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<tbody>
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<th>Implement the stormwater management program required for the PAG-13 permit in the most sustainable way possible.</th>
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What is the Pottstown Sustainability Plan?

This Sustainability Plan serves as a road map for Pottstown Borough government and Pottstown School District operations and decision-making. The plan identifies sustainability as a key policy initiative for both organizations and establishes a vision of sustainability as it pertains to both Borough Government and School District operations. The plan identifies actions that are intended to enhance sustainability by improving operational efficiencies and addressing quality of life issues affecting both residents of and visitors to Pottstown.

The Sustainability Plan process was initiated in late 2014 with the formation of two committees: a Steering Committee, comprised of Borough and School District officials and staff, and a Stakeholder Committee, which included members of the business, nonprofit, and residential communities. These participants have provided valuable input to augment the data collected relating to sustainability issues, such as energy efficiency and water consumption at public-owned facilities, community health and safety, and economic development.

The plan’s organizational framework consists of four elements:

- Principles
- Vision Statement
- Goals
- Actions

Why Create a Sustainability Plan?

The Pottstown Sustainability Plan was developed to inform Borough and School District policy decisions. This sustainability plan provides a framework for these organizations’ operations and activities by identifying goals and actions that support the overarching values that were defined based on feedback from the plan committees during the planning process.

Quality of Life

Sustainability plans aim to address quality of life issues, such as safety, walkability, and engaging with the community through various opportunities. All of these elements contribute to a livable community and translate into making the Borough an attractive place to live and do business. From the perspective of Borough government, the Sustainability Plan will identify specific actions that strive to increase the quality of life for those who live and work in the Borough. In regards to Pottstown School District, the Sustainability Plan is intended to identify actions that can be implemented by the administration with the goal of improving the quality of life for students and faculty.
Leading by Example
The Sustainability Plan is a tool used to guide decision-making and operations. It can encourage the adoption of practices that support sustainability goals, and it can identify areas for improving efficiencies.

Organize Efforts
It is envisioned that the Pottstown Sustainability Plan will help promote communication both internally – among Borough departments and between School District staff and faculty – and externally, to the community, by helping community organizations achieve common goals through cooperation.

Grant Funding Tool
An adopted sustainability plan signals an organization’s commitment to implement the contents of the plan. As such, the plan provides weight to grant applications, as funding organizations endorse projects that are part of a larger strategy.

Cost Savings
Many of the plan’s Actions seek to improve operational efficiencies, either through products or practices. These efficiencies result in cost savings over time.

Principles
Based on the research conducted and feedback received from surveys and interviews, the plan will be structured around three overarching Principles: Infrastructure, Education and Connected Communities. These principles are the core concepts at the heart of a Sustainable Pottstown.

Each of the four elements of the plan, including its Goals and Actions, should advance the concepts advocated through these Principles:

Connected Communities signifies equity - respect and fairness - for all who live, work and play in Pottstown. Recognizing how diversity contributes to the identity of Pottstown as a whole is essential to sustainability.

Education means raising awareness through continuous public engagement to create a well-informed community that embraces sustainability.

Infrastructure refers to the built and natural environments and includes streets, buildings, facilities, as well as trees, streams, and open space – anything that contributes to the physical setting of the Borough. In terms of sustainability, infrastructure heavily influences the way people feel about their surroundings. Creating a safe, healthy and clean environment is key to creating a positive quality of life.

Viewing new interpretative signage in Riverfront Park
Vision Statement
The Vision Statement is a concise description of the plan’s objectives. This statement guides the development of Goals and Actions that will instruct how to achieve the plan’s Vision.

Pottstown Borough strives to improve the quality of life for all community members by creating a well-informed citizenry that makes sustainable decisions that positively affect the environment.

Plan Logo
The following logo was designed to represent the Principles of infrastructure, environment and connected communities. Note that the logo incorporates the facades of several buildings located along High Street!
Goals
The plan’s Goals support the Vision and Principles, and set the agenda for creating Actions that can be implemented with the intent of achieving the goals.

Goals:
• Develop a deeper awareness through education and outreach to Borough residents and the greater Pottstown region that results in an understanding of the role of sustainability and an awareness of how each individual’s actions impact the greater community.
• Enhance the overall well-being among Pottstown’s residents by providing opportunities that promote healthy choices in regard to wellness.
• Conserve, protect and enhance the quality of the Borough’s built and natural resources.
• Promote economic growth and revitalization opportunities that contribute to a vibrant, diverse, and dynamic community.

Actions
The Actions represent how the plan will be implemented. While the plan will provide Actions that apply specifically to Borough and School District operations, much of the information and recommendations can be put into action by individuals and community groups. Actions inform operations, policies and regulations that the Borough and School District will implement.

Examples of Borough and School District Actions:
• Increase access to community gardens and local foods
• Increase tree cover throughout the Borough
• Improve recycling volumes
• Connect with regional partners to support School District curriculum
• Enhance existing parks and consider opportunities for future park development
Introduction

Background

Pottstown Borough is undergoing a transformation that began with the opening of its new Borough Hall on May 11, 2000. Borough officials and staff have been working to overcome the hardships that resulted from the loss of several major manufacturing firms during the 1970s and 1980s. These firms had formed the backbone of the region’s economy, providing thousands of jobs and a steady stream of revenue.

The Borough continues to build on recent successes that have contributed to economic revitalization efforts, including the opening of Montgomery County Community College’s West Campus and the Innovation Hub, the rehabilitation of the Fecera’s furniture warehouse into gallery and community space and living units, and the introduction of a variety of businesses, including VideoRay, Sly Fox Brewing Company, Steel River Playhouse, and the Connections on High Coffee Shop. The Gateway Tourism and Recreation (TRec District in the western end of the Borough) has blossomed into a destination for both residents and visitors, offering numerous amenities, which include Memorial Park and its popular Spray Park and the Trilogy Park BMX Track, the Colebrookdale Railroad, the Pottstown Carousel, Manatawny Green mini-golf, and the Pottsgrove Manor historic site. The Attractions Map on page 3 highlights a number of these amenities.

With numerous projects and initiatives underway, a Sustainability Plan fit as a logical next step as a way to formalize policy that would apply to ongoing and future efforts. Such a plan would also serve as a formal record that identifies specific actions to be accomplished in order to keep the momentum towards growth.

The idea of a municipal sustainability plan was expanded to include the Pottstown School District (School District) after it expressed interest in being a project partner. Over the past decade, the Borough and the School District have established a cooperative partnership to work on a number of initiatives. This Sustainability Plan presented another opportunity for the two organizations to work together, and was a natural fit in terms of scope and audience, as both entities share a common geographical boundary.
The idea of a partnership was further solidified due to both entities having a desire to move forward together in a sustainable manner to benefit the community. Over the past five years, both the Borough and the School District have implemented major infrastructure projects that promote environmental and social benefits. For example, the School District has upgraded its elementary schools to meet Leadership in Energy and Environmental Design (LEED) standards, which has reduced energy usage and subsequently, operational costs. The Borough has pursued improvements to its parks and trails, and has retrofitted the Borough parking lot with high-efficiency light-emitting diode (LED) lighting to improve user safety, while also reducing energy usage and cost.

A sustainability plan that is formally adopted by Borough Council and the School Board signals their commitment to operating in a sustainable manner, understanding that enacting a policy of sustainability provides benefits beyond the scope of environmental considerations. Known as the “triple bottom line,” sustainable operations provide benefits in terms of social, environmental and financial impacts.

**Why Create a Sustainability Plan?**

The Pottstown Sustainability Plan was developed to inform Borough and School District policy decisions. This sustainability plan provides a framework for these organizations’ operations by identifying goals and actions that support the overarching values that were defined based on feedback from the plan committees during the planning process.

**Quality of Life**

Sustainability plans aim to address quality of life issues, such as safety, walkability, and engaging with the community through various opportunities. From the perspective of Borough government, the Sustainability Plan will identify specific actions that strive to increase the quality of life for those who live and work in the Borough. In regards to the School District, the Sustainability Plan is intended to identify actions that can be implemented by the administration with the goal of improving the quality of life for students and faculty.

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The Sustainability Plan is a tool used to guide decision-making and operations. It can encourage the adoption of practices that support sustainability goals, and it can identify areas for improving efficiencies.

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**Cost Savings**

Many of the plan’s Actions seek to improve operational efficiencies, either through products or practices. These efficiencies result in cost savings over time.

**Community Resilience**

A key theme of sustainability is resilience, a measure of the ability of a community to utilize available resources to respond to, withstand, and recover from adverse situations.
Attractions Map

June 2017

Legend
- Borough Parks
- Schuylkill River Trail

Colebrookdale Railroad
Fountain of Youth Sprayground
Trilogy Park BMX
Pottsgrove Manor
Pottstown Carousel
Riverfront Park

Introduction 3
Defining Sustainability

In 1989, the United Nations’ Brundtland Commission was established with the mission of uniting countries to pursue sustainable development together. The Commission defined “sustainable development” in its report as:

 Development that meets the needs of the present without compromising the ability of future generations to meet their own needs.

A dictionary definition of sustainability refers to a system that maintains its own viability by using techniques that allow for continual reuse. In regards to business operations, sustainability can apply to everything we do, buy, build, and use. It means that the economy, environment, and community are nurtured and not abused.

Sustainability is associated with a way of living and doing business that manages resources to provide for everyone’s needs – not just for today, but for future generations. The US Environmental Protection Agency sums up the concept with its statement, “Sustainability isn’t part of our work – it’s a guiding influence for all of our work.”

These definitions provide a broad guide. However, to be most effective, any definition of sustainability should be refined to more specifically reflect an organization’s culture and goals. Therefore, a first step in this initiative was to define what sustainability means for the Borough and School District.

Plan Committees

The task of defining sustainability as it relates to this plan fell to members of two committees:

Steering Committee - The 13-member Steering Committee was comprised of Borough administration and management staff, School District administrative staff, and members from Borough Council and the School District Board of Education.

Stakeholder Committee - The 35 members of the Stakeholder Committee included residents and members from both the local business community and non-profit organizations.

Members of these committees are identified on page ii of this report. Committee members participated in discussions and exercises that led to defining sustainability for the purposes of this plan, and identified the plan elements – the Vision, Principles, Goals, and Actions.
Methodology

Data Collection & Analysis

Prior to meeting with the committees, the study team developed a baseline assessment of existing conditions within the Borough in regards to health, public perception, infrastructure, and other quality of life factors. The information for this baseline assessment was gathered from previous plans and reports, surveys and interviews, and mapping analysis.

*Literature Review*

Data from the following sources was reviewed:

- 2013 Tri-County Area Household Health Survey, Public Health Management Corporation (PHMC)
- *Planning and Design Strategies for Healthy Living, Parks, and Recreation in the Pottstown Area*, Penn State University
- *Cheltenham Township Sustainability Plan*, Montgomery County Planning Commission (MCPC)
- *Collegeville Borough Sustainability Plan*, Montgomery County Planning Commission
- *Healthy Food Retailer Assessment Best Practices*, Centers for Disease Control

*Mapping Analysis*

The study team used Geographic Information Systems (GIS) data to develop maps that identified existing conditions, including:

- Existing land use
- Tree canopy coverage
- Floodplain
- Proximity to parks and open space
- Food accessibility
- Completeness and connectivity of the transportation system

These maps are included as supporting documentation for a number of the Actions presented in the last chapter of this plan.
Data on building and vehicle fleet energy usage was collected from the Borough and entered into the Delaware Valley Regional Planning Commission’s (DVRPC) Energy Assessment Tool. This tool translates how energy usage equates to greenhouse gas emissions. This serves as a snapshot of energy consumption and can help guide the Borough and School District in their further exploration of energy issues.

**DVRPC Energy Assessment Tool Analysis**

The study team surveyed 24 grocery, convenience, and corner stores located within the Borough. These assessments evaluated the types of products advertised on the store’s exterior, the availability of fresh food - milk and other dairy products, eggs, produce, and prepared foods - and the placement of these items in terms of visibility. The inventory checklist used for the Food Store Assessment is included in Appendix B on page 139.

**Surveys**

The questionnaires for the surveys and interviews listed below are provided in Appendix B, beginning on page 133.

**Borough and School District Employee Surveys**

Borough and School District employees participated in a survey soliciting information about sustainability on the job, including the following topics:

- Commuting mode
- Reasons for driving alone
- Willingness to use transit with an incentive
- Sustainability as a priority at work
- Challenges to incorporating sustainability into daily operations

Responses were received from 37 Borough employees and 265 School District employees and faculty.

**Committee Member Surveys**

Members of the steering and stakeholder committees completed a survey used to identify existing strengths and weaknesses associated with the quality of life in the Borough. The feedback from these surveys was presented to the committees as a starting point for defining sustainability and setting a direction for the plan’s Vision, Principles and Goals.
**Green Procurement Surveys**

A green procurement survey was distributed to staff involved with purchasing in order to gather information about each organization's procurement philosophy. This survey informed opportunities to make changes that are in line with the goals of the Plan.

**Employee Interviews**

The study team conducted interviews with Borough and School District staff who could speak about how operations are conducted and offer ideas for improving sustainability in their respective departments. The information gathered during these discussions refined the study team's understanding of property-specific issues that have been incorporated into the plan's Actions.

The interviews addressed Borough and School District operations in the following areas:

- Stormwater Management
- Fleet Management
- Land Maintenance
- Waste Management and Green Procurement
- Energy Procurement
- Energy Efficiency
- Water Use
- Outreach and Public Relations

Interviews with school district staff also addressed the following two topics that are unique to school district operations:

- Curriculum and Education
- School Cafeteria Operations and Nutrition
Plan Development

Plan Organization

The diagram to the right depicts the organizational flow of the four elements that comprise the plan. The graphic represents the hierarchical nature of relationship between the plan’s Principles, Vision, Goals, and Actions.

