



# **Comprehensive Conservation and Management Plan 2015**

## **Supplemental Document 3**

### **Sustainable and Resilient Communities (SC) Theme**

#### **Implementation Actions 2015–2019**

IA Number	Implementation Action Title	Major Strategies Addressed
SC-14	<b>Support efforts through technical and grant assistance to develop behavior change campaigns that result in measurable environmental improvements to the Sound's ecosystem.</b>	3-1c2
SC-15	Develop a Sound-wide marketing campaign to increase the public's safe and sustainable use of the Sound.	3-1c2, 2-3a1
SC-16	Continue programs such as the Long Island Sound Mentor-Teacher Program that provide formal and informal K-12 educators with opportunities to learn how to include Long Island Sound instruction in their classrooms.	3-2a1, 3-2a2
SC-17	Provide technical and grant assistance to encourage informal education activities on Long Island Sound.	3-2b1
SC-18	Create an annual "get out on Long Island Sound day" of informal educational activities around the Sound to promote "on-the-water" experiences.	3-2b1
SC-19	Provide training to municipalities on low-impact development and green infrastructure.	3-3a1
SC-20	<b>Develop and implement regional outreach and training programs on innovative/ sustainable flood and erosion control for municipalities.</b>	3-3a1
SC-21	Provide support, including funding and technical assistance, for the development and dissemination of environmental technical manuals and studies to environmental decision makers and resource managers.	3-3a2
SC-22	<b>Use the best available social science research methods to understand the public's role in the Long Island Sound ecosystem, and use that information to help support campaigns to reduce pollution and improve water quality.</b>	3-3a2
SC-23	<b>Develop a handbook, website, and, or, other materials (e.g., regulations, funding sources, best practices) to be used by municipal officials to aid in the development of sustainability and resiliency plans and their integration into comprehensive plans.</b>	3-4a1, 1-1a9
SC-24	<b>Conduct region-wide and town-specific workshops to assist municipalities in developing sustainability and resiliency plans and integration into their comprehensive plans.</b>	3-4a1. 1-1a8
SC-25	<b>Support communities as they develop and adopt new or updated stand-alone Municipal Sustainability Plans.</b>	3-4a1; 3-4b1; 3-4b2, 1-1a6, 1-1a8, 1-1c1, 1-1b2
SC-26	<b>Support communities as they develop and adopt new or updated Coastal Resiliency Plans.</b>	3-4a1; 3-4b1; 3-4b2. 1-1a6, 1-1a8, 1-1c1, 1-1b2
SC-27	Conduct reviews of waterfront revitalization, economic development, and, or, redevelopment plans, to assess the degree to which sustainability and resiliency concepts are incorporated.	3-4a2, 1-1a6, 1-1c1, 1-1b2

### **Implementation Action: SC-14**

*Support efforts through technical and grant assistance to develop behavior change campaigns that result in measurable environmental improvements to the Sound's ecosystem.*

Theme: Sustainable and Resilient Communities  
Goal: Support vibrant, informed, and engaged communities that use, appreciate, and help protect Long Island Sound.  
Outcome: 3-1: Citizens have the awareness, knowledge, and skills to protect the Sound.  
Objective: 3-1c: To increase public stewardship, at home and in the community, to protect the natural resources of Long Island Sound.  
Strategy: 3-1c2: Encourage residents, both homeowners and renters, to engage in environmentally-friendly practices around their homes and communities.

**Project Description/Background:** A Public Perception Survey, conducted by the LISS in 2006, reveals that many Long Island Sound residents unknowingly engage in practices around their home and yard that result in pollution that can eventually discharge into streams and rivers and Long Island Sound (<http://longislandsoundstudy.net/wp-content/uploads/2010/03/LIS.Public.Perception.Survey2006.pdf>). To address this issue, Community Based Social Marketing (CBSM) behavior change campaigns identify the barriers that prevent people from doing the right thing and use marketing tools such as incentives or establishing new social norms to try to change habits. Past Long Island Sound CBSM campaigns have focused on reducing stormwater runoff, groundwater contamination, and coastal marine debris. Future campaigns may include, but are not limited to, best practices for turf management and the protection and maintenance of on-site wastewater treatment systems. The LISS Communications team will lead this effort by providing information on CBSM via a LISS webpage, workshops, webinars, and other methods to encourage community groups to develop their own CBSM projects.

