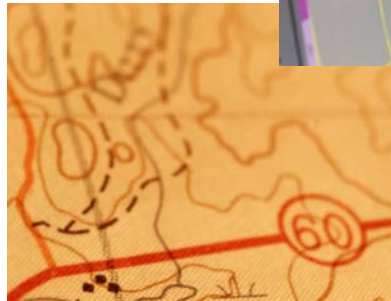


**FEMA**

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# PA ASSOCIATION OF FLOODPLAIN AND STORMWATER MANAGERS

## STRATEGIC PLANNING SESSION REPORT



**MARCH 20, 2008**



### Introduction

On Thursday, March 20, 2008, the Pennsylvania Department of Community and Economic Development (DCED) and PA Magic, with technical assistance from the Pennsylvania State Association of Township Supervisors (PSATS), held a strategic planning session at PSATS Educational Center in Enola, PA. Dan Fitzpatrick, DCED, Eric Jespersen, PA Magic, and Kerry Wilson, Consultant, began the session by welcoming participants and providing background information that led up to this session. Exploring interest in a state association of floodplain and stormwater managers was one goal identified at the Map Modernization conference held on March 14 and 15, 2006. Since then, several meetings have been held to develop a statement of purposes before convening this meeting with key stakeholders to further explore interest in moving forward with such an entity.

Sandy St. George, Senior Consultant with Dering Consulting Group (DCG) facilitated the session. She presented the session objectives, which are included with this report as Appendix A, and the Session Agenda, which is included as Appendix B.

Attendees each completed a Participant Profile (attached as Appendix C) in order to introduce their organization, their organization's focus areas, relevant initiatives or projects, their purpose for attending, and what areas he or she might be personally interested in serving in if an association is formed. Hard copies of the completed Participant Profiles will be submitted under separate cover. As each organization was presented, a quick tally of organizational focus areas was completed to expedite understanding of commonalities in focus among the organizations represented. The tally is shown below in parentheses.

- Floodplain Management (31)
- Stormwater Management (21)
- Map Modernization (20)

Noted under "Other" focus areas were:

- Conservancy-biodiversity in waterways and the impact of floodplain management (4)
- Collaboration among municipalities in a variety of ways, including ordinances (3)
- Data management, networking, hosting, and other data services (3)
- Regional approach to land use and water planning (2)
- Historic preservation and floodplain management (1)
- Economic development regulations (1)

The following is a tally of the areas participants indicated they would be willing to serve in, if an association is formed:

- Education (23)
- Outreach (21)
- Serving on board (16)
- Membership (15)
- Leading a committee (11)
- Legislative (7)
- Finance (5)

Specific issues listed by participants were:

- Science related to floodplain management
- Measures of success or failure
- Map modernization/inundation
- Map modernization
- Flood plan regulations and usage
- Historic floodplain management
- Stormwater management
- Municipal real-time flooding data
- Life in the floodplain according to the regulations
- Data sharing between communities (common reports and data collection)
- Web page design at the local level
- Common goals within municipalities (topographical map of real-time flooding— paper and computer)
- Science/ecology
- Habitat restoration/conservation
- Legacy sediments
- Chesapeake Bay
- Engineering standards
- County GIS implementation
- Levees and related issues

### **Purposes Revisited and Refined**

Participants worked in small groups to review the purpose statement developed to date. Overall, the full group validated the three stated purposes (Appendix D), and suggested the following be considered for inclusion:

- Learn how to improve and adapt floodplain management. One size doesn't fit all, i.e., boroughs and townships.
- Expand the focus to include map modernization.
- Ensure that Pennsylvania gets its share of funding.
- Help procure more tools, such as data, models, and funding for local municipalities for implementing floodplain management through ordinances.
- Make floodplain mapping more dynamic (a 10-year plan?)
- The current purpose statement, item #1, refers to “proper” floodplain and stormwater management. In order to be clear what this means, participants suggested that a collective definition be developed. Suggestions included incorporating the best approaches, and rewording the purpose to read, “Promote public awareness of integrated floodplain and stormwater management.”