The following sections discuss the development of each plan element and describe how they relate to each other and work together to contribute to a more Sustainable Pottstown.

Principles

Vision

Goals

Actions

Steering & Stakeholder Committee Kick-offs

The Steering and Stakeholder Committees gathered for Sustainability Plan Kick-off Meetings on April 8 and June 9, 2015, respectively. In addition to the information gathered during the Data Collection and Analysis phase, the study team presented the information below to be considered as a starting point for framing out a definition of sustainability and setting a course of direction for the plan’s Vision, Principles and Goals:

- Regional Comparison of Energy Usage and Greenhouse Gas Emissions by Municipality
- Municipal Comparisons – Pottstown Borough and Lower Providence, Limerick, Norristown, West Chester Townships
  - Energy Usage by Sector (Residential, Commercial, Industrial)
  - Energy Expenditures by Sector
- Comparison of Health Indicators – Pottstown Borough and Tri-County Region
  - Physical Activity
  - Smoking Rates
  - Fruits and Vegetables Consumed Daily
  - Chronic Health Conditions
  - Overall Health Status
  - Body Mass Index
  - Use of Recreational Facilities
  - Commuting Method

Hot air balloons at Independence Day celebration in Pottstown
Defining Sustainability

Feedback received from the Committee Member Surveys identified the Borough’s strengths and challenges. The terms submitted were converted into word cloud graphics. Word clouds are a visual representation of information in which the text size varies based on how often a word is repeated in a list.

As seen below, a comparison of the word clouds that resulted from each committee’s input shows a number of overlaps in terms of the issues identified for both strengths and challenges.
Plan Elements

Principles

Common themes emerged from the priority issues identified in the word clouds. These themes, or Principles, encapsulate the plan’s overarching vision and essentially define the term “sustainability” for the scope of this plan. The plan will be structured around the three Principles of Infrastructure, Education, and Connected Communities.

These core Principles are the first level in the plan’s organizational flow, or the top level in hierarchical terms. The Principles represent concepts that will guide the development of the other three elements of the plan’s organizational flow – the Vision, Goals and Actions.

Connected Communities signifies equity for all who live, work and play in Pottstown. Striving to connect all the diverse communities of Pottstown is essential to sustainability. For Pottstown to be more sustainable, the qualities of every type of population in the Borough must be addressed with respect and fairness.

Education means raising awareness through public engagement to create a well-informed community that embraces sustainability.

Infrastructure refers to the built and natural environments. Infrastructure is the most visible component of sustainability, as it defines not only the physical landscape, but also imparts the character of Pottstown and contributes to its sense of place.

Vision Statement

A vision statement, the second step in the organizational flow, was developed to capture the spirit of the Principles in a brief, focused statement. The vision statement is intended to guide decision-making through plan development and implementation. The vision statement below captures the plan principles of education, connected communities and infrastructure.

Pottstown Borough strives to improve the quality of life for all community members by creating a well-informed citizenry that makes sustainable decisions that positively affect the environment.
Goals

The plan’s Goals, the third step in the organizational hierarchy, are statements that provide direction and guidance for developing the Actions that will implement the plan’s Vision. The Goals were developed from feedback collected from the surveys. The comments received were initially grouped into the following categories:

- Mobility
- Housing Stock
- Communication
- Education and Outreach
- Community Health
- Stormwater Management
- Increase recycling
- Protecting and nurturing the environment
- Reduce energy consumption and increase use of renewable energy sources
- Retaining and Attracting Business
- Streetscaping

At the recommendation of the Steering Committee, the nine categories above were refined into four “Important Plan Concepts” to reduce the potential number of Goals and sharpen the plan’s focus.

<table>
<thead>
<tr>
<th>Original Category</th>
<th>Important Plan Concept</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education &amp; Outreach</td>
<td>Increasing Awareness</td>
</tr>
<tr>
<td>Communication</td>
<td></td>
</tr>
<tr>
<td>Mobility</td>
<td>Making a Healthier Community</td>
</tr>
<tr>
<td>Community Health</td>
<td></td>
</tr>
<tr>
<td>Increase Recycling</td>
<td>Protecting and Nurturing the Environment</td>
</tr>
<tr>
<td>Stormwater Management</td>
<td></td>
</tr>
<tr>
<td>Reduce energy consumption &amp; increase use of renewable energy sources</td>
<td></td>
</tr>
<tr>
<td>Protect natural resource</td>
<td></td>
</tr>
<tr>
<td>Retain and Attract Business</td>
<td>Economic Development/Redevelopment</td>
</tr>
<tr>
<td>Housing Stock</td>
<td></td>
</tr>
<tr>
<td>Streetscaping</td>
<td></td>
</tr>
</tbody>
</table>

With the Principles and Vision in mind, the study team and committee members developed the Important Plan Concepts into the following Goals:

- Develop a deeper awareness through education and outreach to Borough residents and the greater Pottstown region that results in an understanding of the role of sustainability and an awareness of how each individual’s actions impact the greater community.

- Enhance the overall well-being among Pottstown’s residents by providing opportunities that promote healthy choices in regard to wellness.

- Conserve, protect and enhance the quality of the Borough’s built and natural resources.

- Promote economic growth and revitalization opportunities that contribute to a vibrant, diverse, and dynamic community.
Actions

The Pottstown Sustainability Plan contains Actions which are activities that the Borough or School District can accomplish to help achieve the plan Goals. All of these Actions fall within the Borough or School District’s powers to accomplish and do not include actions which are outside of each organization’s jurisdiction. They include actions that relate to policy, operations, and, for the Borough, regulations.

In regards to this plan, policy is a course of action based on the plan’s guiding Principles - for example, policy Actions could advocate green purchasing or staff activities. Operations refer to the management of the Borough or School District’s physical assets like buildings, vehicles and equipment. The Borough can also implement regulations in the form of municipal ordinances, such as the Zoning Ordinance and the Subdivision and Land Development Ordinance, which guide development in the Borough.

Actions are the individual steps towards implementation of the Goals and Vision

The actions presented in the plan are categorized as Borough Actions, School District Actions, or Joint Actions, which can be implemented by both the Borough and the School District. Joint actions provide guidance for each entity separately, and are tailored to each organization’s scope.

Action Categories

The Actions are categorized into the following subject areas for better organization and to help plan readers find actions that align with their interests.

- Energy and Sustainable Building (ESB)
- Mobility (M)
- Green Infrastructure (GI)
- Health and Nutrition (HN)
- Education and Outreach (EO)
- Local Economy (LE)
- Environmental Stewardship (ES)

Within each category, each Action is color-coded according to ownership – Borough Actions are red, School District Actions are blue, and Joint Actions are purple.
Outreach

Logo Development
Prior to beginning outreach efforts, a logo was developed to be included on all plan-related materials. This logo incorporates the plan Principles of Connected Communities, Education and Infrastructure.

• The people symbolize Connected Communities, and represent social justice

• The book symbolizes Education, the root of awareness that leads to action

• The buildings and trees represent Infrastructure, both built and natural

Borough Newsletter
The February 2016 edition of the Borough’s Recycling newsletter, which is produced quarterly and mailed to all Borough residents, featured an overview about the plan. The article presented the plan’s Principles, Vision and Goals, as well as the logo concept.

Joint Borough and School District Meetings
The study team presented status updates to the members of Borough Council and the School Board at three joint Borough and School District meetings, held in September 2015, February 2016, and February 2017.
Public Events

The study team participated at three community events in 2016 to promote awareness of the Sustainability Plan: Community Day at Memorial Park in May, the popular Carousel of Flavor event in September, and The Hill School’s Safe House event in October.

The set-up at these events included posters featuring an overview of the plan and a survey of nine Actions proposed in the plan, a handout of the plan’s executive summary, and a postcard promoting opportunities to volunteer with the Borough’s Environmental Advisory Committee (EAC). These materials are included in Appendix C, pages 142 through 144.
The survey poster identified nine Actions that are proposed in the plan. At each of the public events, participants were asked to vote for the top three Actions that were most important to them. Survey results indicated a strong desire for a vibrant downtown district, featuring restaurants and cultural amenities. The charts above feature the voting results from each event.
Implementation

Many of the plan’s Actions will be initiated by Borough and School District Administration and other staff internally. However, public awareness and involvement are also key to the successful implementation of the plan. To achieve this, the Borough has designated its Environmental Advisory Committee (EAC) with the role of implementing public engagement.

The EAC’s role is to advise the Borough on matters dealing with protection, conservation, management, promotion and use of natural resources, including air, land and water resources. This mission provides a natural overlap with many of the issues addressed in the Sustainability Plan.

The EAC is well-suited to serve as the liaison between Borough residents and government, as it is an official Borough committee that is comprised of five residents who have a strong interest in environmental issues. Having the EAC’s support in terms of implementing the plan creates an optimal opportunity in regards to public engagement and participation.

One of the EAC’s initiatives will be to establish a network of volunteers to assist the Borough on small-scale project implementation and various outreach activities.

This graphic shows the Borough EAC’s role as the conduit for implementing sustainability projects.
Sustainable Topics

The themes listed below represent seven focus areas that relate to this plan’s definition of sustainability. The Actions that follow are organized by these themes.
**Action Item Report Card**

This document serves as a table of contents for the Actions proposed in the plan and is organized by topic and the entity responsible for implementation. It also serves as a “report card” that will allow the Borough and School District to easily track which Actions have been undertaken and the benefits gained in terms of sustainability.

**Pottstown Sustainability Plan Report Card**

<table>
<thead>
<tr>
<th>Action</th>
<th>Page</th>
<th>Implemented Activities</th>
<th>Total Costs (+) or Savings (–)</th>
<th>Other Quantifiable Benefits or Detriments</th>
<th>Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>ESB1</td>
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Energy and Sustainable Building (ESB)

Energy and GHG emission reduction, renewable energy production, sustainable building practices, waste reduction, sustainable ordinances and regulations

**Actions**

- **ESB1** Replace streetlight bulbs and traffic signals with higher-efficiency lighting
- **ESB2** Ensure that the Borough’s codes align with its sustainable vision and goals
- **ESB3** Promote renewable energy
- **ESB4** Adopt a sustainable purchasing policy
- **ESB5** Explore ways to reduce water consumption in School District buildings
- **ESB6** Replace conventionally-fueled Borough or School District-owned vehicles and equipment with those that use sustainable technologies when possible and appropriate
- **ESB7** Improve recycling volumes
- **ESB8** Implement a composting program as a means of waste reduction
- **ESB9** Reduce the energy demands of Borough and School District buildings
Replace streetlight bulbs and traffic signals with higher-efficiency lighting.

What is the issue?
In 2014, the Borough spent roughly $600,000 to run the 1,831 streetlights in the Borough and $43,000 on traffic signal lighting costs. Retrofitting the streetlights to more efficient LED bulbs would significantly reduce the cost to run the streetlights. LED retrofits would also have a major impact in terms of reducing greenhouse gas (GHG) emissions, which were estimated to be 882 metric tons of carbon dioxide equivalent (MT CO2e) for streetlights alone.

Why is this action important?
Since 2011, the Borough has engaged in retrofitting its traffic signals and pedestrian crossing lights from incandescent bulbs to LED bulbs. As conventional bulbs burn out, they are replaced with LEDs. The table below indicates that this conversion to a higher-efficiency bulb has resulted in cost savings of more than 50 percent. The money saved in energy costs has been used to cover the operating costs of nearly 140 new pedestrian signals.

Switching to LED lights can also provide indirect savings in the form of reducing waste and labor costs, as LED lights need to be replaced less frequently than conventional lighting. Additionally, new lighting systems can be computerized to assist with monitoring to improve efficiencies in terms of maintenance.

<p>| Cost Reductions from Conversion to LED Traffic Light Bulbs Pottstown Borough 2011 vs. 2014 |
|---------------------------------------------|----------------------------------|----------------|------------------|-----------------|------------------|-----------------|</p>
<table>
<thead>
<tr>
<th>Year</th>
<th>Traffic Signal Bulbs Total (does not include flashing signals)</th>
<th>LED Traffic Signal Bulbs (does not include flashing signals)</th>
<th>%LED</th>
<th>Total Energy Cost</th>
<th>Cost/Bulb</th>
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<tr>
<td>2011</td>
<td>1,079</td>
<td>87</td>
<td>8.0%</td>
<td>$36,025.50</td>
<td>$33.39</td>
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<tr>
<td>2014</td>
<td>2,229</td>
<td>1,410</td>
<td>63.2%</td>
<td>$33,647.59</td>
<td>$15.10</td>
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Derived from DVRPC Local Energy and Greenhouse Gas Reduction Toolkit
Installing LED lights, which provide a brighter and clearer light than conventional bulbs used in streetlights, also contribute to pedestrian safety and safe streets in general. While LEDs provide a brighter light at less cost, if lights are too bright, they can contribute to health concerns and light pollution. In June 2016, the American Medical Association (AMA) declared LED streetlights a public health risk, citing that the type of light emitted by “white” LEDs can contribute to sleep disorders, and excessive exposure can increase the risk for obesity, diabetes, cardiovascular disease and cancer. To avoid these issues, the AMA recommends adopting LEDs with a yellow tint. Yellow-tinted lights are also more attractive and complementary to the Borough’s image than stark white lighting.

How could the action be accomplished?

- Evaluate available programs for funding LED retrofits in terms of cost-benefit ratios
- Form a streetlights committee to get input from Borough departments, including the Police Department

Resources

- *Energy Efficient Traffic Signals & Streetlights*, DVRPC
  www.dvrpc.org/reports/MIT020.pdf
- US DOE Municipal Solid-State Street Lighting Consortium
  www.energy.gov
- *A Step-By-Step Approach to Improving Outdoor Lighting, Saving Energy and Reducing Maintenance Costs*, Leotek Lite-On Group
  www.leotek.com

Between 2000 and 2002, Abington Township replaced all of its incandescent traffic and pedestrian signals with LEDs. The new signals reduced the township’s annual traffic signal energy expenditure from over $130,000 to only $10,000. Additionally, the decrease in energy use that resulted from this change saved 934 MWh of power and reduced the township’s GHG emissions by 495 tons per year.

