



# LONG CREEK WATERSHED MANAGEMENT DISTRICT

## Clean Water Public-Private Partnership

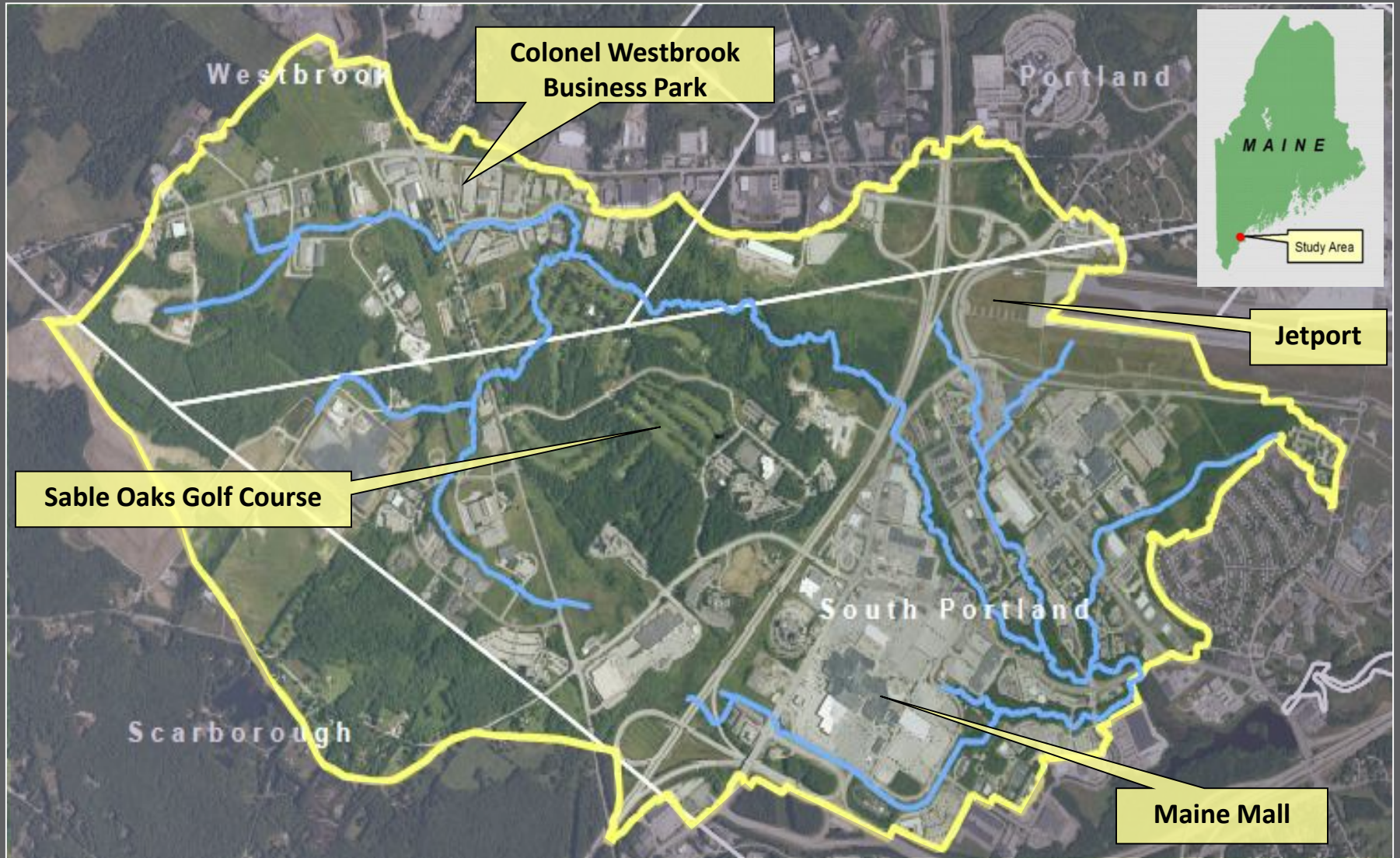
November 15, 2016

Tamara Lee Pinard  
Community Initiatives Manager  
The Nature Conservancy

LC staff support provided by:



# Study Area

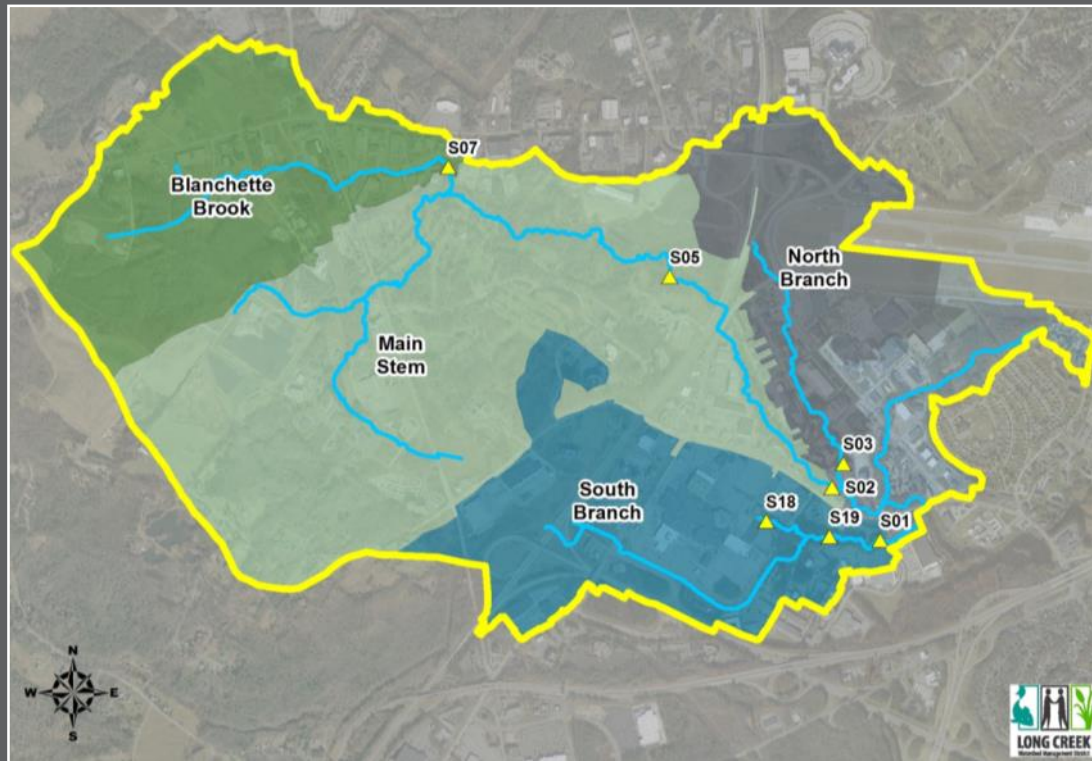


# Watershed Statistics

Watershed size = 2304 acres (3.6 sq. miles)

Impervious area = 677 acres (29%)

Length of Streams ~ 10 miles



# Why a Public-Private Partnership?



# Project Partners

## Municipalities/Quasi-municipal

- Cumberland County Soil & Water Conservation District
- ecomaine
- Portland
- Scarborough
- South Portland
- Westbrook

## Maine State Entities

- Dept. of Environmental Protection
- Dept. of Transportation
- Maine Turnpike Authority
- NEMO

## Business Representatives

- Bramlie Development Corp.
- CBRE | The Boulos Company
- Fairchild Semiconductor
- The Maine Mall
- Maine Wetlands Bank
- Marriott at Sable Oaks
- National Semiconductor
- Ocean Properties Ltd.
- Portland Regional Chamber
- SP/CE Chamber of Commerce

## Nonprofits

- Casco Bay Estuary Partnership
- Conservation Law Foundation
- South Portland Land Trust



# Residual Designation Authority

- The Clean Water Act allows petitioning of EPA to designate properties causing or contributing to water quality impairment
- March 2008: Conservation Law Foundation petitioned EPA
- October 2009: EPA's final decision to designate