- Expand item #2 to include “and resources” after “ideas.”
- Item #3 should be more specific about “other related matters.” A suggestion was made to include, “Advocate continuous improvement in flood plain management and mapping.”
- Consider an advocacy/influencing role, so that this organization would not just inform legislators about the issues, but would instead help write the legislation.
- Decrease redundancy and eliminate gaps by defining the roles of the various levels (municipal, state, federal, etc.).
- Address the unique aspects of Pennsylvania’s structures (2,500 municipalities, 67 counties, etc.)
- Add “risk management” education.

### **Critical Issues in Floodplain Management, Stormwater Management, and Map Modernization**

Participants worked in small group to identify the top two or three issues in each area. All were listed and prioritized using “sticky dot” voting. The critical issues are listed below, by area, rank ordered by the number of votes. Participants each received four dots and were asked to spend them any way they chose to best reflect their prioritization of the issues.

#### **Floodplain Management (63 total dots)**

1. Educational issues surrounding new requirements. (17)
2. Must address the nature of local government in Pennsylvania, in terms of sheer capacity, the numbers, and turnover. (16)
3. Lack of funding for non-structural projects. (11)
4. Need for holistic planning and education. (10)
5. Uncoordinated approach among the federal and state initiatives. (3)
6. Carry over of old inaccuracies into the new. (3)
7. Money is needed. (2)
8. Delay in map modernization. (1)
9. Need more tools and options beyond a boilerplate approach. (0)

#### **Stormwater Management (49 total dots)**

1. Must integrate floodplain and stormwater management. (16)
2. Bureaucracy makes it difficult to resolve differences. (11)
3. Need to improve the planning process; it yields weak ordinances. (7)
4. Municipalities need to become more educated about the issues. (7)
5. There are too many incomplete, outdated, non-implemented plans. (5)
6. There is a need to educate about the new requirements. (1)
7. Don’t know what the impact of the new requirements will be. (1)
8. Money is needed. (1)

**Map Modernization (43 total dots)**

1. Lack of new study data. (19)
2. The system is antiquated and not usable. (10)
3. LIDAR availability or lack thereof. (5)
4. Impact of map revisions on levees and real estate transactions. (5)
5. Lack of education, training, and resources about the new requirements for the end users. (3)
6. Lack of funds. (1)
7. Production delays. (0)
8. Levee-related delays and issues. (0)

**To Be or Not to Be an Association**

Participants were asked whether or not there was interest in and will enough to form a state association of floodplain and stormwater managers. Forty out of forty-two indicated they were interested in moving forward to formalize a Pennsylvania association of floodplain and stormwater managers.

**Our Outreach Focus**

Participants used “sticky dot” voting to reflect what level they think floodplain management, stormwater management, and map modernization should be focused—at local municipalities, counties, watersheds, or state. Each participant received one dot to use for each area: floodplain management, stormwater management, and map modernization. The table below reflects participant votes for the level of focus for each area.

<b>Outreach Focus Areas</b>			
	<b>Floodplain Management</b>	<b>Stormwater Management</b>	<b>Map Modernization</b>
<b>Local Municipalities</b>	19	16	2
<b>County</b>	12	15	21
<b>Watershed</b>	6	5	0
<b>State</b>	2	1	15

**Governance and Organizational Structure**

Participants considered how to best organize a Pennsylvania association of floodplain and stormwater managers. As examples of possible models, the full group was presented the Association of Floodplain Managers (ASFPM) overview of state association activities and committee structure, the New York State Floodplain and Stormwater Association (NYSFSMA) membership categories and dues structure, and the Texas Floodplain Management Association (TFMA) purposes, membership classifications, and regional structure. The full group agreed that the structure of this association should be decided in the future.