How can this be funded?

- DVRPC Regional Streetlight Procurement Program
  https://www.dvrpc.org/EnergyClimate/eetrafficstreetlighting/Procurement/
- DCED Community Development Block Grant
  https://dced.pa.gov/programs/community-development-block-grant-cdbg/
- PECO Smart Ideas SM Incentives Program

Who could champion this action?

- Borough Council
- Borough Administration
- Finance Department
- Public Works Department
- Police Department

Related Actions

ESB4 M2 M3 E02 ES1
What is the issue?

The Borough’s most recent Zoning Ordinance and Subdivision and Land Use Ordinance (SALDO) were adopted in 2003 and its Tree Ordinance was adopted in 2010. While there have been minor amendments to the zoning ordinance and SALDO, the provisions adopted have not significantly impacted the overall intent of the original versions.

Why is this action important?

In the past decade, Pottstown has been evolving from its industrial past into a modern community with a variety of commercial and retail establishments. The code update in 2003 instituted form-based zoning as a means to preserving the Borough’s character. The Borough can support its sustainability goals by requiring that new development and redevelopment incorporate practices that enhance sustainability, such mixed use development, increasing the tree canopy, and completing the sidewalk network.

Another option that would further the Borough’s sustainability policy in regards to development would be to add incentives that promote sustainable development. Providing the option for development incentives can result in benefits to both the Borough and developers, such as property enhancements and greater financial returns.

How could the action be accomplished?

- Review existing codes for opportunities to include sustainability-related provisions
  - Streamline processes and remove roadblocks to implementation
  - Identify ordinance provisions that can be consolidated for better organization

The Beech Street Factory mixed-use development is an example of adaptive reuse of a former furniture factory.
• Offer zoning incentives for development proposals that promote sustainable development, such as extra open space, public art, public plazas, significant impervious reductions, etc.

• Educate members of the Borough Zoning Hearing Board, Planning Commission, and Council about the importance of sustainable code elements in regards to development proposal approvals

**Resources**

• *Planning and Zoning for Green Buildings*, DVRPC  
  http://www.dvrpc.org/reports/MIT017.pdf

• *Green Roof Zoning Incentives*, Philadelphia Water Department  

• Sustainable Cities Institute model ordinances  
  www.sustainablecitiesinstitute.org

• *Sustainability Assessment Tool – Southwestern Pennsylvania*, Sustainable Pittsburgh,  

• *Creating Sustainable Community Parks and Landscapes* and model subdivision and stormwater management ordinances, DCNR  
  http://www.dcnr.state.pa.us/conservationscience/sustainablelands/publications/index.htm

**How can this be funded?**

• Technical assistance from Montgomery County Planning Commission

**Who could champion this action?**

• Borough Council

• Borough Administration

• Planning Commission

• Licensing & Inspections Department

**Related Actions**

- ESB3
- M1
- M2
- GI1
- HN1
- HN2
- LE3
- ES2
What is the issue?
According to the US Energy Information Administration, in 2015 40% of America’s energy consumption was consumed in residential and commercial buildings. Tackling this energy consumption and the related GHG emissions is a valuable strategy to help the environment and save money. One method of reducing traditional building energy consumption is to integrate renewable energy sources.

Why is this action important?
The Borough can be a leader in the community by supporting renewable energy. The Borough can create an appealing regulatory environment for renewable energy and also explore ways to incorporate renewable energy into its energy portfolio. This could include solar, wind, geothermal and possibly even biogas.

The Borough’s Waste Water Treatment Plant (WWTP) operations consume the most energy of all Borough facilities – more than $750,000 annually. Energy production from biogas represents a highly sustainable alternative for the WWTP to cover its operating costs. As waste is broken down by the microorganisms in the digester system, methane and carbon dioxide are produced, which the system converts to electricity and heat.

How could the action be accomplished?
• Review the existing solar ordinance to ensure other renewable energy sources are permitted and that the permitting process is simplified to encourage implementation
• Purchase electricity from renewable resource suppliers
• Educate residents about the benefits of renewable energy
• Identify the technologies that could potentially be implemented at specific Borough-owned sites
• Perform a cost-benefit analysis to determine which technologies are the most reasonable to implement
• Secure grant funding to implement a demonstration project on Borough property

Resources
How can this be funded?

- DCED Solar Energy Program (SEP)  
  http://www.newpa.com/program/
- DCED Alternative and Clean Energy (ACE) Program  
  http://www.newpa.com/program/
- Allocate savings from other measures

Who could champion this action?

- Borough Council
- Borough Administration
- Licensing & Inspections Department
- Planning Commission
- Public Works Department

In addition to the champions identified above, cultivating partnerships with outside organizations will be essential to successful implementation of this action.

Related Actions

ESB2  ESB4  ES1
What is the issue?

The Borough spends tens of thousands of dollars each year purchasing equipment and materials. Trying to reduce the environmental impact of those purchases is important. Globally, according to the World Resource Institute, “One half to three quarters of annual resource inputs to industrial economies is returned to the environment as waste within just one year.” Developing a sustainable purchasing policy is a critical step towards mitigating the impacts of materials purchased.

Why is this action important?

A sustainable purchasing policy can be tailored to address multiple aspects of sustainability, including supporting local businesses, using “green” products whose production has a lower overall environmental footprint, and products whose use helps to conserve energy, water and materials. Sustainable purchasing also includes green products that meet defined price, performance and quality requirements.

The Institute for Public Procurement uses an extensive definition for sustainable procurement: “Sustainable procurement is a purchasing and investment process that takes into account the economic, environmental and social impacts of the entity’s spending. Sustainable procurement allows organizations to meet their needs for goods, services, construction works and utilities in a way that achieves value for money on a whole-life basis in terms of generating benefits not only to the organization, but also to society and the economy, while remaining within the carrying capacity of the environment.”

A sustainable purchasing policy should:

- Benefit the environment by encouraging the purchase of materials that have less of an environmental impact through their creation, use and disposal.
- Benefit staff and visitors by purchasing products that are healthier to use and be around. A 2006 study by the Center for a New American Dream found that 6 out of 100 janitors are injured on the job as a result of using harmful chemical cleaners.

How could the action be accomplished?

- Evaluate current operations and identify opportunities to incorporate purchasing sustainable products and services
- Develop criteria for sustainable purchasing. Examples include:
  - Buying from local vendors
  - Choosing products that are made with recycled content
  - Purchasing products that can be shipped via ground instead of air
- Designate a staff member responsible for coordinating purchases across departments for economy of scale
Who could champion this action?

- Borough Council
- Borough Administration
- All departments

Related Actions

ESB3  ESB6  ESB6  EO8

Resources

- US EPA Sustainable Marketplace website
  https://www.epa.gov/greenerproducts

- Local Government Green Procurement Guide,
  California Sustainability Alliance
  http://sustainca.org/tools/green_procurement_toolkit

How can this be funded?

- Existing purchasing budget
ESB5
Explore ways to reduce water consumption in School District buildings.

What is the issue?
Approximately 5 million gallons of water are used every year in School District operations at the 4 elementary schools, the Middle School, High School and Administration Building. School restrooms, cafeteria operations and groundskeeping – especially for school athletic fields – are identified as the major sources of water use. The Middle School currently uses the most water of all School District facilities as a result of bathroom faucets that are left running.

Why is this action important?
Using water efficiently has far-reaching effects, from saving the end-user money on their water bill to reducing demand on a finite natural resource. At the municipal level, reducing consumption reduces water and wastewater treatment costs and the amount of energy used to treat, pump, and heat water. This lowers energy demand, which helps prevent air pollution. On a larger scale, reducing demand for water diverts less water from our rivers, bays, and estuaries, which helps keep the environment healthy.

The School District’s Buildings and Grounds Maintenance Department has overseen major improvements affecting water conservation, notably the installation of low-flow toilets and touchless faucets in all elementary school bathrooms, as well as fixing leaks promptly.

How could the action be accomplished?
- Educate students and staff about water conservation
  - Emphasize water conservation and the value of the water resource in the curriculum
  - Sponsor a field trip for high school students to the Borough’s water and/or wastewater treatment plants
  - Incorporate environmentally-friendly turf management practices, such as reusing field runoff for irrigation, on athletic fields
- Complete retrofits of sensor-activated faucets and toilets as identified in Reynolds Energy Consultant report
- Identify opportunities to reuse gray water, especially in cafeteria operations
- Implement a composting program for food waste to reduce the amount of water used by the garbage disposal system

Letting your faucet run for five minutes uses about as much energy as letting a 60-watt light bulb run for 14 hours.
Resources

- US EPA Water Management Plans and Best Practices website

- US EPA Saving Water in Educational Facilities fact sheet

- Teacher Resources on US EPA Water Sense website
  https://www3.epa.gov/watersense/kids/index.html

- Penn State Extension’s Youth Water Education website
  http://extension.psu.edu/natural-resources/water/youth

- Project WET (Water Education for Teachers) website
  http://www.projectwet.org/


- Environmentally Friendly Athletic Field Maintenance, Athletic Business website

- Sustainable Playing Fields: 8 Steps to an Easy Field Facelift, Penn State University Cooperative Extension, 2010
  (no link available)

How can this be funded?

- Reinvest savings realized through implementing recommendations from Reynolds Energy Management

- US EPA’s List of Federal Funding Sources for Water Conservation
  https://www3.epa.gov/watersense/docs/app_e508.pdf

- DEP Environmental Education Mini-Grants

Who could champion this action?

- School District Administration
- Buildings and Grounds Maintenance Department
- Faculty

Related Actions

- EO3
- EO4
- EO8
- EO9
What is the issue?

The Borough and School District have fleets of 78 and 45 vehicles, respectively, plus additional maintenance equipment, such as lawnmowers and utility carts. According to an energy audit, the Borough’s fleet (including PART buses, which are operated by Pottstown Transit, Inc.) contributes to one-third of the Borough’s energy costs and 25% of its carbon dioxide emissions. In densely populated areas, vehicle emissions contribute to health issues, such as asthma and other respiratory conditions, nausea and headaches, and overall immune system deficiency.

Why is this action important?

Vehicles that use hybrid technology or alternative fuels, such as natural gas, can significantly reduce fuel costs and emissions over the vehicle’s life, contributing to cost savings and improved air quality.

Note: Some municipal vehicles, such as police cars and the heavy-duty trucks, such as those used by the Borough’s highway department, do not make good candidates for replacing with newer models that use alternative technologies.

For instance, needing to recharge an electric vehicle during an emergency situation can put both the public and the police at risk.

How could the action be accomplished?

**Borough**

- Evaluate PART ridership and consider using smaller buses for off-peak hours

**Borough and School District**

- Consider replacing aging vehicle fleets with more-fuel efficient, lower-emissions models when appropriate
- Consider retrofitting maintenance equipment to use natural gas or biofuels
- Promote awareness to employees about fuel-efficient driving habits
- Participate in US EPA’s Clean School Bus USA initiative

Resources

- US DOE Alternative Fuels Data Center, [www.afdc.energy.gov](http://www.afdc.energy.gov)
- US DOE Clean Cities website, [https://cleancities.energy.gov](https://cleancities.energy.gov)
How can this be funded?

- US DOE webpage for federal grant funding for transportation projects
  https://cleancities.energy.gov/funding-opportunities/related/

- US DOE webpage for Pennsylvania Laws and Incentives for alternative fuels and vehicles
  http://www.afdc.energy.gov/laws/all?state=PA

- DEP Alternative Fuels Rebate Program

- DVRPC Congestion Mitigation and Air Quality Improvement Program (CMAQ), http://www.dvrpc.org/CMAQ/

Who could champion this action?

- Borough Council
- Borough Administration
- School District Board
- School District Administration

Related Actions

ESB4  E08  ES1

Ardmore, Pennsylvania

Nearly 70 percent of the Lower Merion School District’s fleet of 107 buses operate on compressed natural gas (CNG), providing noise relief and clean air benefits to the residential neighborhoods where these buses operate. To build local fast-fill CNG refueling stations and offset the upfront costs of the new buses, the district received several grants from community, state, and federal partners. Lower Merion’s CNG fleet has now logged nearly 5 million miles.
What is the issue?
The average person produces 4.4 pounds of waste per day, according to estimates from the US EPA. With more than 22,000 people living and working in the Borough, this translates into nearly 50 tons – or 100,000 pounds – of waste produced daily.

Why is this action important?
As shown in the graphic, the US EPA ranks recycling as the second highest preferred method of waste reduction after reuse. In addition to reducing the amount of trash that is sent to landfills, reusing recycled materials reduces the need to extract and transport raw materials – operations which contribute significantly to greenhouse gas emissions and cause intense disturbance of land and water resources.

Reuse and recycling also reduces waste management costs for the Borough while increasing the amount of recycling grant funding available from the state.

Since 2009, Pottstown’s recycling efforts have helped to offset the amount of waste being sent to landfills. The Borough’s success with recycling has translated to reductions in residents’ waste collection bills.

In 2015, the Borough installed 46 Big Belly trash and recycling receptacles along High Street (see map on next page). In addition to reducing the cost for waste collection, adding the capacity for recycling is a visible example of the Borough’s commitment to sustainability.
How could the action be accomplished?

