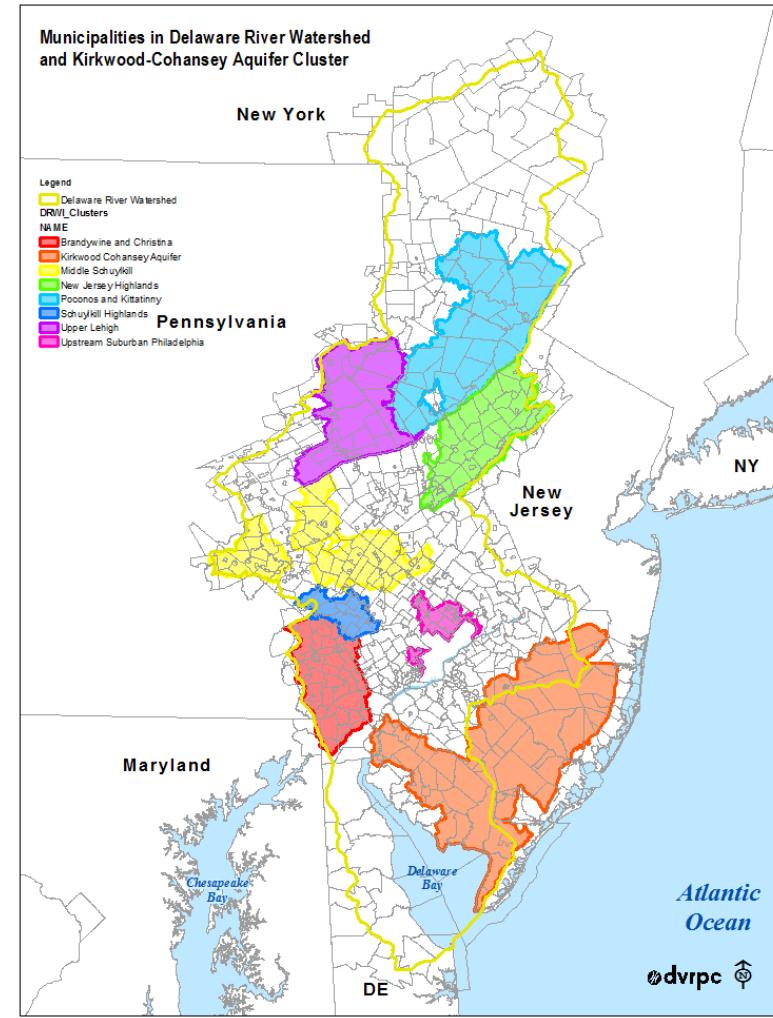
What is this project?

- Funded by the William Penn Foundation
- Part of the Foundation's Delaware River Watershed Initiative (DRWI)
- Stakeholder-based research
- Improve the ability of organizations to assist municipalities in their efforts to improve and protect water quality.
- Main research questions:
 - What are the barriers to, and conditions of, success for municipal-based conservation practices?
 - Where and how could municipal technical assistance be more effective?



Project Scope

- Delaware River Watershed
- 843 municipalities
- Advisory Panel (MTAAP) of 60 professionals/ experts
- Political science
- Blend of qualitative/quantitative