**Cooperators and Partners:** NEIWPCC, New York Sea Grant, Connecticut Sea Grant

**Funding Sources:** Long Island Sound Futures Fund

**Funding Needs:** \$\$/a year

**Expected Outputs:**

- LISFF grant applications that propose or incorporate CBSM
- LISFF grants funded to implement CBSM projects
- Web pages, workshops, webinars, or other methods conducted to promote the development of CBSM to community groups

**Performance Metric(s)**

- Number of LISFF grant applications that propose or incorporate CBSM
- Number of LISFF grants funded to implement CBSM projects
- Number of attendees at CBSM workshops and webinars
- Number of visitors to the CBSM webpage
- Number of people who commit to changing behaviors that lead to environmental improvements
- Extent of environmental improvements as a result of CBSM projects (e.g., acres of lawn with environmentally-friendly lawn practices)

**Implementation Status:** New

**Expected Timeframe:** 2015–2019.

## **Implementation Action SC-25**

*Support communities as they develop and adopt new or updated stand-alone Municipal Sustainability Plans.*

Theme:	Sustainable and Resilient Communities
Goal:	Support vibrant, informed, and engaged communities that use, appreciate, and help protect Long Island Sound.
Outcome:	3-4: New and existing development is sustainable and resilient.
Objective:	3-4a: To encourage and facilitate the development of ecologically sustainable regional, state, and local sustainability, mitigation, and resiliency plans and integrate them into community comprehensive plans.
Strategy:	3-4a1: Provide support to municipalities to facilitate the development and updating of sustainability, and resiliency plans that incorporate current concepts on these topics. 3-4b1: Revise zoning, permitting, and related regulations to ensure that future development and redevelopment conform to sustainability, mitigation, and resiliency plans. 3-4b2: Provide technical assistance and training for homeowners, municipal officials, developers, engineers, and consultants on sustainability, adaptation, and resiliency concepts and opportunities for implementation. 1-1a6: Implement low-impact development and green infrastructure for new and existing residential development and mitigate pollution from commercial and industrial sources. 1-1a8: Incorporate climate change and sea level rise in planning, regulation, and BMPs for stormwater and wastewater treatment. 1-1c1: Preserve hydrologic function (e.g. flooding, buffer zones, resiliency, groundwater, etc.) in developing watersheds and restore in impaired watersheds. 1-1b2: Protect wetlands, healthy watersheds, riparian buffers, and open land to minimize land disturbance and impervious cover through land protection, sustainable development and green infrastructure.

**Project Description/Background:** Sustainability planning for energy and water use, water quality, natural infrastructure and sustainable land use practices, water dependent uses, and access to the water will form the basis of community sustainability efforts. In particular, the following components of municipal sustainability plans are important to the sustainable conservation and management of Long Island Sound: (1) Evaluation of long term needs and reduction of energy use and water use. (2) Evaluation of drinking water infrastructure and long term needs. (3) Reduction of water quality impacts especially from nonpoint sources. (4) Improvement of sustainable transportation options and opportunities for walkable communities with waterfront access. (5) Promotion of water-dependent uses, including public access on waterfront parcels. (6) Identification of infrastructure/natural system needs to allow for waterfront recreation and access consistent with sustainability plans and smart growth programs. (7) Identification of one or more municipal staff to coordinate and implement these plans. (8) Develop and update a list of resources and contacts (e.g., such as model regulations and appropriate planning agencies, including the Connecticut/New York Planners Associations) to assist with municipal and regional resiliency planning. (9) Development and implementation of municipal ordinances to make them consistent with sustainability plans.

**Cooperators and Partners:** Municipalities within the New York and Connecticut Coastal Long Island Sound Watershed, New England Municipal Sustainability Network, EPA brownfields, NYDOS, CTDEEP, New York and Connecticut Sea Grant, US EPA, Regional Planning Entities and Councils of Governments, State Planning Associations

**Funding Sources:** Hurricane Sandy Relief Funds, Comprehensive Plan Funding Sources, EPA Smart growth, brownfields Wide Area Planning

**Funding Needs:** \$\$/municipality depending on size and density

### **Expected Outputs:**

- Sustainability Plans for each municipality or planning area linked to comprehensive plan, resiliency plan and other guiding municipal and regional planning documents

### **Performance Metric(s):**

- Number of municipalities with completed sustainability plans
- Number of municipalities implementing sustainability plans
- Number of implemented sustainability plans

**Implementation Status:** New

**Expected Timeframe:** 2015–2018.