Borough

- Expand recycling practices to include metal (steel containers and aerosol cans), batteries, used motor oil, hazardous chemicals and electronic waste - these materials pose serious pollution threats to land and water, even when they are contained in landfills
- Identify and implement opportunities to expand availability of Big Belly units, especially near popular destinations like the TRec District

School District

- Incorporate recycling into the curriculum where appropriate

Both

- Ensure that recycling stations are available and conspicuously located at all facilities, especially at public events, including sporting events
- Post flyers at waste disposal locations and in hallways and breakrooms, including tips on proper recycling
- Partner with Montgomery County’s Recycling Coordinator for additional ways to promote recycling and increase recycling rates/volumes, including hosting regional recycling events
- Create a quiz to gauge students’ and employees’ knowledge of recycling procedures

Resources

- J.P. Mascaro & Sons Recycling Services website http://www.jpmascaro.com/recycling-services/
- Montgomery County Recycling Programs website http://www.montcopa.org/705/Recycling-Programs

How can this be funded?


Who could champion this action?

- Borough Administration
- Borough Department Management
- School District Administration
- Faculty
- Pottstown CARES
- School Environmental Clubs

In addition to the champions identified above, cultivating partnerships with outside organizations will be essential to successful implementation of this action.

Related Actions

EO2  EO3  EO4  EO5  EO7  EO8  EO9  ES1
What is the issue?

The US EPA estimates that food waste is estimated to comprise approximately 15 to 20 percent of the space in landfills, making it the second highest component of landfill waste. In addition to the space it uses, food waste also produces methane, a greenhouse gas, as it decomposes.

Because food waste is heavy and trash removal is calculated by weight, there may be an opportunity to reduce waste hauling costs by implementing a composting initiative. The cost of composting services could be offset by the money saved in waste removal costs, especially in large-scale operations, such as school cafeterias.

Why is this action important?

Composting is a perfect complement to any community waste management initiative. It can help reduce waste from large institutional uses, be done at home, or as a perfect complement to a garden initiative, as properly managed compost operations can provide rich soil for gardens while reducing the amount of waste contributed to landfills. A local partnership between Sly Fox Brewery and Two Perpetual Acres currently employs large-scale waste-to-compost efforts by turning organic brewery waste into rich farm soil.

How could the action be accomplished?

Borough

- Explore the creation of a community composting site or program for residents that offers residents the ability to drop-off leaves, grass clippings, and brush and pick up composted mulch, soil and wood chips.
• Ensure regulations permit composting on residential lots
• Incorporate composting as part of the Borough’s Christmas tree collection program
• Partner with MOSAIC Community Land Trust or other organization to host a composting class for residents

School District
• Explore small-scale composting as a unique opportunity to be added into the school curriculum or as an extra-curricular club activity
• Evaluate opportunities to compost cafeteria food waste, either in-house or through contracted services

Both
• Highlight composting as a sustainable activity on websites, flyers and through other educational opportunities

How can this be funded?
• DEP Composting Technical Assistance Program http://www.dep.pa.gov/Business/Land/Waste/Recycling/Composting/Pages/Technical-Assistance.aspx
• US Composting Council’s Composting for Teachers and Students website, http://compostingcouncil.org/composting-for-teachers-and-students/
• Cornell Waste Management Institute’s Composting website, http://cwmi.css.cornell.edu/composting.htm

Who could champion this action?
• Borough Administration
• Borough Public Works Department
• School District Administration
• School District Director of Cafeteria Operations

In addition to the champions identified above, cultivating partnerships with outside organizations will be essential to successful implementation of this action.

Related Actions

42 Pottstown Sustainability Plan 2018
Reduce the energy demands of Borough and School District buildings.

What is the issue?
The Borough and School District can realize savings on energy costs while also reducing GHG emissions by reducing energy demand through implementing a strategy that promotes behavior change and implements new, higher efficiency technologies.

Why is this action important?
According to the US Energy Information Administration in 2015, about 40% of the nation’s total energy consumption was consumed in residential and commercial buildings. Energy efficiency remains the easiest, and most cost-effective, way to cut energy use. Both the Borough and School District have taken steps to be leaders in energy efficiency.

In 2012, the School District entered into a Guaranteed Energy Savings Agreement (GESA) with Reynolds Building Solutions. As a result of implementing energy-efficient improvements recommended by Reynolds, the School District has realized more than $1 million in cost savings has achieved major reductions of 70 to 80 percent in its schools’ facilities energy usage and a reduction in GHG emissions. Much of this success is due to the rehabilitation of the District’s 4 elementary schools, which are certified to LEED Gold (3) and Silver (1) standards.

The Borough is also implementing energy-efficiency measures to reduce its costs and environmental footprint. The Borough is retrofitting the offices and parking lot lights at Borough Hall with LED bulbs.

How could the action be accomplished?

Borough
- Continue to monitor energy usage through EnergyStar Portfolio Manager or a similar tool
- Consider having a building and operations assessment performed by a professional energy consultant and implementing the recommendations
- Adopt a Borough policy or resolution that requires future Borough-owned buildings to incorporate energy conservation measures in the building design, such as EnergyStar certified
School District

- Implement Performance Optimization Recommendations from Reynolds Building Solutions or from future professional energy consultation reports
- Continue to reinvest savings realized from implementing energy efficiency to fund future projects, including:
  - Chiller replacement at High School
  - Sensor Lighting installation at Middle School
  - Weatherization at Middle School, High School and Administration buildings
  - ASHRAE Level 1 audits for all properties

Pottstown School District - GESA Summary Table

<table>
<thead>
<tr>
<th>Performance &amp; Install Periods</th>
<th>Buildings in Scope</th>
<th>kWh</th>
<th>kW</th>
<th>DT</th>
<th>Oil (Gal.)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan ‘13 - Dec ‘13</td>
<td>High and Middle Schools</td>
<td>1,939,306</td>
<td>3,041</td>
<td>9,391</td>
<td></td>
<td>$286,374</td>
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<tr>
<td>Jan ‘14 - Dec ‘14</td>
<td>HS, MS and Barth ES</td>
<td>1,343,478</td>
<td>2,091</td>
<td>9,994</td>
<td>(8,199)</td>
<td>$235,875</td>
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<tr>
<td>Jan ‘15 - Dec ‘15</td>
<td>All PSD Schools</td>
<td>1,428,583</td>
<td>1,173</td>
<td>13,411</td>
<td></td>
<td>$282,484</td>
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<tr>
<td>Jan ‘16 - Dec ‘16</td>
<td>All PSD Schools</td>
<td>1,549,174</td>
<td>990</td>
<td>12,756</td>
<td></td>
<td>$274,120</td>
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<tr>
<td>Total Savings to Date</td>
<td></td>
<td>6,260,541</td>
<td>7,294</td>
<td>45,551</td>
<td>(8,199)</td>
<td>$1,078,854</td>
</tr>
</tbody>
</table>

*Gas rate is averaged among buildings for most recent 3 months

The School District realized significant cost savings from implementing sustainable energy practices. Data Source: Reynolds Building Solutions
Both

- Adopt and implement a policy for staff to employ energy-efficiency practices such as:
  - Shutting off office equipment or setting a sleep mode when not in use (copiers, computers, etc.)
  - Turning off lights when out of the office
  - Unplugging electronics when finished charging
  - Prevent blocking vents with furniture or paper stacks
  - Replace desktop computers with energy-efficient laptops
  - Explore incorporating renewable energy on site, such as the feasibility of installing solar panels on Public Works garage roof
  - Install cost-efficient energy sensing technologies
  - Incorporate energy conservation and sustainable building design into building renovation projects

What are the available resources?

- US DOE, [www.energy.gov](http://www.energy.gov)
- Delaware Valley Green Building Council, [www.dvgbc.org](http://www.dvgbc.org)

How can this be funded?

- Cost savings reinvestment such as GESA or an ESCO
- PennTAP Weatherization Assistance Program (WX), [www.newpa.com/program](http://www.newpa.com/program)

Who could champion this action?

- Borough Administration
- Borough Council
- Borough Public Works Department
- School District Administration
- School District Board
- School District Buildings and Grounds Department

Related Actions

- ESB4
- E08
- ES1
- ES2
Mobility (M)

Efficient vehicular traffic and safer bike and pedestrian traffic.

**Actions**

- **M1** Coordinate projects to create a network of complete streets
- **M2** Connect the whole Borough through a safe, accessible and green pedestrian network
- **M3** Create a more bike-friendly Pottstown
- **M4** Incorporate digitally-programmed traffic lights with sensor technology
- **M5** Promote and enhance the existing bike and pedestrian safety education program

**Mobility**

- **Health**
  - Opportunities To Increase Daily Activity
  - Improve Health/Reduce Chronic Health Conditions

- **Transportation Choices**
  - Reduce GHG Emissions
  - Reduce Traffic
  - Reduce Traffic Noise
  - Less Car Dependence
  - Save Fuel Costs

- **Sense of Community**
  - Safer Routes To Destinations
  - More Social Interactions
  - Supports Local Economy
  - Connectivity
Coordinate projects to create a network of complete streets.

What is the issue?
A “complete street” is one that is designed to provide safe access for all users—pedestrians, bicyclists, and transit riders, as well as drivers. Amenities typical of complete streets include sidewalks, bike lanes, bus shelters, pedestrian signals, and back-angle parking. High Street in Pottstown is one of Montgomery County’s best examples of a complete street.

Why is this action important?
Infrastructure projects like resurfacing roads and pipe replacement are high-cost projects that have impacts to the public in terms of traffic flow disruption and potentially higher taxes to cover costs.

During infrastructure upgrades, streets should be further enhanced to include stormwater management features and to provide an equitable level of accessibility for disabled persons.

Coordinating projects that have similar footprints creates efficiencies that translate into cost-savings and quality of life benefits, as well as adding value to projects. A holistic approach to project planning can also result in stronger grant proposals by illustrating the Borough’s commitment to a defined strategy and by providing multiple diverse benefits to the community.
How could the action be accomplished?

- Review plans and permits to ensure all projects are compliant with the Americans with Disabilities Act (ADA)
- Develop a plan to identify gaps in the existing system and opportunities for remediation including:
  - Areas where curb ramps and truncated domes need to be installed in conjunction with sidewalk or street improvement projects
  - Locations for incorporating stormwater management into the streetscape, such as curb bump-outs or extensions or medians with infiltration beds
  - Pedestrian safety improvements, such as crosswalks and traffic calming measures, and implement with road restriping or resurfacing projects
  - Adding bike lanes, sharrows and signage in conjunction with road restriping or resurfacing projects
  - Areas for pipe replacement and implement in conjunction with street repaving projects

Resources

- US EPA Green Streets Municipal Handbook
  https://www.epa.gov/green-infrastructure/policy-guides
- Low Impact Development Center’s Green Streets website
  http://www.lowimpactdevelopment.org/greenstreets

How can this be funded?

- DCED Commonwealth Finance Agency Multimodal Grant Fund
  http://dced.pa.gov/programs/multimodal-transportation-fund/
- PennDOT Multimodal Transportation Grant
  http://www.penndot.gov/ProjectAndPrograms/MultimodalProgram/Pages/default.aspx

Street Trees are an important complete streets element, as they offer shade to pedestrians and enhance aesthetics while also providing stormwater management benefits.

- DVRPC Transportation Alternatives Set-Aside Program (TAP)
  https://www.dvrpc.org/TAP/
- Montco 2040 Implementation Grant Program
  www.montcopa.org/2453/Montco-2040-Implementation Grant-Program

Who could champion this action?

- Borough Administration
- Borough Public Works Department

Related Actions

- ESB2
- M2
- M3
- GI1
- GI4
- E01
- E02
- E08
- ES1
- ES2
Connect the Borough through a safe, accessible and green pedestrian network.

What is the issue?
As the map on page 52 shows, the majority of Borough streets feature sidewalks. However, many of these sidewalks are in poor condition, featuring cracked and uneven surfaces caused by aging and uprooting from street trees. Sidewalk and street tree maintenance are the responsibility of the property owner, meaning that the Borough lacks the jurisdiction to repair sidewalks on private property. The Borough’s role is generally limited to enforcing the ordinances that address maintenance standards for sidewalks and street trees. However, the Borough has historically established street tree plantings in the right-of-way. It is important to nourish this partnership between Borough and homeowner for the health of the trees and the safety of the residents.

Why is this action important?
Providing pedestrians with safe connections to destinations, such as neighborhood parks, restaurants and shopping areas promotes the use of these areas, which contributes to the liveliness of the neighborhood. Implementing pedestrian-friendly policies indicates the Borough’s commitment to a healthy community.

Safety
Sidewalks provide an important safety function by separating pedestrians from street traffic. However, cracked and uneven sidewalks present hazards to users, and gaps in the network force pedestrians into the street.

Adequate sidewalk lighting improves safety by enhancing visibility. Studies show that people feel safer in lighted areas, which makes them more likely to use the sidewalks at night. Having more eyes on the street contributes to a safer, and more vibrant, community.

Accessibility
A 2009 study conducted by Penn State University entitled Planning and Design Strategies for Healthy Living, Parks and Recreation in the Pottstown Area identified that 16.5% of Borough households do not own a vehicle. For these residents, as well as children, walking is the most accessible mode of transportation. A connected sidewalk network also enhances accessibility for families with children in strollers and those who rely on mobility scooters and wheelchairs to get around.

Green
Street tree plantings complement the pedestrian experience by providing a shaded walkway and enhancing the aesthetics of the streetscape, which contribute to residents’ quality of life and sense of pride in their neighborhood. A green pedestrian network also contributes to stormwater management and reducing the heat island effect.
How could the action be accomplished?