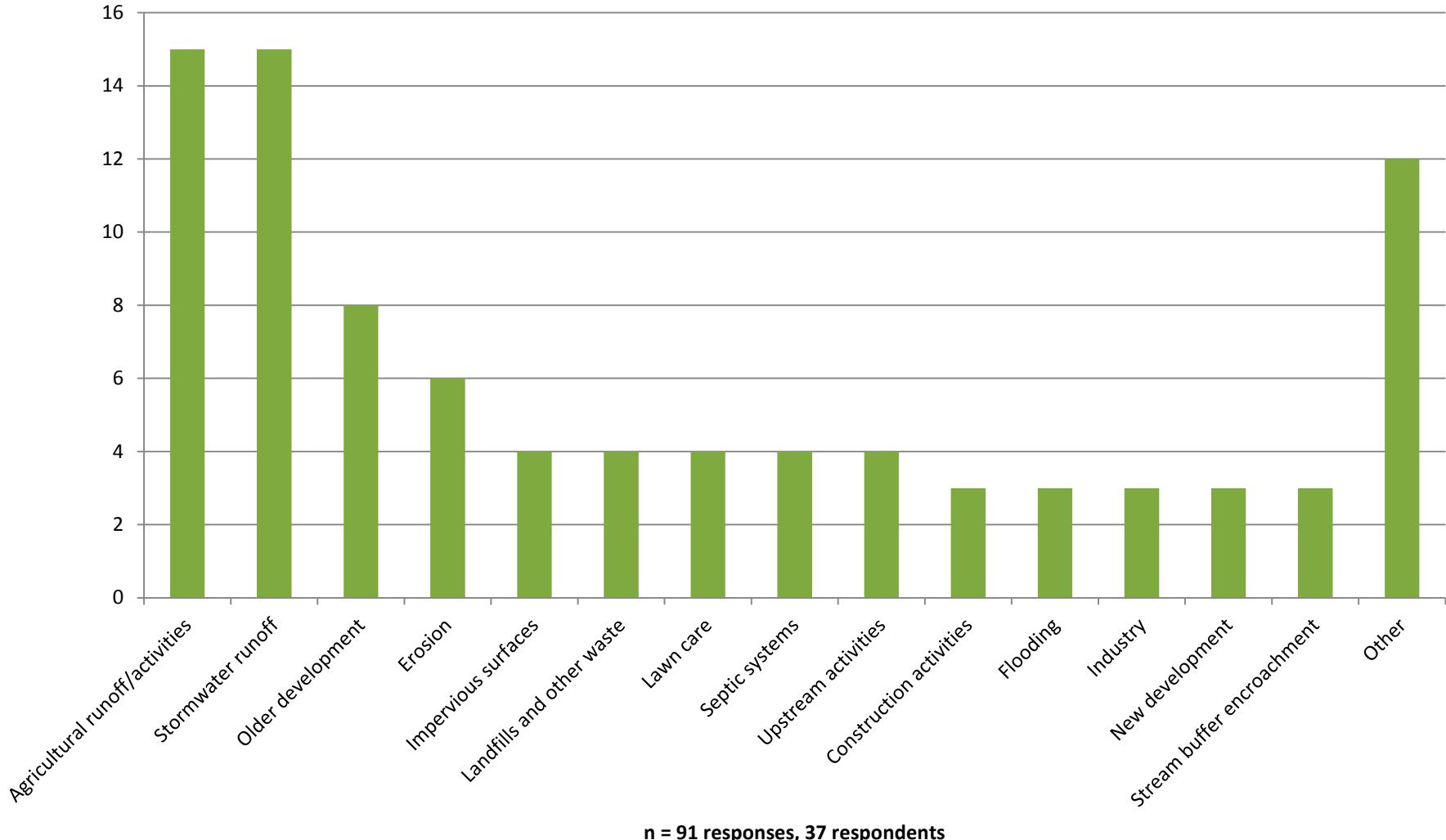




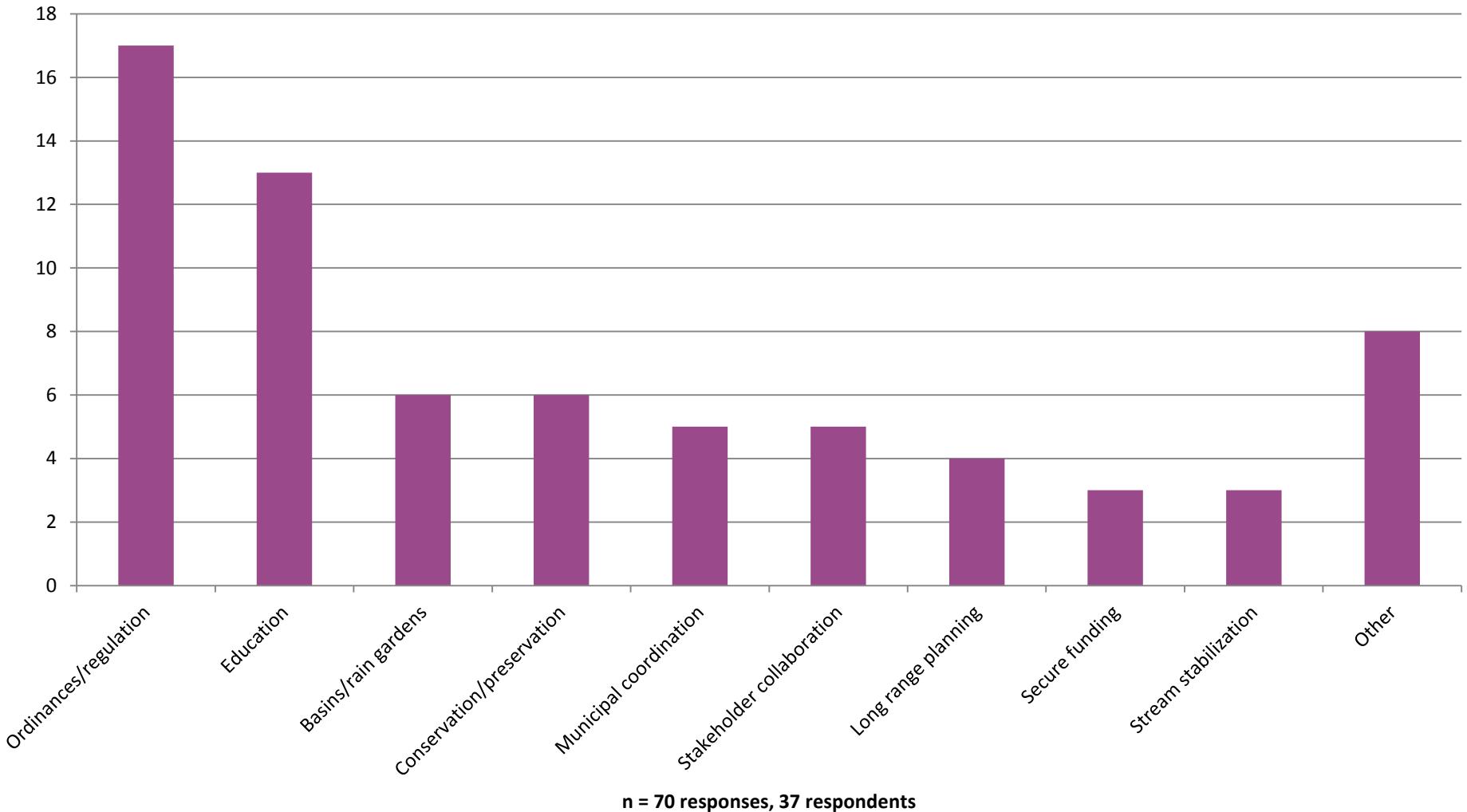
Qualitative Interview Findings

- Municipal Technical Assistance Advisory Panel (MTAAP) – Content Experts
 - Outreach for Advisory Panel
 - 60+ interviews
- Municipal Outreach – Primary Target Audience
 - Inform case studies, ground-truth MTAAP interview findings and early recommendations
 - Outreach to 58 municipalities
 - 37 participated in individual interviews
 - 15 Case Studies