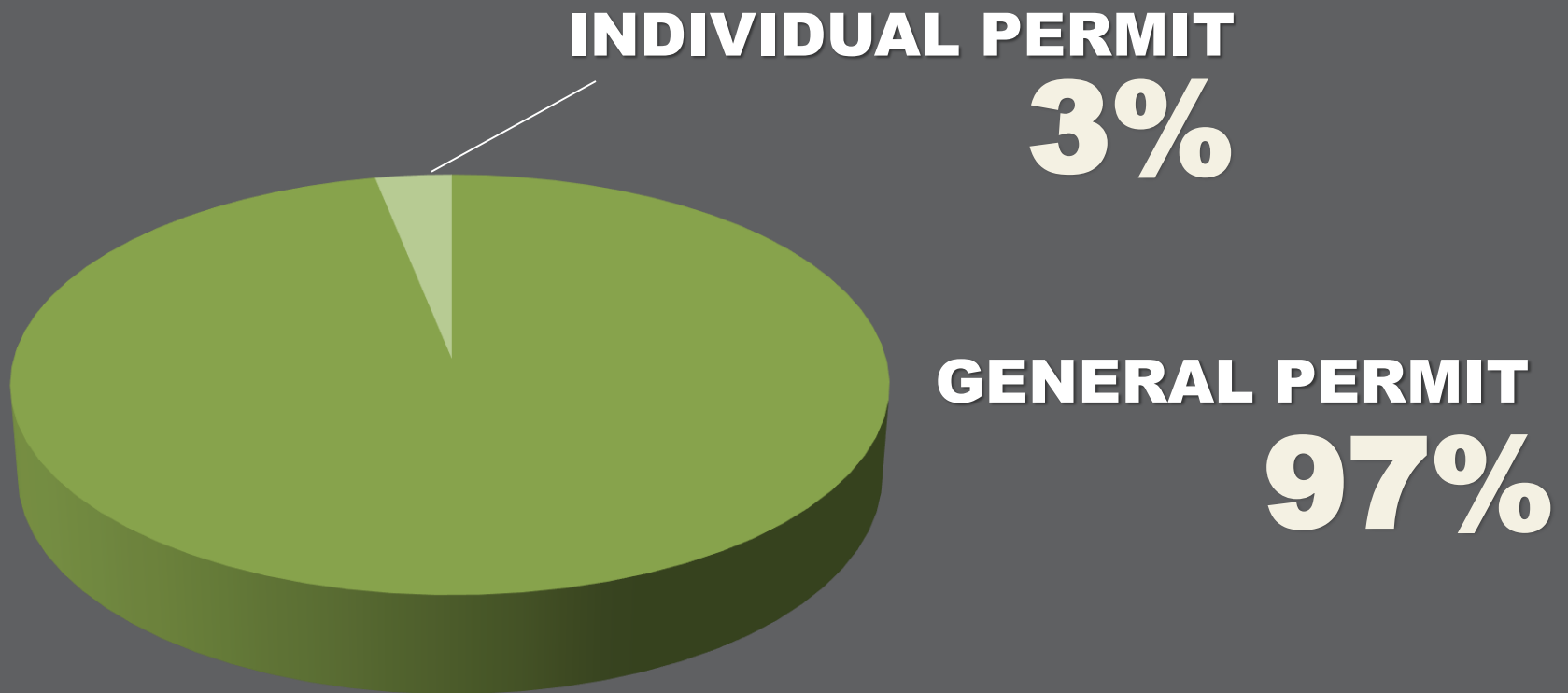
# Why a Public-Private Partnership?

- Ability to pool resources
- Multiple parcel and stream projects require collective action