### Next Steps

Participants generated the following as next steps:

- Dering Consulting Group (DCG) completes report and submits to Dan Fitzpatrick, DCED, by March 28, 2008 (subsequently extended to March 31, 2008).
- Form an interim leadership committee that will meet on or before June 20, 2008. The following participants stepped up to volunteer for this committee:
  - Lee Brancheau, Michael Baker, Inc.
  - Heather Davis, Michael Baker, Inc.
  - Kim Dunn, Dewberry
  - Eric Jespersen, Rettew Associates
  - Dave Reed, PA DEP
  - Andrew Scampone, Michael Baker, Inc.
  - Jane Stanley, Nurture Nature Foundation
  - Kerry Wilson, Consultant
- Develop short-term, medium-term, and long-term goals
- Inventory existing education and outreach initiatives and material and assess the best use and focus for each
- Define the benefits of the association; include the idea that it is a collective voice
- Interim leadership committee surveys relevant parties and key stakeholders, including those not in attendance at this session, to ascertain their interests
- Develop a strategic plan that is more in depth than this session; include specific actions steps, measurable outcomes, time frames, and responsible parties

### Conclusion

Participants in the strategic planning session for the Pennsylvania Association of Floodplain and Stormwater Managers are to be commended for their hard work and collaboration in considering whether or not to form an association. The number of key stakeholders in attendance demonstrates the level of interest in this initiative, as does their willingness to stay an extra half hour in order to tie up loose ends.

Participants represented diverse perspectives about the issues, yet built consensus about the need for and the possible purposes of such an entity. They also identified and prioritized the critical issues in floodplain management, stormwater management, and map modernization in such a unique state as Pennsylvania. They demonstrated not only their interest in formalizing this association, but also their will to step up and make it happen, with eight participants volunteering to take the next step and serve on an interim leadership committee.

**PA Association of Floodplain and Stormwater Managers**

***Strategic Planning Session***

**March 20, 2008, 10:00 AM to 2:00 PM**

**SESSION OBJECTIVES**

- To validate and further develop consensus on the organizational purpose statement with stakeholder participants
- To determine if there is sufficient interest and will to formalize the proposed organization
- To explore appropriate governance and organizational structures to support the organization's purpose and the ongoing involvement of lead member organizations
- To identify the most critical floodplain and map modernization issues for the organization to address
- To reach consensus on the most appropriate focus for outreach efforts (municipal, county, watershed, or state)
- To develop next steps for an outreach strategy to engage other lead stakeholder organizations within the selected focus area

**PA Association of Floodplain and Stormwater Managers**  
*Strategic Planning Session*

*March 20, 2008*

**AGENDA**

**I. Introduction**

- A. Participants and Facilitator
- B. Session Objectives and Overview
- C. Introductory Exercise: What Does Your Organization Do?
- D. Common Interests

**II. Our Purposes and Priorities**

- A. Purposes Revisited and Refined
- B. Critical Issues in Floodplain Management, Stormwater Management, and Map Modernization
- C. Addressing the Issues

**III. Who We Are and Whom We Serve**

- A. Lead Member Stakeholder Organizations
- B. Who's Missing?
- C. Member Stakeholder Engagement
- D. Our Outreach Focus
- E. Outreach Next Steps

**IV. Governance and Organizational Structures**

- A. Possible Models
- B. The Board and Leadership
- C. Committee Structure and Charters

**V. Conclusion**

- A. Agreement on Next Steps
- B. Adjournment

## Participant Profile

Your Name: \_\_\_\_\_

Your Organization: \_\_\_\_\_

Your E-mail Address: \_\_\_\_\_

Your Telephone Number: \_\_\_\_\_

Your Focus Area(s) (Check all that apply.)

Floodplain Management

Stormwater Management

Map Modernization

Other (List) \_\_\_\_\_

Briefly describe the most relevant programs, initiatives, or projects your organization is involved with

\* \_\_\_\_\_

\* \_\_\_\_\_

\* \_\_\_\_\_

\* \_\_\_\_\_

What is your purpose for participating in today's meeting?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

If an association is formed, what areas might you personally be interested in serving in? (Check all that apply.)