- Develop a sidewalk replacement plan that:
  - Identifies opportunities for connecting sidewalks and crosswalks where they are missing, making repairs, and providing enhancements, such as tree plantings
  - Identifies improvements to sidewalks located on Borough-owned property
  - Assesses existing sidewalk widths and creates a uniform standard width, as appropriate based on land use (i.e., wider sidewalks for downtown commercial district)
  - Evaluates and recommends a preferred funding strategy to implement sidewalk improvements
- Require sidewalk upgrades through the land development process
- Require sidewalk repairs as a condition of all property sales
- Create a micro-loan program to assist residents with implementing sidewalk repairs
- Work with property owners to implement repairs and fill gaps in the sidewalk network
- Educate property owners about selecting vegetation that is suitable to specific site conditions and tree maintenance schedules for removing low-hanging limbs and removing damaged limbs or diseased trees

Resources

- Low Impact Development Center’s Green Streets website [http://www.lowimpactdevelopment.org/greenstreets](http://www.lowimpactdevelopment.org/greenstreets)
How can this be funded?

- America Walks, Community Change Micro Grants
  www.americawalks.org
- DCED Commonwealth Finance Agency Multimodal Grant Fund
  http://dced.pa.gov/programs/multimodal-transportation-fund/
- DVRPC Transportation Alternatives Set-Aside Program (TAP)
  https://www.dvrpc.org/TAP/
- Montco 2040 Implementation Grant Program
  www.montcopa.org/2453/Montco-2040-Implementation-Grant-Program
- PA DCNR TreeVitalize Grant Program
  https://treepennsylvania.org/treevitalize-grants-program/
- PennDOT Multimodal Transportation Grant
  http://www.penndot.gov/ProjectAndPrograms/MultimodalProgram/Pages/default.aspx

Who could champion this action?

- Borough Administration
- Borough Planning Commission
- Licensing and Inspections Department
- Public Works Department

In addition to the champions identified above, cultivating partnerships with outside organizations will be essential to successful implementation of this action

Related Actions

ESB1  ESB2  M1  M4  M5  GI1  E02  ES1  ES2

Curbside vegetated infiltration provides stormwater management benefits at the School District Administration building
What is the issue?
According to air quality data collected by DVRPC, Pottstown ranks among the highest producers of greenhouse gas (GHG) emissions per capita in the 8-municipality Pottstown Metropolitan Region, with nearly 35% of the emissions being contributed from vehicles. Also, based on data collected in 2008 for the Penn State Health Study, Borough residents are also at risk for serious health issues (see table).

Why is this action important?
The Borough’s efforts to promote bicycling will create a win-win opportunity for those who live, work, and play in the Borough in terms of the health benefits gained by those who bike, as well as reductions in vehicle emissions and traffic congestion.

The Borough is currently involved in the Safe Routes to School and the Tri-County Trails projects, both of which include formalized bike routes. These routes will form the foundation of a connected network of bicycle routes that can be expanded upon to provide safe access for bicyclists to local destinations.

Bike Pottstown is another example of the community’s dedication to making biking more accessible by providing bikes at no cost to residents and visitors. Since the program’s inception in 2008, 8,250 bikes have been loaned. Project partners include Pottstown Borough, Pottstown Area Health and Wellness Foundation, the Schuylkill River Heritage Area, and Tri County Bicycles.

### Health Status of Pottstown School District Adults, 2008

<table>
<thead>
<tr>
<th>Health Status</th>
<th>Pottstown School District</th>
<th>Tri-County Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health Status</td>
<td>Excellent/Very Good/Good</td>
<td>78.8%</td>
</tr>
<tr>
<td>Body Mass Index</td>
<td>Fair/Fair</td>
<td>21.2%</td>
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<tr>
<td>Overweight</td>
<td>39.5%</td>
<td>38.5%</td>
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<tr>
<td>Obese</td>
<td>25.4%</td>
<td>24.6%</td>
</tr>
<tr>
<td>Chronic Health Conditions</td>
<td>Asthma</td>
<td>14.9%</td>
</tr>
<tr>
<td>Diabetes</td>
<td>14.1%</td>
<td>8.7%</td>
</tr>
<tr>
<td>High Blood Pressure</td>
<td>32.6%</td>
<td>26.1%</td>
</tr>
</tbody>
</table>

Source: PHMC’s 2008 Pottstown Borough Household Health Survey

### GHG Emissions by Sector

- Residential: 34%
- Commercial: 17%
- Industrial: 17%
- Mobile-Highway: 4%
- Mobile-Transit: 1%
- Non-Energy GHG: 27%

- Residential
- Commercial
- Industrial
- Mobile-Highway
- Mobile-Transit
- Non-Energy GHG
Events like the Independence Day Parade on High Street in Pottstown promote awareness of biking opportunities in the community.

How could the action be accomplished?

• Expand the number of bikes available through Bike Pottstown
• Explore opportunities to create additional locations to access Bike Pottstown bicycles, such as within residential neighborhoods
• Provide bike racks at neighborhood destinations to facilitate the use of biking as a viable - and healthier - alternative than driving
• Maintain pavement markings so they are easily seen by drivers
• Develop a plan to address expanding the existing network; identify location of future bike lanes
• Add bike lanes, sharrows and signage during pavement repaving projects.
• Include maintenance of cycling-related infrastructure as part of street maintenance activities
• Perform outreach to educate bicyclists and drivers about bike safety
  - Outreach to drivers should emphasize “share the road” safety concepts when driving near bicyclists, such as slowing down when passing on a narrow road, leaving four feet of space when passing bicyclists, and generally being aware of cyclists, especially at intersections.
• Create a community bike team
• Sponsor/support events that promote biking, such as the annual Pottstown Bike Race

Resources

• DVRPC Bicycle and Pedestrian Planning website http://www.dvrpc.org/Transportation/BicyclePedestrian/
• Pedestrian and Bicycle Information Center www.pedbikeinfo.org
• League of American Bicyclists, www.bikeleague.org
Bike Routes Map - Existing and Proposed

Legend
- Orange: Existing Bike Route
- Green: Schuylkill River Trail
- Light Green: Schuylkill River Trail - Under Construction
- Purple: Bike Routes Planned for 2018
- Blue: Walk Bike Pottstown
How can this be funded?

- DCED Commonwealth Finance Agency Multimodal Grant Fund

- DVRPC Transportation Alternatives Set-Aside Program (TAP)
  [https://www.dvrpc.org/TAP/](https://www.dvrpc.org/TAP/)

- PAHWF Mini-Grants, [www.pottstownfoundation.org](http://www.pottstownfoundation.org)

- PennDOT Multimodal Transportation Grant
  [http://www.penndot.gov/ProjectAndPrograms/MultimodalProgram/Pages/default.aspx](http://www.penndot.gov/ProjectAndPrograms/MultimodalProgram/Pages/default.aspx)

Who could champion this action?

- Borough Council
- Borough Administration
- Public Works Department
- Parks & Recreation Department

In addition to the champions identified above, cultivating partnerships with outside organizations will be essential to successful implementation of this action.

Related Actions
Incorporate digitally-programmed traffic lights with sensor technology.

What is the issue?

Pottstown’s traffic signals are currently run on a “fixed time control” system, which uses electro-manual signal controllers. In this type of system, the length of the traffic light cycle is set individually for each intersection, which can result in excess waiting time during periods of low traffic volume. Longer idling times translate to increased amounts of GHG emissions, which contribute to degraded air quality.

Why is this action important?

An initiative is underway to upgrade 42 of the Borough’s traffic signals to a more dynamic system that uses adaptive technology. Adaptive systems rely on sensor detectors to read the traffic flow and adjust timing of traffic light cycles to adapt based on current traffic volumes. Also, instead of each traffic signal operating independently, multiple lights can be programmed as a group to work in conjunction with each other to maximize traffic flow during peak volume.

Quality of life benefits of an adaptive signal system include:

- Reduced wait time at traffic lights and smoother traffic flow increase fuel efficiency and decrease traffic congestion and driver frustration
- Safer access by emergency vehicles: sensors ensure that intersections are clear for emergency vehicles to pass, which also reduces response time

Future Considerations

- Adopt and implement a maintenance plan to address technology updates to the system

Resources


How can this be funded?

- Funding for this project is included in the 2015-2018 DVRPC Transportation Improvement Program (TIP)

Who could champion this action?

- Borough Administration
- Public Works Department

Related Actions
Promote and enhance the existing bike and pedestrian safety education program.

What is the issue?
Between 2010 and 2014, 58 pedestrian-related vehicle accidents and 23 crashes involving bicyclists and vehicles occurred within the Borough. Other bicycle crashes occur without vehicular contact. By continuing to build on the existing outreach efforts in place, the Borough and School District can promote a safe environment for pedestrians and bicyclists, as well as drivers.

Why is this action important?
Pottstown is making major strides in becoming a pedestrian and bike-friendly community, especially with initiatives like Bike Pottstown and Safe Routes to School underway. These initiatives promote a safe environment for pedestrians and cyclists, which encourages people to use these modes of travel as an alternative to driving. Safety initiatives are also important, with the increasing popularity of the Schuylkill River Trail, which routes users downtown along High Street.

Promoting non-motorized transportation also provides the following benefits:

- Increased health
- Cost savings for vehicle maintenance and gas
- Improved air quality from reduced vehicle emissions
- Use of local destinations
- Social equity

How could the action be accomplished?

**Borough**

- Join the League of American Bicyclists’ “Bicycle Friendly Communities”
- Create a Bike/Ped Advisory Committee
- Encourage enforcement of traffic laws (warnings) to ensure safety for pedestrians and bicyclists

*Students participate at a Safety Town educational event.*
Vehicular Crashes involving Bicyclists and Pedestrians 2010-2014

Source: DVRPC Crash Data, 2015
School District

- Continue efforts to bring bicycle and pedestrian safety programs, such as Safety Town, into the classroom
- Host a Halloween Safety event at schools to keep children aware and safe while trick-or-treating

Both

- Partner with local bike shops to host free educational events
- Sponsor and participate in a community walk or bike ride
- Develop a brochure with bicycle safety tips, including information on traffic laws as they apply to bicyclists and pedestrians
- Feature bike and pedestrian safety in newsletters and websites to raise awareness among motorists and non-motorists

Resources

- DVRPC Safety website
  http://www.dvrpc.org/Transportation/Safety/
- Pedestrian and Bicycle Information Center
  www.pedbikeinfo.org
- Safe Kids Coalition, www.safekids.org
- America Walks, www.americawalks.org

How can this be funded?

- People for Bikes Community Grant Program
  www.peopleforbikes.org
- PAHWF mini-grants, www.pottstownfoundation.org

Who could champion this action?

- Borough Administration
- Faculty
- Police Department
- School District Administration

In addition to the champions identified above, cultivating partnerships with outside organizations will be essential to successful implementation of this action.

Related Actions
Green Infrastructure (GI)

Stormwater, wastewater and floodplain management

Actions

GI1 Implement the stormwater management program required for the PAG-13 permit in the most sustainable way possible
GI2 Identify funding for stormwater management projects
GI3 Address Inflow and Infiltration (I&I) issues caused by privately-owned sewer laterals
GI4 Manage flooding issues and prepare for climate change impacts
GI5 Improve stormwater management at School District facilities

Help The Environment
- Reduce Pollution
- Improve Water Quality
- Improve Habitat

Economic
- Reduce Flooding
- Reduce Installation & Maintenance Costs
- Increase Property Values

Community Improvement
- More Attractive
- Meet Federal Standards
- More Resilient

Green Infrastructure

Reduce Flooding

Meet Federal Standards

More Resilient

More Attractive
What is the issue?

The Borough’s next 5-year PAG-13 permit cycle begins in 2018. In addition to the activities required to maintain its permit, the Borough will also need to attain a 10% reduction in the amount of sediment contributed from Goose Run into the Manatawny Creek, as required in the PA DEP-authorized Pollution Reduction Plan (PRP).

Why is this action important?

To achieve the requirements of the federal Clean Water Act, in 1999 the US EPA established a permit requirement within the National Pollutant Discharge Elimination System (NPDES) for discharges to surface waters from Municipal Separate Storm Sewer Systems (MS4s). The PAG-13 is the general permit required by the Pennsylvania Department of Environmental Protection (PA DEP) to address the federal regulations. The permit requires the Borough to develop and implement a Stormwater Management Program of Best Management Practices (BMPs) to reduce the amount of sediment, grease and oil, and other surface pollutants contributed to municipal storm sewer systems, and ultimately, the Schuylkill River.

How could the action be accomplished?

- Follow the recommendations of the Borough Stormwater Management Plan and other adopted stormwater management guidance documents
- Identify opportunities to present information and tips to residents about stormwater issues through newsletters, handouts and the Borough’s website

Diagram of how water quality units placed in inlets filter sediment out of runoff
• Include the Borough’s Environmental Advisory Committee in efforts to engage the public of all ages in watershed stewardship, focusing on the streams located within Borough neighborhoods identified on the map of the Borough’s stormwater system on the previous page

• Implement the recommendations of MCPC’s Multi-Regional Greenway and Stewardship Study

• Develop a plan to identify locations where conventional stormwater detention facilities can be converted using “green” stormwater best management practices (BMPs), such as rain gardens, vegetated swales and tree trenches, and implement where feasible

• Expand efforts to install water quality units or other inlet filter devices in areas where large amounts of sediment accrue

Resources

• *Pottstown Borough Stormwater Management Plan*, AMEC Foster Wheeler


• StormwaterPA website, [www.stormwaterpa.org](http://www.stormwaterpa.org)

• US EPA Green Infrastructure website, [www.epa.gov/green-infrastructure](http://www.epa.gov/green-infrastructure)


How can this be funded?


Who could champion this action?

• Borough Administration

• Public Works Department

• Utilities Department

In addition to the champions identified above, cultivating partnerships with outside organizations will be essential to successful implementation of this action.

Related Actions

[Green Infrastructure](#)
Identify funding for stormwater management projects.

What is the issue?
The Borough faces significant costs associated with maintaining its existing infrastructure and complying with more stringent stormwater management regulations.