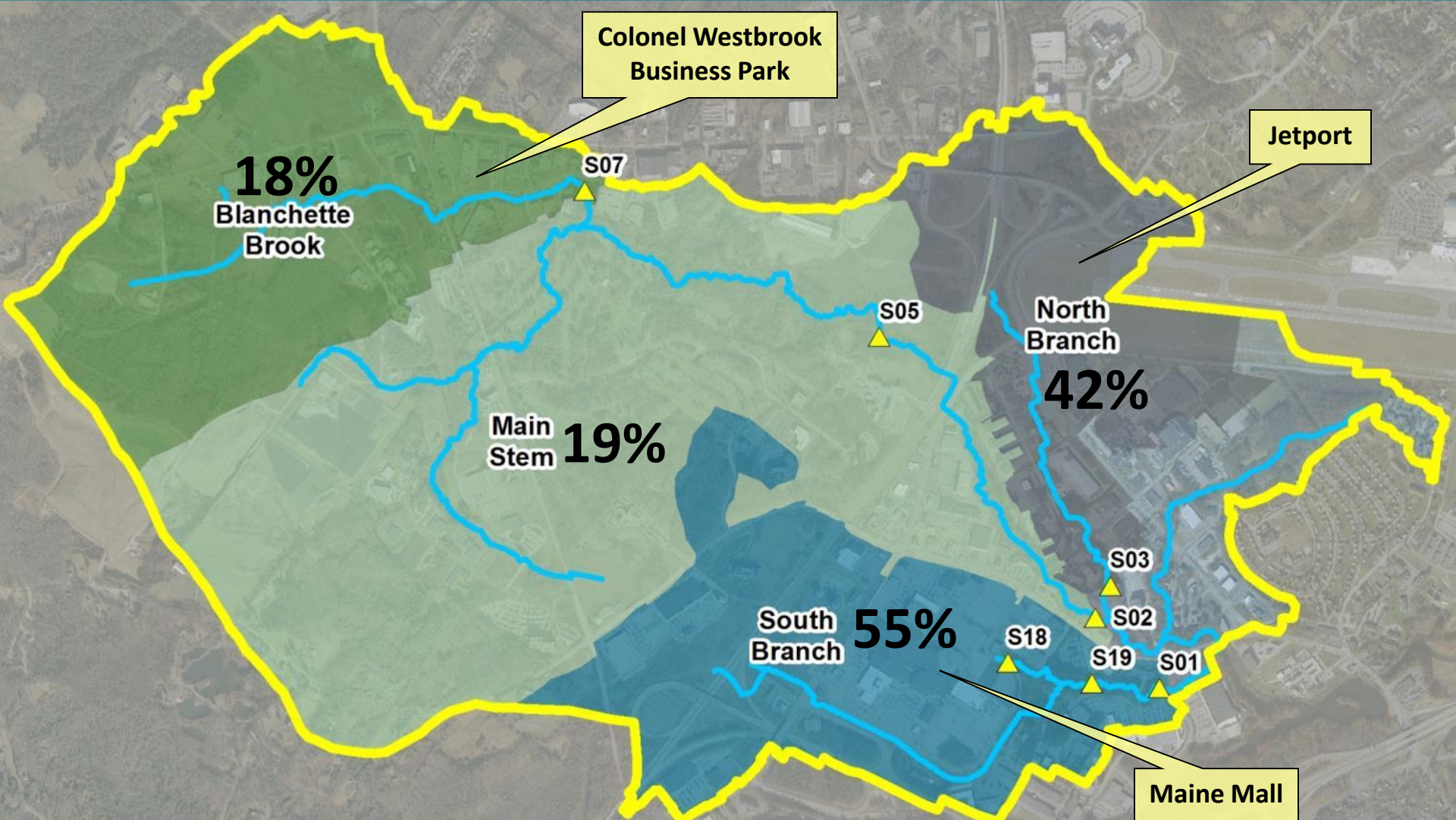
# Markers of Success

**127 DESIGNATED PARCELS**





# Case Study: Does it Work?



# 2011 In-stream & Streamside Restoration

- Installed 65 boulders & 128 trees with root wads
- 50 trees, 604 shrubs, and 2098 herbaceous plants