Serving on board

Leading a committee

Education

Outreach

Legislative

Finance

Membership

Specific Issues (list) \_\_\_\_\_

**Purpose**

The purpose of the Pennsylvania Association for Floodplain and Stormwater Management is the following:

1. To promote public awareness of proper floodplain and stormwater management;
2. To promote a liaison and to encourage the exchange of ideas between individuals and groups concerned with proper floodplain and stormwater management, and to keep those individuals and groups well informed through educational and professional seminars; and,
3. To inform concerned individuals and groups of pending floodplain and stormwater management legislation, regulation, and other related matters in order to advance the effective implementation of floodplain and stormwater management.

**Attendee Information List**

PA Chapter ASFPM  
Cumberland County - Enola - PSATS  
3/20/2008 - 3/20/2008

<b>Attendee Information List</b>	
Dante Accurti Senior Associate Delta Development Group, Inc. Cumberland County 2000 Technology Parkway, Suite 200 Mechanicsburg, PA 17050 (717) 441-9030	John Allen Water Resources Engineer URS Corporation Montgomery County 335 Commerce Drive, Suite 300 Fort Washington, PA 19034 (215) 390-2142
Dani-Ella Betz Water Resource Scientist Chester County Water Resources Authority 601 Westtown Road, Suite 260 West Chester, PA 19380 (610) 344-5400	Lee Brancheau RMC3 Lead, MOD Team Michael Baker, Inc. 301 College Road East Princeton, NJ 08540 (609) 734-7912
Joseph Capasso Chief, Division of Project Development DEP Bureau of Waterways Engineering Dauphin County Rachel Carson State Office Building, 3rd Floor Harrisburg, PA 17105 (717) 783-7723	Jonathan Conville Chief, Delaware Watershed Section DEP Bureau of Waterways Engineering Dauphin County Rachel Carson State Office Building, 3rd Floor Harrisburg, PA 17105 (717) 783-7723
Darran Crabtree, Ph.D. Director of Conservation Science The Nature Conservancy Crawford County Box 172, Allegheny College Meadville, PA 16335 (814) 332-2946	Heather Davis, CFM Civil Associate I Michael Baker, Jr., Inc. Dauphin County 4431 N. Front Street, 2nd Floor Harrisburg, PA 17110 (717) 221-2012
Paul DeBarry Director of H & H/GIS Borton—Lawson Engineering Northampton County 3893 Adler Place, Suite 100 Bethlehem, PA 18017 (484) 821-0470	Sara Deuling Associate Director, Restoring Rivers Initiative American Rivers Cumberland County 355 N. 21st Street, Suite 309 Camp Hill, PA 17011 (717) 763-0741

