



Developing Web Resources for Northeast Ohio Communities
Chagrin River Watershed Partners, Inc.
Lake Erie Protection Fund: SG: 378-09
Final Technical Report

Abstract

The Chagrin River Watershed Partners, Inc. (CRWP), in partnership with the GreenCityBlueLake Institute (GCBL) and Northeast Ohio Regional Sewer District (NEORS), developed a web-based structure that would link specific community issues to water quality, Lake Erie, watershed planning, balanced growth, and the larger picture of sustainability in the region. The increased use of internet resources and the lack of available regional resources highlighted the need for high quality web-based materials to effectively communicate water quality and nonpoint source pollution issues to the general public. Over the course of the grant, CRWP created a Northeast Ohio Clean Water Portal with GCBL, updated CRWP and NEORS websites, provided assistance to 13 individual communities using a website template to link communities to the portal, developed a survey to assess the effectiveness of these web resources, and drafted additional content for future updates to the portal. As of December 2010, over 3,000 people have viewed the portal. CRWP will continue to gather results from the survey through the summer of 2011. The information and data collected through the survey will be used by CRWP, NEORS, and GCBL to tailor future updates to the portal, CRWP, and NEORS websites and to provide on-going stormwater education.

Final Technical Report

CRWP works with its Member communities to address current, and minimize new, flooding, erosion, and water quality problems, including implementation of their stormwater management programs and adoption of best local land use practices as stated in the Lake Erie Protection and Restoration Plan priorities. To further support this work, CRWP, in partnership with the GreenCityBlueLake Institute (GCBL) and Northeast Ohio Regional Sewer District (NEORS), obtained funding from the Lake Erie Protection Fund to implement the Developing Web Resources for Northeast Ohio project and create the Northeast Ohio Clean Water Portal, a web-based structure that links specific community issues to water quality, Lake Erie, watershed planning, balanced growth, and the larger picture of sustainability in the region.

Northeast Ohio Clean Water Portal

Under this grant, CRWP worked with GCBL to develop a section within their existing “Water” webpage to act as a Northeast Ohio Clean Water Portal and a community website template that links a community's website to the Portal. This Northeast Ohio Clean Water Portal frames the issues of water quality and nonpoint source pollution within a regional context providing concise, accessible materials on pollution sources, and practical ideas on how to take action and reduce impacts. CRWP collected and developed materials and language for the website in collaboration with GCBL and NEORS. This project resulted in engaging, high quality web resources that link specific community issues to nonpoint source pollution, stormwater management, Lake Erie, watershed planning, balanced growth, the larger picture of sustainability in the



region, and related regional and community events. These resources were completed through creation of the Northeast Ohio Stormwater Portal, updates to CRWP and NEORS D websites, and creation and distribution of a community website template.

The web material was coordinated with and reviewed by Ohio EPA Division of Surface Water, GCBL, and NEORS D to ensure accuracy. CRWP also coordinated with the Northeast Ohio Public Involvement and Public Education (PIPE) committee to make these materials available to a larger northeast Ohio audience.

CRWP and NEORS D Website Updates

CRWP worked with NEORS D on the development of web materials and updates to the NEORS D website. NEORS D is launching a regional stormwater management program in response to local needs and its founding mandate. This regional program provides the planning, construction, operation and maintenance support necessary for local communities to address current and minimize new flooding, erosion, and water quality problems. The regional stormwater management program also has a strong public education component and CRWP's web-based materials and outreach have become integral to the District's program.

NEORS D also developed a Pick Up Poop (PUP) Campaign and created on-line resources for this subject matter and linked to the Northeast Ohio Clean Water Portal. CRWP's website updates included revisions to information regarding our Trustees, *Chagrin River Watershed Balanced Growth Plan*, *Chagrin River Watershed Action Plan*, low impact development, upcoming events, model regulations, stream and wetlands mitigation, NPDES Phase II updates, and improvements on website navigability.

Community Websites

A user friendly web template was developed and distributed to CRWP Member communities. CRWP provided assistance to 13 Members to incorporate the materials into the community's website design and layout. The website template is attached. Below are links to each of the above referenced websites, including three community websites as examples.

Northeast Ohio Stormwater Portal: <http://www.gcbl.org/water/healthy-yard-clean-water>

CRWP website: <http://www.crwp.org/>

NEORS D websites: <http://wheredoesitgo.weebly.com/>,

<http://neorsd.org/rainworkingforyou.php#house>

Community websites: [http://www.mayfieldvillage.com/services/service-](http://www.mayfieldvillage.com/services/service-department/storm-water-managment)

[department/storm-water-managment](http://www.mayfieldvillage.com/services/service-department/storm-water-managment),

http://chestertwp.net/watershed/stormwater_page.html

<http://www.southrussell.com/stormwater.html>

Survey

The web-based survey was developed to assess the effectiveness of the materials for the users of the Northeast Ohio Clean Water Portal, CRWP, and NEORS D websites and can be accessed through the Northeast Ohio Clean Water Portal at



<http://www.gcbl.org/water/healthy-yard-clean-water> or from the CRWP website at <http://www.crwp.org/>. The survey was developed and implemented through an online software program, SurveyMonkey, accessible through the Northeast Ohio Clean Water Portal. This program provided an online user-friendly format that helps CRWP design, collect, and analyze survey results. The intent of the web-based survey was to assess if and how residents throughout northeast Ohio receive information on stormwater related topics and if they find these education pieces to be effective. The survey results will be used to identify topics to educate the residents of Member communities, decide what additional topics CRWP can update on the Northeast Ohio Clean Water Portal, and to either apply for additional grants to assist in on-going education via the web or assist communities in finding funding to provide these services. As of December 28, 2010, over 3,000 people have viewed the portal but only 10 people have taken the survey. CRWP will continue to gather results from the survey through the summer of 2011. From these results, the largest demand for additional education seems to be for vehicle car maintenance and how it relates to stormwater. The information and data collected through the survey will be used by CRWP, NEORS, and GCBL to tailor future updates to the Northeast Ohio Clean Water Portal, CRWP, and NEORS websites and to apply for additional grants to assist in on-going education.

CRWP, NEORS, and GCBL will continue to update the Northeast Ohio Clean Water Portal and their respective websites to provide watershed specific information on stormwater management and water quality issues. This information will target the development community and local community issues, and CRWP programs, including: *Chagrin River Watershed Balanced Growth Plan, Chagrin River Watershed Action Plan*, low impact development, and model regulations for stormwater management, riparian and wetland setbacks, and innovative site design.