Why is this action important?
In the past, the Borough has funded upgrades to its storm sewer system through sewer rate and tax increases. However, in 2013, Pennsylvania’s Act 68 gave municipal authorities the ability to finance, own, operate and lease stormwater facilities. This Act enables a municipal authority to assess “user fees” as a way to finance stormwater management projects – which include sustainable infrastructure – and meet local, state and federal requirements for water quality and runoff reduction. The fee is based on the amount of impervious surface coverage per lot, and applies to all properties, regardless of tax-exempt status. The reasoning is that all properties generate stormwater and contribute to the demands put on the system.

How could the action be accomplished?
- Review and update the inventory of Borough-owned stormwater facilities
- Identify existing stormwater management-related costs, including labor costs associated with maintenance
- Identify specific stormwater projects and develop cost estimates for project implementation
- Evaluate the feasibility of implementing a stormwater fee program
- Conduct a public outreach campaign to inform residents about the need for the program and its benefits
Resources


- Other articles related to this topic include The Potential Advantages of a Stormwater Utility for Financing Your Stormwater Management Needs, Overcoming Concerns About Forming a Stormwater Authority, and Building Voter Support for Stormwater Fees

- Pottstown Borough Stormwater Management Plan, AMEC Foster Wheeler


- Township of Radnor Stormwater Fee website http://www.radnor.com/222/Stormwater-Fee

- City of Lancaster Stormwater Management Fee website http://cityoflancasterpa.com/stormwater-management-fee


- Water Words that Work Outreach Consultants http://www.waterwordsthatwork.com/

Who could champion this action?

- Borough Council
- Borough Administration
- Public Works Department
- Finance Department
- Utilities Department

In addition to the champions identified above, cultivating partnerships with outside organizations will be essential to successful implementation of this action.

Related Actions

GI1  GI3  GI4  GI5
Address Inflow and Infiltration (I&I) issues caused by privately-owned sewer laterals.

What is the issue?

Infiltration occurs when groundwater seeps into sewer pipes through cracks, leaky pipe joints or deteriorated manholes. Inflow is stormwater that enters the wastewater system through rain leaders, basement sump pumps or foundation drains illegally connected directly to a sanitary sewer pipe.

Why is this action important?

Excess volume of water contributed from Inflow and Infiltration (I&I) contributes nearly one-third of the flow received at the wastewater treatment plant. Adding this volume to the stormwater runoff received by the treatment plant during large storm events can overload the system, resulting in untreated water being pumped directly into the Schuylkill River and disruption of the effectiveness of the treatment plant’s operation. Additionally, the costs associated with treating the excess volume are ultimately borne by the community.

The predominance of clay pipes contribute to I&I issues, as these pipes crack due to aging and the freeze-thaw cycle. A major challenge to remediating this issue is that sewer line laterals connecting the building to the main trunk line are the responsibility of the property owner and repairing or replacing pipes is expensive, with costs estimated between $50 to $150 per foot. Further, of the 125 miles of pipes that make up the Borough’s sewer system, 55 miles – nearly 45 percent – of the system, is privately owned, meaning that a significant volume of runoff would continue to be generated, even if the Borough were to replace all of the pipes it owns in the system.
How could the action be accomplished?

- Develop a comprehensive lateral repair program
- Identify potential roadblocks to program implementation
  - Develop a cost-benefit ratio to determine the Borough’s role in a lateral repair program
- Perform inventory to identify greatest sources of I&I
  - Install flow meters at various points in the storm sewer system
- Create a priority list for repairs, including cost estimates
- Identify repair alternatives
- Identify how this can be funded
- Develop ordinance language that supports a lateral repair program
- Engage in outreach to educate residents and address their concerns

Resources

- Private Lateral Inflow and Infiltration Elimination Project Summary Report, Delaware County Regional Water Quality Control Authority, June 2010.

How can this be funded?

- Pennsylvania Infrastructure Investment Authority (PENNVEST) Safe Water Fund, www.pennvest.state.pa.us

Who could champion this action?

- Borough Administration
- Licensing & Inspections Department
- Public Works Department
- Utilities Department

Related Actions
Manage flooding issues and prepare for climate change impacts.

What is the issue?

Large areas of the Borough have been inundated by major floods from the Schuylkill River and Manatawny Creeks, resulting in property damage and intense clean up efforts by property owners. More frequently, storm events cause smaller, localized floods to occur, which result in temporary road closures.

Why is this action important?

Sound floodplain management can reduce damage to property, enhance stormwater mitigation efforts, and provide important ecological benefits. From a public safety standpoint, flooding events also present major challenges to emergency personnel, as they work in dangerous conditions to ensure the safety of the public, assisting with traffic detours, rescue efforts, and evacuations.

The Federal Emergency Management Agency (FEMA) released an update to the Borough’s flood map in March 2016, showing an increase in the amount of land that would be flooded in the event of a one-percent-annual chance flood (also known as the 100-year flood), a statistical calculation of a flood’s magnitude. Nearly 200 residences and at least 2 dozen businesses, both commercial and industrial, are located within the one-percent-annual chance flood zone.

As storms become more intense, flooding events may become more frequent and severe. The FEMA maps also designate a 500-year floodplain, which can be used as a guide for land use planning to determine the areas that would be inundated in the future based on sea level rise assumptions. The flooding that resulted from Hurricane Agnes in 1972 is an example of a flood that would have exceeded the area mapped for the 500-year flood.
Pottstown Floodplains
Data source: FEMA, March 2, 2016

Legend
- Flood Hotspots
- Streams

Flood Zone
- 500 Year Flood
- 100 Year Flood
- Out of Flood Zone
How could the action be accomplished?

- Stormwater management maintenance practices, such as clearing culverts and storm sewer inlets
- Increasing areas of perviousness – by planting trees, naturalizing conventional stormwater detention basins, and maximizing opportunities for open space in development proposals
- Identify parcels located within the 100-year floodplain for future purchase to be preserved in their natural state
- Identify evacuation routes
- Promote public outreach, such as NOAA’s “Turn Around, Don’t Drown” campaign
- Add flood-related information, including evacuation routes, to the Borough website’s public safety page

Resources

- Outreach and education materials, Association of State Floodplain Managers, www.floods.org

How can this be funded?

- FEMA Hazard Mitigation grants, www.fema.gov
- DCED Flood Mitigation Program grants, www.newpa.com
Who could champion this action?

- Borough Administration
- Public Works Department
- Planning Commission
- Borough EAC

In addition to the champions identified above, cultivating partnerships with outside organizations will be essential to successful implementation of this action.

Related Actions

ESB2  GI1  GI2  HN1  HN2  ES1  ES2
What is the issue?

The 85 acres of land owned by the School District generate significant volumes of runoff, especially large areas of impervious cover, such as parking lots and school buildings. The runoff is generally handled by conventional detention basins.

Why is this action important?

The School District is not required to follow the same stormwater regulations with which the Borough must comply. However, by enhancing its stormwater facilities and reducing the amount of impervious surface area, the School District can make a positive impact on the amount and quality of runoff that flows to the Borough’s storm sewer system, and ultimately the Schuylkill River.

Stormwater management projects implemented on School District property can also serve as an educational tool for students, as well as the public.

How could the action be accomplished?

- Develop a plan that will:
  - Evaluate the feasibility of constructing stormwater best management practices (BMPs) for infiltration and water quality, such as rain gardens, on every school property
  - Identify opportunities to retrofit conventional detention systems with native plantings to create naturalized basins
- Use existing rain gardens as educational tools
- Consider the installation of storage tank systems beneath athletic fields to capture field runoff
- Implement the recommendations of MCPC’s Multi-Regional Greenway and Stewardship Study
- Explore the feasibility of implementing a green roof on school district buildings
Properties owned by Pottstown School District

June 2017

Legend
- School District Properties

Impervious Coverage Type
- Building
- Road
- Other

Properties owned by Pottstown School District
- Barth E.S.
- Rupert E.S.
- Franklin E.S.
- Lincoln E.S.
Resources

  [http://www.elibrary.dep.state.pa.us/dsweb/View/Collection-8305](http://www.elibrary.dep.state.pa.us/dsweb/View/Collection-8305)
- StormwaterPA.org website, [www.stormwaterpa.org](http://www.stormwaterpa.org)
- MCPC Sustainable Green Parking Lots Guide

How can this be funded?

- Montgomery County Planning Commission, Potential Funding Sources for Stormwater Management Projects
- Keep Pennsylvania Beautiful’s 25 in 25 Mini-Grant Program

Who could champion this action?

- School District Administration
- School District Buildings and Grounds Department
- Pottstown CARES

In addition to the champions identified above, cultivating partnerships with outside organizations will be essential to successful implementation of this action.

Related Actions

- ESB2
- M1
- M2
- GI2
- GI3
- GI4
- GI5
- EO4
- EO5
- EO7
Health and Nutrition (HN)

Nutrition, air quality, healthy built environment, healthy lifestyle choices

Action

HN1  Promote safe, healthy housing options for all residents
HN2  Enhance existing parks and consider opportunities for future park development
HN3  Create a program aimed at improving air quality for students
HN4  Develop partnerships with outside organizations such as universities, hospitals and non-profits to promote healthy lifestyle choices
HN5  Expand the number of neighborhood community gardens
HN6  Promote healthy food options
Promote safe, healthy housing options for all residents.

What is the issue?
A significant majority – nearly 90% – of Pottstown’s housing stock is more than 40 years old. Data from the Montgomery County Board of Assessment indicates that the housing stock’s median year built is 1932, prior to modern construction standards for wiring and materials.

Why is this action important?
Properties in a historic community like Pottstown were typically constructed using materials that have since been deemed to be hazardous to human health. Among these are outdated wiring systems, asbestos tiles, and lead paint. Updating buildings to modern code requirements contributes to safer conditions for building inhabitants. For example, in a St. Christopher’s Hospital pilot program, repairing homes correlated with a 70% drop in asthma hospitalizations within 6 months.

How could the action be accomplished?
- Maintain the rental inspection program currently in place; consider opportunities to expand the program in regards to increased safety for residents
- Review criteria for rental property inspections to identify potential dangers and address
- Evaluate the feasibility of developing an incentive program for landlords that encourages updating property to comply with codes
- Organize a community home safety day to educate residents about potential dangers in their home
- Develop an outreach program where residents, especially renters, can communicate housing concerns with the Borough
- Sponsor a smoke detector giveaway

Asthma Related Health Effects

<table>
<thead>
<tr>
<th>No Mold</th>
<th>Mold</th>
</tr>
</thead>
<tbody>
<tr>
<td>50%</td>
<td>30%</td>
</tr>
</tbody>
</table>

The presence of mold contributes to Asthma-related health impacts. Source: US EPA

Effects of Lead Ingestion

Source: US EPA
Resources

- US EPA websites for Lead, [https://www.epa.gov/lead](https://www.epa.gov/lead); Asbestos, [https://www.epa.gov/asbestos](https://www.epa.gov/asbestos); and Radon, [https://www.epa.gov/radon](https://www.epa.gov/radon)


Who could champion this action?

- Borough Administration
- Fire Department
- Licensing and Inspections Department
- Police Department

In addition to the champions identified above, cultivating partnerships with outside organizations will be essential to successful implementation of this action.

Related Actions

ESB2  GI4  E04
Enhance existing parks and consider opportunities for future park development.

What is the issue?
The Tri-County Area Health Needs Assessment, prepared by the Public Health Management Corporation (PHMC) in 2013, identified a need to address significant health concerns affecting Pottstown’s residents. The study concluded that, in addition to having the highest overall age-adjusted mortality rates from all cancers, heart disease, lung cancer, and stroke, “Many adults and children in Pottstown Borough and in the Tri-County Area as a whole are overweight or obese, and many lack sufficient physical activity and good nutritional habits to maintain a healthy body weight.”

Why Is This Important?
Having access to the outdoors is a significant quality of life factor. Pocket parks, community parks, and neighborhood playgrounds offer residents the opportunity to play, relax, converse with neighbors, and connect with nature, all which contribute to a healthy lifestyle.

The Borough has a noteworthy park system in place, with 13 parks comprising 125 acres of municipally-owned parkland, plus an additional 85 acres of park and open space lands owned by the Pottstown School District that are available for public use. An analysis based on the ¼ mile standard used to calculate how far the average person will walk to a destination (see map) shows that existing park and open space land serves a significant amount of the Borough’s residents.

Having secured adequate space for public recreation, the next step is to enhance those areas with amenities that will encourage active use of the spaces.

Phase II of the 2010 Penn State Study, Planning and Design Strategies for Healthy Living, Parks, and Recreation in the Pottstown, provides a detailed inventory of Borough parks, and offers implementation recommendations and strategies for increasing use of local parks.
How could the action be accomplished?

- Develop a strategy and implement the recommendations identified in the Penn State study
- Provide a clean, safe environment for park visitors
- Review inventory of park amenities and identify gaps in availability for different user groups
- Implement the recommendations of MCPC’s Multi-Regional Greenway and Stewardship Study
- Survey park users for feedback and recommendations for amenities
- Identify opportunities for replacing outdated playground equipment
- Determine costs for amenities identified for purchase and develop a purchasing budget and schedule

Resources

- Community Park Audit Tool and other guides to performing park assessments, www.activelivingresearch.org
- National Recreation and Park Association, www.nrpa.org
- Pennsylvania Recreation and Park Society, www.prps.org

How can this be funded?

- PAHWF Mini-Grants www.pottstownfoundation.org
- Pottstown Regional Mini-Grants for Park Improvements, www.pottstownmetropolitan.com
- DCNR C2P2 Park Rehabilitation and Development Grants, www.grants.dcnr.state.pa.us
- National Recreation and Park Association, www.nrpa.org
Who could champion this action?