## Appendix E—Attendee Information List

<b>Attendee Information List</b>	
<p>Doug Diehl Floodplain Administrator Milton Borough Northumberland County 2 Filbert Street P.O. Box 389 Milton, PA 17847 (570) 742-8759</p>	<p>Kim Dunn Senior Project Manager/Civil Engineer Dewberry &amp; Davis, LLC. Chester County Kimberton, PA 19442 (610) 983-9011</p>
<p>Daniel Fitzpatrick Local Government Policy Specialist Governors Center for Local Government Services Dauphin County 400 North Street, 4th Floor Harrisburg, PA 17120 (717) 720-7396</p>	<p>James Gade, PE, CEM Professional Engineer Stantec Chester County 425 McFarlan Road, Suite 205 400 North Street, 4th Floor Kennett Square, PA 19348 (610) 444-6522</p>
<p>Liz Garland Associate Director, Healthy Waters Campaign American Rivers Cumberland County 355 N. 21st Street. Suite 309 Camp Hill, PA 17011 (717) 763-0741</p>	<p>Terese Grubb Hazard Migration Program FEMA One Independence Mall, 6th Floor, 615 Chestnut Street Philadelphia, PA 19106 (215) 931-5582</p>
<p>Bob Hainly Assistant Director PA Water Science Center, U.S. Geological Survey 215 Limekiln Road New Cumberland, PA 17070 (717) 730-6971</p>	<p>Douglas Hill Chief, Susquehanna Watershed Section DEP Bureau of Waterways Engineering Dauphin County Rachel Carson State Office Building, 3rd Floor Harrisburg, PA 17105-8460 (717) 772-0445</p>
<p>Rachel Hogan Director of Environmental Outreach Nurture Nature Foundation Northampton County 400 Northampton Street Easton, PA 18042 (610) 253-4432</p>	<p>Eric Jespersen Analyst-NY/PA Survey Operation Rettew Associates Lancaster County 3020 Columbia Avenue Lancaster, PA 17603 (717) 394-3721</p>
<p>Frances Jones GIS Supervisor Lycoming County Planning &amp; Community Development 48 W. Third Street Williamsport, PA 17701 (570) 321-2139</p>	<p>Jeff Kelly Deputy Director Cumberland County Planning Department 18 N. Hanover Street, 3rd Floor Carlisle, PA 17013 (717) 240-5362</p>

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<p>Chris Krebs Manager, GIS Services Gannett Fleming, Inc. Cumberland County 207 Senate Avenue Camp Hill, PA 17011 (717) 763-7211</p>	<p>Kelly Lougee Program Manager PA State Association of Township Supervisors Cumberland County 4855 Woodland Drive Enola, PA 17025 (717) 763-0930</p>
<p>Mark Malach Sr. Civil Engineer – Hydraulic Pa. Dept. of Environmental Protection Waterways P0 Box 8460 Harrisburg, PA 17105-8460 (717) 772-5821</p>	<p>Chris Markel PA MAP Program Manager DCNR PAMAP Program Centre County 452 Upper Georges Valley Road Spring Mills, PA 16875 (814) 360-8406</p>
<p>Robbie Matesic Executive Director Greene County Dept. of Economic Development 49 S. Washington Street Waynesburg, PA 15370 (724) 627-9259</p>	<p>Glenn Moh AICP GIS Manager Lancaster County IT/GIS 50 N. Duke Street, P.O. Box 83480 Lancaster, PA 17608 (717) 299-8340</p>
<p>Gary Montgomery Hazard Reduction Planner Lycoming County Planning &amp; Community Development 48 W. 3rd Street Williamsport, PA 1770 (570) 320-2133</p>	<p>Dave Reed Conservation Program Specialist PA DEP Bureau of Watershed Management Dauphin County 400 Market Street Harrisburg, PA 17105 (717) 772-5649</p>
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<p>Justin Smith GIS Coordinator County of Cumberland, Cumberland County One Courthouse Square Carlisle, PA 17013 (717) 240-6419</p>	<p>Sandy St. George Senior Consultant Dering Consulting Group Dauphin County 2157 Market Street Camp Hill, PA 17011 (717) 234-0567</p>
<p>Jane Stanley Director Nurture Nature Foundation 7047 Denton Road Bethesda, MD 20817 (301) 718-0336</p>	<p>Brady Stroh Director, Center for GIS Penn State Harrisburg Dauphin County 777 W. Harrisburg Pike Middletown, PA 17057 (717) 948-6428</p>
<p>Kerry Wilson Consultant Dauphin County 1318 Montfort Drive Harrisburg, PA 17110 (717) 233-3345</p>	<p>Raymond Yost GIS Analyst Watershed Concepts Centre County 315 S. Allen Street. Suite 126 State College, PA 16801 (814) 235-1379</p>
<p>Ray Zomok Chief, Division of Project Inspection Department of Environmental Protection Dauphin County Rachel Carson State Office Bldg, 400 Market St Harrisburg, PA 171 01 (717) 787-7433</p>	