# 2012 Stormwater Retrofits

Impervious Cover Treated: 16.4 acres



**SME**

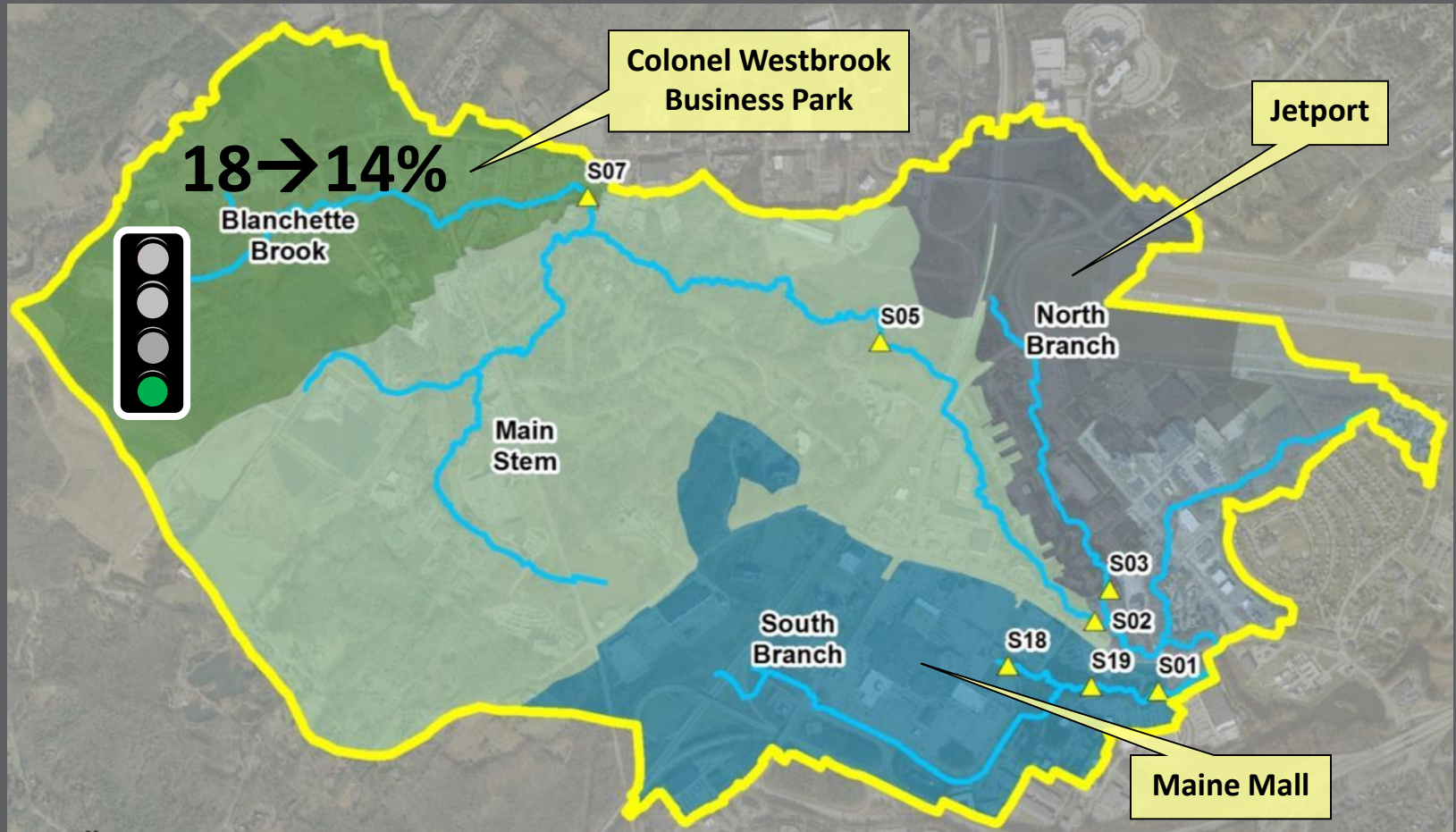
Sevee & Maher Engineers, Inc.