• Borough Administration
• Parks and Recreation Department

Related Actions

ESB2  ESB7  GI1  GI4  HN3  ES1
Create a program aimed at improving air quality for students.

What is the issue?
By implementing a program that aims to improve air quality in school buildings as well as outdoors on school grounds, the School District can signal its commitment to providing a sustainable learning environment that promotes students’ success.

Why is this action important?
Air quality is an indirect, but significant factor related to students’ and teachers’ success in the classroom. Poor air quality contributes to health issues and a poor classroom environment, which affects students’ capacity to learn and be productive. PHMC’s 2013 Tri-County Area Household Health Survey identified that 26.5% of children within the Pottstown School District have been diagnosed with asthma at some point in their lives.

Outdoor air pollutants, such as ozone and particulate matter from vehicle emissions, are associated with multiple negative health effects. Ozone’s health effects are mainly respiratory: wheezing, difficulty breathing, increased rates of bronchitis and pneumonia, and exacerbation of asthma symptoms. These milder symptoms can have secondary health effects because they discourage physical activity. High ozone levels are also associated with more serious health effects, such as increased school absences, use of asthma medication, increased visits to the emergency room, and even increased death due to heart and lung problems. Particulate matter includes all particles of small size that can enter the lungs. It may be associated with similar health effects as ozone, as well as reduced lung growth in children and lung cancer. According to the US EPA’s Air Quality Index, Montgomery County had 19 “orange” ozone days in 2014. An orange classification indicates that the air is unsafe for sensitive groups, which includes the elderly, children, and those with lung and heart disease.

How could the action be accomplished?
- Explore and implement EPA’s Indoor Air Quality (IAQ) Tools For School Action Kit, which promotes
  - Performing an IAQ assessment
  - Raising student awareness about the importance of air quality by publicizing air quality days during morning broadcasts
  - Posting educational flyers in classrooms and hallways
  - Implementing a schedule to ensure air filtering systems are operating properly
  - Implementing green cleaning practices
  - Ensuring bus drivers abide by borough idling ordinances
- Educating parents about the benefits of vehicle idling reduction during student drop-off and pick-up
- Rescheduling lawn mowing on orange-and red-flag air quality days

**What are the available resources?**

- US EPA Creating Healthy Air Quality In Schools website [https://www.epa.gov/iaq-schools](https://www.epa.gov/iaq-schools)
- DEP Air Quality Index Reports, [http://www.dep.state.pa.us/dep/deputate/airwaste/aq/aqm/qaqi.htm](http://www.dep.state.pa.us/dep/deputate/airwaste/aq/aqm/qaqi.htm)
- DVRPC Air Quality website, [http://www.dvrpc.org/AirQuality/](http://www.dvrpc.org/AirQuality/)

**How can this be funded?**

Many of the strategies to implement this action are free or low-cost. More sustainable products and equipment should be purchased when older equipment is replaced. Technical assistance or grants are possible through the US EPA, PA DEP and other agencies.

**Who could champion this action?**

- School District Administration
- School District Faculty
- Building and Grounds Department

In addition to the champions identified above, cultivating partnerships with outside organizations will be essential to successful implementation of this action.

**Related Actions**

HN4  EO3  EO4  EO5  EO7  EO8  ES2
Develop partnerships with outside organizations such as universities, hospitals and non-profits to promote healthy lifestyle choices.

What is the issue?

The 2013 Tri-County Community Health Needs Assessment identified the following issues in regards to health trends in Pottstown:

- Nearly 70 percent of Pottstown’s adult population and 55 percent of its population under age 18 is overweight or obese.
- The percentage of adults that eat 4 or more servings of vegetables per day is 10% lower than the rates for Montgomery County and the Tri-County survey area.
- The percentage of children in Pottstown who drink more than one sugary beverage per day is at least five percent higher than Montgomery County and the Tri-County survey area.

Why is this action important?

Being overweight or obese is a major risk factor for a number of common debilitating and deadly illnesses, including certain cancers, heart disease, stroke, type 2 diabetes, high blood pressure, as well as others. Economic and educational factors contribute to determining a population’s risk for health issues. For example, low-income populations typically eat less healthy foods, such as fast food and snacks, because they are less expensive, which contributes to higher rates of obesity and heart disease. Considering these factors, Pottstown’s population as a whole is at risk for being less healthy than the populations of surrounding communities.

The Planning and Design Strategies for Healthy Living, Parks and Recreation in the Pottstown Area report, completed by Penn State University study in 2009, identifies “environmental and policy interventions...as the most promising avenues for creating widespread improvements in physical activity, eating habits and weight status." By implementing policies that support community wellness, the Borough and School District can contribute to improving the quality of life for Borough residents. By partnering with local institutions whose mission is to foster community health and wellness, the Borough and School District can help impact the health of the community.

How could the action be accomplished?

**Borough**

- Identify opportunities to provide health and wellness recreational programming
- Consider offering incentives to staff for participating in health-related programs
- Host health and wellness community events, such as speakers or a health fair
- Identify infrastructure improvements that contribute to a healthy environment

**School District**

- Continue to implement the Powered by Nature initiative and consider opportunities to secure funding for future expansion of the initiative for students in all grades
- Identify opportunities to raise health awareness among student population
Host a speaker from a health-based organization

Engage with universities to participate in a research project

Explore opportunities to engage with potential partners, including:
- Pottstown Area Health and Wellness Foundation
  www.pottstownfoundation.org
- Montgomery County Community College, Exercise Science and Wellness and Public Health program faculty
  www.mc3.edu
- Ursinus College, Department of Health and Exercise Physiology, www.ursinus.edu
- Local churches

Work with health insurance providers to create incentives, such as discounts at local gyms

Consider implementing a program, such as the Center for Disease Control’s Work@Health initiative, which focuses on creating a healthier workplace, which can increase employee productivity and lower healthcare costs

How could this be funded?
- Powered by Nature, made possible by generous support from The William Penn Foundation
  http://www.williampennfoundation.org

Resources
- Center for Disease Control’s Workplace Health Promotion website, http://www.cdc.gov/workplacehealthpromotion/index.html
- The Food Trust’s Corner Store Program, www.thefoodtrust.org
- Penn State Extension’s Nutrition Links Program http://extension.psu.edu/montgomery

Who could champion this action?
- Borough Council
- Borough Administration
- Parks and Recreation Department
- School District Administration and Board

In addition to the champions identified above, cultivating partnerships with outside organizations will be essential to successful implementation of this action.

Related Actions

Schuylkill River Festival at Montgomery County Community College’s West Campus
HN5
Expand the number of community gardens.

What is the issue?
As of the end of the 2016 growing season, there were 83 garden plots available at three community gardens located within the Borough limits. MOSAIC Community Land Trust, which owns the gardens and administers the community garden program, has built a new garden approximately every 1.5 years to meet demand, which continues to grow.

Why is this action important?
Providing residents with access to community gardens meets numerous goals related to sustainability, including:
- Creating community connections
- Empowering residents to grow and eat locally sourced fresh food
- Providing an opportunity to participate in an outdoors activity
- Putting vacant land to productive use
- Provides a source of community pride
- Enhances the urban landscape with green elements

How could the action be accomplished?

Both
- Highlight community gardens as a sustainable activity on websites and flyers
- Host educational programming about gardening and benefits
- Continue partnership with MOSAIC Community Land Trust to develop additional community gardens throughout all neighborhoods
- Feature information on how to participate on websites
Resources

- MOSAIC Community Land Trust website, https://mosaicclt.org/
- Philadelphia Horticultural Society Garden Tenders website http://phsonline.org/programs/garden-tenders
- American Community Gardening Association https://communitygarden.org/

How can this be funded?

- Montco 2040 Implementation Grant Program www.montcopa.org/2453/Montco-2040-Implementation-Grant-Program
- Penn State University Extension’s Master Gardener Volunteer Network, https://extension.psu.edu/programs/master-gardener/services
- Garden ABCs website, www.gardenabcs.com/grants.html
- America in Bloom, www.americainbloom.org
- Education Outside’s School Garden Grants website https://www.educationoutside.org/school-garden-grants
- American Community Gardening Association, How can this be funded? website, https://communitygarden.org/resources/funding-opportunities/
- Grounded in Philly, How can this be funded? list http://www.groundedinphilly.org/resources/
Who could champion this action?

- Borough Administration
- Parks and Recreation Department
- School District Administration
- Student Clubs
- Pottstown CARES

In addition to the champions identified above, cultivating partnerships with outside organizations will be essential to successful implementation of this action.

Related Actions
What is the issue?

According to the 2013 Tri-County Health Needs Assessment, 80 percent of adults in Pottstown do not consume four or more servings of fruits and vegetables a day, the highest rate in the study area. Additionally, two-thirds of children in the Tri-County Area do not meet this recommended goal. Lack of healthy eating contributes to Pottstown having the highest rate of child obesity in the study area – 1 in 4 children in Pottstown Borough is obese.

Participants interviewed for the study identified the following factors related to unhealthy eating habits:

- Lack of knowledge about healthy foods, including availability and cost.
- Lack of time, limited healthy cooking skills, and motivation to prepare and eat healthy meals.
- Lack of access to fresh produce at farmer’s markets and grocery stores with a wide selection due to transportation problems.

A survey of the Borough’s corner stores confirmed that fresh, healthy food choices are extremely limited.

Why is this action important?

The Centers for Disease Control and Prevention assert that “A community approach to healthy living can have broader effects than the efforts of people working on their own to make healthy changes.”

By supporting a community-wide initiative that promotes healthy food choices, the Borough and School District can help realize the benefits of a healthy community, which includes a better quality of life for residents, reduced health risks to all populations and a stronger, more productive community.

Initiatives such as Pottstown FARM (Farm and Artisan Regional Market) strengthen the message of healthy living. A 2013 study on Economic and Community Development Benefits of Healthy Food Retail found that when communities have access to affordable, healthy foods, residents purchase and consume healthier foods over time.

Providing opportunities for people to make healthy choices is also beneficial from an economic development perspective. Farmers markets provide residents access to fresh food direct from local farms. In turn, these programs support local agriculture by providing a local market for small farmers to sell their goods.
How could the action be accomplished?

**Borough**

- Support local, fresh food initiatives at the policy level
- Create an employee wellness program that promotes nutrition, exercise and overall wellness
- Work with PDIDA to build on success of Pottstown FARM
- Work with organizations to increase the number of community gardens

**School District**

- Connect cafeteria offerings with nutritional information curriculum
- Evaluate the feasibility of having a nutritionist on staff
- Emphasize the benefits of healthy eating as part of the Health Class curriculum
- Consider becoming a “soda-free” school
- Host a tour of the cafeteria kitchen
- Feature healthy snacks at school events or host a food fair highlighting healthy snack options
- Create a student gardening club
- Explore options to have menus include locally-sourced food
- Explore opportunities to partner with Montgomery County Community College’s Sustainability and Innovation Hub

**Both**

- Sponsor health-related educational events (cooking demonstrations, wellness fairs, etc.) in partnership with local health-related organizations
- Provide healthy alternatives in food and drink vending machines

**Resources**

- Pottstown Area Health and Wellness Foundation
  [www.pottstownfoundation.org](http://www.pottstownfoundation.org)
- The Food Trust, [www.thefoodtrust.org](http://www.thefoodtrust.org)
- Healthy Schools Campaign, [https://healthyschoolscampaign.org](https://healthyschoolscampaign.org)
How can this be funded?

• Healthy Food Financing Funds Access Portal  
  http://www.healthyfoodaccess.org/funding/healthy-food-financing-funds


• No Kid Hungry/Share Our Strength’s Child Nutrition  
  Program Grant Opportunities website  
  https://bestpractices.nokidhungry.org/child-nutrition-program-grant-opportunities

Who could champion this action?

• Borough Administration

• Borough Council

• School District Administration and Board

• School District Cafeteria Operations

In addition to the champions identified above, cultivating partnerships with outside organizations will be essential to successful implementation of this action.

Related Actions

HN4  HN5  E03  E08
Education and Outreach (EO)

Opportunities to make people more aware of sustainability, build partnerships, improve communication

Action

- **EO1**: Maintain a high level of service in transactions with the public
- **EO2**: Explore avenues to creating civic pride in the appearance of Pottstown
- **EO3**: Incorporate sustainability into the curriculum of every grade level
- **EO4**: Connect with local and regional partners to enhance curriculum
- **EO5**: Explore opportunities to develop clubs or programs that focus on sustainability
- **EO6**: Provide a comprehensive schedule of events for community members of all ages
- **EO7**: Use community events, displays, webpages and social media to inform the public about sustainability
- **EO8**: Promote sustainability to staff through policies and education
- **EO9**: Create a Sustainability Ambassadors program

Education and Outreach

- **Equitable Communication**
- **Reach Out To All Populations**
- **Gain Support Throughout Community**

- **Publicize Successes**
- **Success Leads To More Success**
- **Change Peoples’ Impressions**
- **Become A Regional Leader**

- **Earn Support**
- **Less Opposition**
- **More Knowledge**
E01 Maintain a high level of service in transactions with the public.

What is the issue?
As public servants, Borough staff have regular contact with residents, local business owners, and the general public. Prospective property owners also contact the Borough in regards to information about property taxes, development regulations and services.

Why is this action important?
High-quality customer service focused on providing accurate information and that uses efficient, streamlined administrative procedures helps maintain positive relations between the Borough and its constituency.

How could the action be accomplished?
- Create a survey for public distribution to identify areas for improvement
- Survey employees to identify common complaints, then develop strategy for successful resolution of the issues
- Set clear standards and expectations for defining quality customer service
- Adopt customer service best practices as policy and train staff
- Ensure forms and information are available online with links that are working correctly
- Remove outdated information
- Maintain current content on the Borough’s website
- Streamline processes and provide a citizens’ guide for various processes (permitting, etc.)
- Maintain efficient snow plowing

Resources
- What is a “Customer Centric” Culture?, www.digitalgov.gov

How can this be funded?
Current staffing and public works budgets

Who could champion this action?
- Borough Administration
- Human Resources
- Department Management

Related Actions
M1  E06  E07  E09  LE3
Explore avenues to creating civic pride in the appearance of Pottstown.

