

## APW-07

### Hudson River Water Quality Public Advisory

**Project Description:**

Notification system to inform the public on the progress of the Albany Pool CSO LTCP Implementation and associated water quality improvements identified through the Post Construction Compliance Monitoring Program. Scope to be further developed within the established budget based upon the goals and needs of each community.

**Purpose:**

Provides the public with a better understanding of CSO impacts on the water quality of the Hudson River and its tributaries. It also provides a better understanding of the water quality improvements associated with implementation of the CSO LTCP.

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Consent Order Milestones	Date Milestone Met
Task Start Date: 4/1/18	3/28/18
Task Completion Date: 4/1/19	4/1/19

SPDES Permit #s	NY 002 5747, 003 1046, 003 0899, 003 3031
LTCP Projected Project Cost (Millions)	\$0.25
Total Cost (minus in-kind)	TBD
Owned By	N/A
CSO Outfall No.	N/A
Grant Funding or other sources	N/A

**Project Status:**

**3/1/18:** Since the beginning of the program, CDRPC has maintained a project website at <http://cdrpc.org/programs/water-quality/combined-sewer-overflow-cso/>. Shortly after launching the Corporation to provide administrative support to the communities, CDRPC established a companion Corporation website at <http://cdrpc.org/programs/water-quality/combined-sewer-overflow-cso/albany-cso-pool-communities-corporation/>. These sites retain a wealth of data on the program – from reports and studies to meeting minutes and budgets. The sites are comprehensive and function as both a clearing house for data the media or public may be seeking and as a repository for policies and materials required by the Authority Budget Office. Recognizing that the goal of task APW-07 to provide the public with a better understanding of CSO impacts, the communities are evaluating the benefits and costs of putting

together a new standalone website – developed with assistance from a firm that specializes in website development and public outreach. The communities are also evaluating a method for producing materials for public distribution that could be used to promote the program and inform the public on its successes.

**7/11/18:** The Albany Pool Communities have retained the services of Grammercy Communications and Mannix Marketing to develop a new website for the program. The vendors will also develop an annual report. The report, coupled with the website, will provide the public with a better understanding of CSO impacts on the water quality of the Hudson River and its tributaries. It will also provide a better understanding of the water quality improvements associated with implementation of the CSO LTCP. The first report could be developed to summarize the LTCP program and its successes to date, as well as chart the progress of the water quality improvements made possible during the first five years of the program.

**9/10/18:** Grammercy Communications has been retained to develop an improved website and communications materials for this project. Grammercy has been meeting with the Corporation, as well as member communities for interviews. They have also been collecting presentation and prior report materials.

**2/13/18:** CDRPC staff has continued to meet with Grammercy and Mannix to develop the website and messaging for the print media templates that will be produced as part of this task. A wireframe of the website is nearly complete and document collection is underway. The designers met with CDRPC and a representative from the APJVT to scope out what information from the comprehensive Post Construction Compliance Report can be distilled to a simple and easy to understand set of charts and diagrams accompanied with plain language narrative about the water quality in the Hudson river as it related to CSO discharges and the impacts of the LTCP projects on making improvements in water quality and return times.

**4/1/19:** The consultant team developed a consistent brand and purchased a domain name. A logo was developed as well. The new website <https://www.albanypoolcso.org/> was soft launched on March 29th. The website allows the communities to provide a one stop shop for the entire LTCP program in real time. It contains the following sections: About, Projects and Reports, Water Quality reporting, Frequently Asked Questions, News and Contact. The “You Can Help” section will be developed as the program moves along. The website functions as a much more public friendly clearinghouse for program materials. While the prior site and semi-annual reports checked the boxes for informing on the progress of the Albany Pool CSO LTCP Implementation and associated water quality improvements identified through the Post Construction Compliance Monitoring Program, this new website and collateral materials will make this information more accessible to the public. The site, through the use of graphics and charts, also provides the public with a better understanding of CSO impacts on the water quality of the Hudson River and its tributaries and the success of LTCP projects on improving water quality overall.

**The template for an annual report has been developed that can be released in short order. It features an introduction on the program, history of water quality initiatives on the Hudson, selected results of the Post Construction Monitoring Program, project highlights and a schedule of projects that have been completed. The report also celebrates the progress of the program and its successful advancement as we near the abatement of nearly 25% of untreated CSO flow.**

**Both the website and template report are intended to be continuously improved over time.**