**Grondin**



Blanchette Brook Case Study

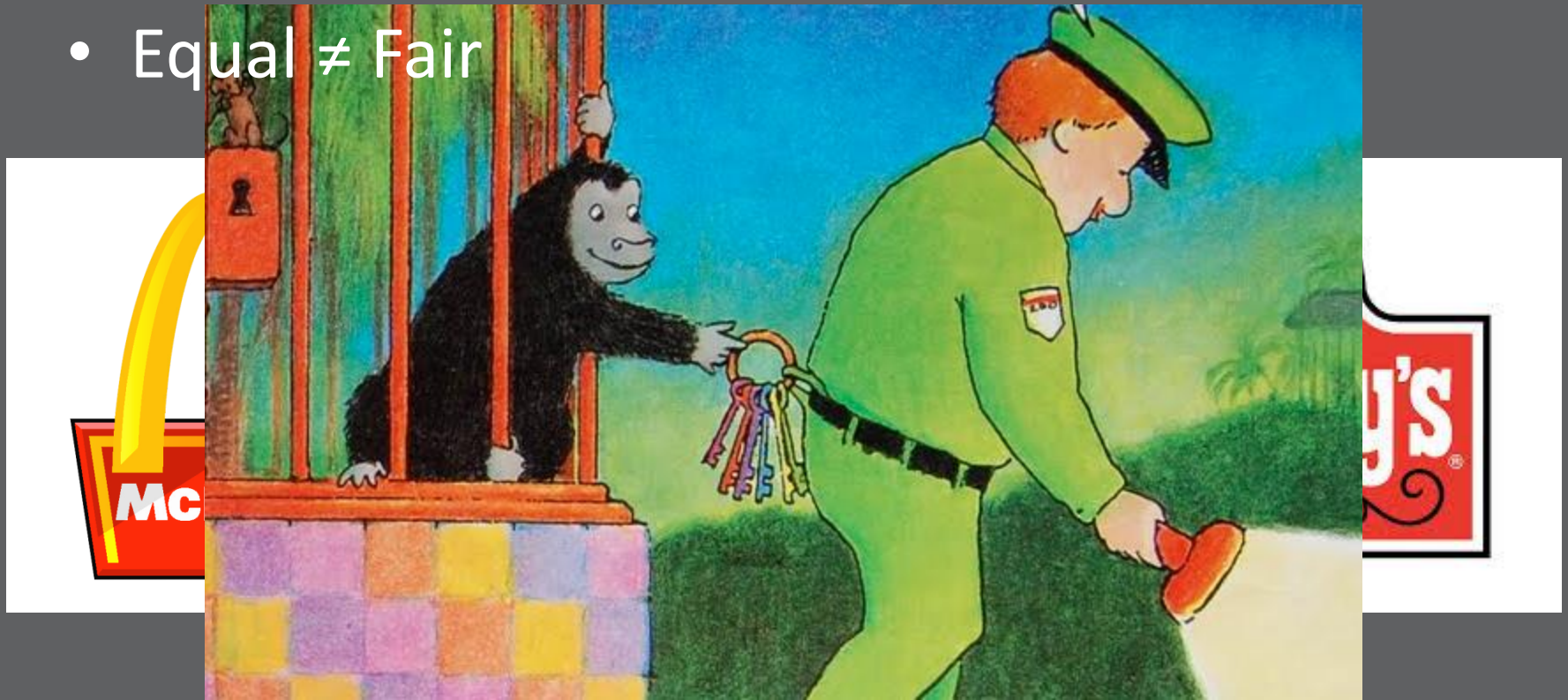
# Results?



# Lessons Learned

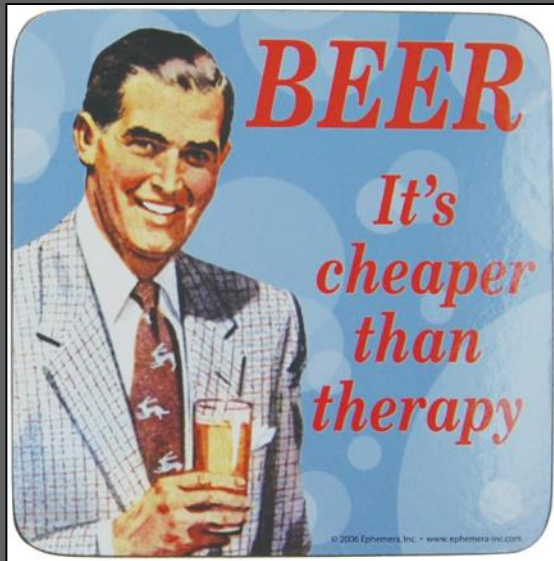


- It can be good to have a gorilla in the closet
- Equal  $\neq$  Fair



# Lessons Learned

## Redefining Cost Effectiveness



# Businesses Make Great Partners!

## 2014 Maine Mall Road Project



**General Growth Properties  
and Berlin City**



**J&L LLC and Home Again**



**Littlefield Associates  
and Nova Chiropractic**



**Storage Realty Corp  
and IHOP**



**Two Buildings LLC,  
CBRE | The Boulos  
Company, Aspen Dental**



**The Witham Family  
Limited Partnership**



# Private Sector Investment

Texas Instrument, South Portland

2013 Impervious Cover Treated: 13.23 acres







[www.RestoreLongCreek.org](http://www.RestoreLongCreek.org)

**Tamara Lee Pinard**

Community Initiatives Manager  
The Nature Conservancy  
[tamara.pinard@tnc.org](mailto:tamara.pinard@tnc.org)

**Peter Carney**

Executive Director  
Long Creek Watershed  
Management District  
[pcarney@restorelongcreek.org](mailto:pcarney@restorelongcreek.org)

Acknowledgement: Photos and maps created by CCSWCD for LCWMD



Thank you!