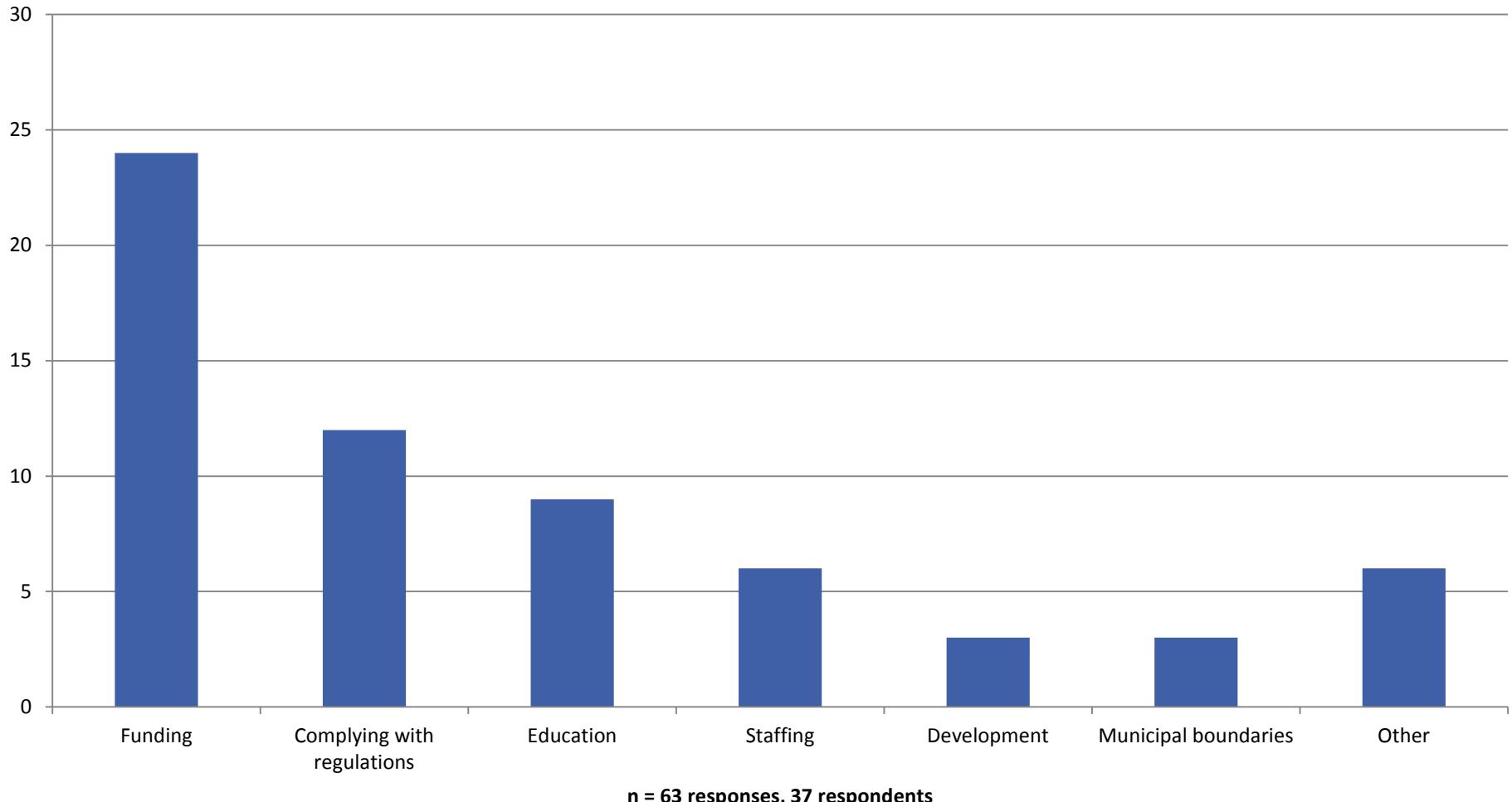
Biggest Threats – to your watershed (municipal interviews)



Important Municipal Actions (Municipal Interviews)



Greatest Limitations faced by municipalities (Municipal Interviews)





Prioritized Recommendations

- Identified over 400 recommendations/ideas
- Project Team consolidated into 48 distinct recommendations/ideas grouped by four “actors”
 - Municipalities
 - Nonprofits
 - State Agencies (PADEP)
 - Collaborations (all three working in concert)
- Municipal Technical Assistance Advisory Panel (MTAAP) prioritized list via survey
- Identified “coalition of the willing”
 - Action Plans



Municipal Actions

- *A municipality should...*
 - Lead by example by managing its stormwater runoff
 - Enact a municipal stormwater fee without creating a new stormwater authority (if an MS4 municipality)
 - Create a **locally-funded open space program** that prioritizes land protection for water quality purposes

- *A coalition should . . .*
 - Create a **Watershed Academy**
 - Form an **Environmental Defense Fund**

Complete List:

<https://www.dvRPC.org/waterquality/MunicipalActions/Recommendations/>