What is the issue?
A sense of civic pride will help improve the appearance of Pottstown and the community’s sense of ownership in the neighborhoods. This should translate into a better social, environmental, and economic environment for the Borough.

Why is this action important?
Studies show that initiatives like neighborhood trash patrols and watch groups result in improved aesthetics, reduced crime and an improved sense of community.

One of the most successful initiatives at preventing crime in communities around the country is the National Neighborhood Watch, which is sponsored by the National Sheriffs’ Association. The program empowers residents to increase safety and deter crime in their neighborhood by putting “eyes on the street.”

How could the action be accomplished?
• Create a network of neighborhood block captains to coordinate safety patrols and/or neighborhood clean-up events
• Sponsor “cleanest block” contests
• Identify opportunities for additional trash receptacles in both residential and commercial areas
• Enforce ordinances that promote neighborhood aesthetics
• Walking and biking patrols by the Police Department
• Police Department-sponsored community outreach events

Hanging baskets maintained by PART beautify High Street in downtown Pottstown.
Resources


How can this be funded?
This action can be accomplished with volunteer assistance.

Who could champion this action?
- Borough Administration
- Police Department
- Licensing and Inspections Department
- Pottstown CARES

In addition to the champions identified above, cultivating partnerships with outside organizations will be essential to successful implementation of this action.

Related Actions

- ESB7
- M2
- M3
- HN5
- E07
- E09
- E1
- E2

Pottstown clock at the former train station parking lot.
What is the issue?

Based on the popularity of the Middle School’s Science Club, students are highly interested in opportunities to learn about sustainability and the environment. Emphasizing sustainability in classroom lessons reinforces its importance and can help motivate students to act with sustainability in mind.

Why is this action important?

State curriculum requirements address environmental sustainability through the Environmental and Ecology Academic Standards. Other areas related to sustainability are addressed through the academic standards for science and health and physical education. Teachers can build on the existing standards and make a more direct tie to sustainability in lessons and activities, helping students relate to the concepts of sustainability and the core subject.

How could the action be accomplished?

- Encourage instructors to review the existing classroom curriculum to determine where lessons about sustainability can be added
- Incorporate video and other material available online into lessons
- Incorporate sustainability into classroom lessons, such as:
  - Health – lifestyle choices, effects of air quality on health
  - Science – water quality monitoring of the Manatawny Creek and Schuylkill River; the science of composting
  - English – reading climate change argument pieces (pro and con) and use for class discussions
  - History/Social Studies – how air and water quality have improved since the beginning of the Industrial Era
  - Politics – funding and policy for environmental issues
  - Shop class/Construction technology – promote sustainable building practices
    - Build a greenhouse for growing food to be served at the High School’s café
- Explore opportunities to use local amenities for outdoor classroom experiences, for example Riverfront Park
- Student projects that can impact or engage the local community, building on the success of the Community Garden at Barth Elementary
- Partner with environmental education organizations to bring programs into the classroom
How can this be funded?

- Schuylkill Highlands Grant Program
  http://www.schuylkillhighlands.org/partners_grants.php
- National Environment Education Foundation
  https://www.neefusa.org/grants
- GrantWatch.com, https://www.grantwatch.com/cat/10/environment-grants.html

Who could champion this action?

- School District Administration
- School District Board
- Director of Curriculum
- Faculty

In addition to the champions identified above, cultivating partnerships with outside organizations will be essential to successful implementation of this action.

Related Actions

Resources

- US EPA Office of Environmental Education
  https://www.epa.gov/education
- National Energy Education Development Project
  www.need.org
- DCNR Nolde Forest Environmental Education Center
  http://www.dcnr.state.pa.us/stateparks/findapark/noldeforest/
- Schuylkill River Greenways NHA
  http://www.schuylkillriver.org

The Schuylkill River Heritage Area facility is a local educational resource.
What is the issue?
Classroom presentations and off-site field trips available through local universities, museums, and environmental education organizations can enhance the learning experience by offering a more in-depth, as well as a uniquely local perspective beyond what can be learned in a textbook.

Why is this action important?
Working with partners affords the students educational and cultural opportunities that may not currently exist. The partnerships may also help the School District save money or provide opportunities the budget may not normally afford. It is also an excellent opportunity for the partners to gain exposure and to become better ingrained in the Pottstown community.

How could the action be accomplished?
- Maintain a database of regional educational resources, including speakers and field trip opportunities
- Attend meetings or presentations sponsored by educational resources to engage with staff
Resources

- The Althouse Arboretum, www.althousearboretum.org
- Green Allies, www.green-allies.org
- The Schuylkill Center for Environmental Education http://www.schuylkillcenter.org/
- Riverbend Environmental Education Center http://www.riverbendeec.org/
- The Franklin Institute, www.fi.edu
- Montgomery County Penn State Extension http://extension.psu.edu/montgomery
- The Nature Place/Berks Nature https://www.berksnature.org/the-nature-place/
- DCNR Nolde Forest Environmental Education Center http://www.dcnr.state.pa.us/stateparks/findapark/noldeforest/
- Schuylkill River Greenways NHA http://www.schuylkillriver.org
- John James Audubon Center at Mill Grove http://johnjames.audubon.org

How can this be funded?

Some organizations offer programming at no cost or low-cost. Other sources include the existing budget or grant funding from educational foundations.

Who could champion this action?

- School District Administration
- Director of Curriculum
- Faculty

In addition to the champions identified above, cultivating partnerships with outside organizations will be essential to successful implementation of this action.

Related Actions

ESB5  ESB7  ESB8  M5  HN3  HN4  EO3  EO5
What is the issue?
The Middle School’s Science Club offers students first-hand experiences about camping, recycling, and other environmental issues. This extremely popular program is oversubscribed, having more demand than Club facilitators can accommodate. Finding a way to accommodate all interested students would foster their interest and provide an opportunity for greater learning.

The high school currently does not have a sustainability club. An after-school club focused on sustainability would offer students an opportunity to further develop their interest in this topic, learn important skills, and create new relationships.

Why is this action important?
After-school programs provide students with safe and creative options to engage in positive learning experiences with peers and advisors. Participation in an after-school program can help students further their academic achievement and prevent participation in risky behavior.

How could the action be accomplished?
- Find resources to support the expansion of the Science Club
- Determine the level of interest from faculty and students about other clubs that have a link to sustainability, such as a Bike Club, especially at Pottstown High School

Resources
- Green Allies, www.green-allies.org
- Afterschool Alliance, www.afterschoolalliance.org
- Youth.gov website, www.youth.gov
- The Wallace Foundation, www.wallacefoundation.org

How can this be funded?
- US Departments of Education, Justice, and Health and Human Services which jointly administer the Safe Schools/Healthy Students Initiative
- School-based fundraising

Who could champion this action?
- School District Administration
- Faculty

Related Actions
ESB7 ESB8 M5 GI1 HN3 HN5 EO4 EO7 EO9
What is the issue?
Having a desire to expand participation at community events, the Borough and School District have expressed the need to provide an informational clearinghouse highlighting local events available to all ages.

Why is this action important?
Both the Borough and School District feature events on their respective websites. However, expanding the variety of information provided to include non-sponsored events would provide a valuable resource to residents and visitors. By promoting opportunities to engage the public in community events, this type of calendar could also help enhance the Borough’s economic development.

Since 2014, the Borough has posted event announcements on a monthly regional recreational events calendar that is administered by the Pottstown Area Regional Recreation Coordinator. The Pottstown Metropolitan Regional Events calendar features a significant number of recreation-oriented events hosted by local governments, nonprofit organizations and clubs in the Region.

The Pottstown School District, with funding from The Kellogg Foundation, has an initiative underway to develop a website aimed at promoting community events.

How could the action be accomplished?
• Determine a lead organization for administering the website
• Provide print versions of event calendars at public places, such as the library and municipal offices
• Consider including cross-promotion of events through Facebook and Twitter
• Consider including a Spanish translation of the calendar

Resources
• Pottstown Area Events Calendar, https://pottstownfamilies.org

How can this be funded?
• Open Media Foundation Grants website, http://openmediafoundation.org/grants
• In-kind services provided by a local website development firm
• Host an auction or other fundraising event to fund website development

Related Actions
EO1  EO7

Provide a comprehensive schedule of events for community members of all ages.
What is the issue?
The term “sustainability” has become diluted from overuse. To gain public support and buy-in of the initiatives proposed in this plan, it is important for the public to understand what sustainability means as applied to Borough and School District activities.

Why is this action important?
Creative displays at public events and an informative active presence can engage the public and open a door to a larger discussion about sustainability, while also serving as an opportunity for good public relations. Maintaining multiple outlets for the sustainability message reinforces the message, keeps the plan relevant, and encourages individuals to make sustainable choices that can have a positive impact.

How could the action be accomplished?
- The Pottstown EAC should embrace their role as a steward and champion for the Sustainability Plan and play a key role in its promotion
- Create a list of topics to be highlighted throughout the year
- Maintain updated information on websites
- Post content regularly on social media; include events, fun facts and general information
- Sponsor a booth/display at local events or school fairs, and tailor the sustainability message to event themes
- Produce an annual report card that highlights accomplishments

Resources
- Pottstown Mercury “Fit for Life” blog
  http://pottstownmercury.wixsite.com/homesteadfarming/about-fit-for-life
- City of Casey Sustainability website
- Center for Disease Control’s Sustainability Planning Guide

How can this be funded?
This action can be accomplished with funding from existing staff budgets and assistance from volunteers.

Who could champion this action?
- Borough Administration
- School District Administration
- Pottstown CARES and EAC

In addition to the champions identified above, cultivating partnerships with outside organizations will be essential to successful implementation of this action.

Related Actions
What is the issue?
Successfully achieving the goals of this plan will require buy-in from the staff at the Borough and School District and a change in the way both organizations make decisions.

Why is this action important?
The Borough and School District can promote a culture of sustainability by increasing staff awareness and encouraging a commitment to implementing sustainability-related policies and actions, including recycling, energy and water conservation, and healthy choices.

The table below is based on a survey of Borough and School District staff that assessed various aspects of how sustainability impacts or could impact their daily operations, and identifies the following challenges to overcome in regards to implementing sustainability in the workplace.

<table>
<thead>
<tr>
<th>Top 3 Challenges to Implementing Sustainability at Work</th>
</tr>
</thead>
<tbody>
<tr>
<td>Borough</td>
</tr>
<tr>
<td>Lack of funding, even if strategies will save money in the long run</td>
</tr>
<tr>
<td>Lack of staff training/education</td>
</tr>
<tr>
<td>Lack of public support</td>
</tr>
</tbody>
</table>

Is Sustainability a Priority at Work?

- Borough Employees:
  - Yes: 23.7%
  - Sometimes: 57.9%
  - Not Really: 18.4%

- School District Employees:
  - Yes: 20.7%
  - Sometimes: 53.5%
  - Not Really: 25.8%

How could the action be accomplished?
- Include a sustainability topic on staff meeting agendas
- Encourage employees to use a computer sleep mode or shut down at night
- Promote use of digital files instead of printing
- Set printers to print on both sides
- Turn off office equipment and lights at night
- Hold a conference call or web conference instead of traveling to meetings, when possible
- Encourage staff to use their own refillable glasses and silverware
- Encourage employees to stretch and take a short walk during the day
- Adopt auxiliary power systems in fleet vehicles, which provide heating, cooling, and electronic device power without running the vehicle’s primary engine
- Train Borough and School District employees to prevent municipal vehicle idling
- Establish no-idle zones at schools and other locations, and encourage businesses to do so as well. Promote with signage
- Host a tour of facilities on a rotating basis for staff and highlight sustainable practices
- Post sustainability tips in employee break rooms and update regularly
- Post recycling rates and energy use data
- Promote biking and walking to work by hosting a bike commuting challenge/contest
- Install bike racks and have shower facilities wherever possible
- Encourage carpooling
- Adopt a sustainable purchasing policy
- Encourage maintenance staff to ensure employees are disposing of hazardous waste properly
- Recognize employees that exhibit sustainable behaviors
- Provide incentives, such as free lunch or bonus time off, for staff member who that put sustainability into practice

Resources
- Centers for Disease Control Sustainable Workplace website https://www.cdc.gov/sustainability/workplace/index.htm
- City of Portland, Oregon “Sustainability at Work” website https://www.portlandoregon.gov/sustainabilityatwork/
- Knowhow Nonprofit “How to make your office more sustainable” website, https://knowhownonprofit.org/how-to/how-to-make-your-office-more-sustainable

Who could champion this action?
- All Borough Departments
- School District Administration
- Faculty

Related Actions
- ESB4  ESB5  ESB6  ESB7  ESB8  ESB9  M1  M3  M5  GI1
- HN3  HN4  HN6  E07  E09  ES1
What is the issue?
A sustainability ambassador initiative can help the Borough and School District publicize the efforts underway on an individual level to residents and visitors.

Why is this action important?
Sustainability ambassadors can fill a number of roles, such as developing and implementing projects and providing updates about sustainable initiatives to local and school leaders. Ambassadors share the message of sustainability with their peers and advocate acting with sustainability in mind, both in the home and in the community. Many colleges and businesses have found an ambassador program to be a successful component to their overall sustainability plan.

How could the action be accomplished?

**Borough**
- Support creation of in-house or public sustainability ambassadors
- Create a volunteer network of employees to serve as sustainability ambassadors within their departments
- Determine topics/areas for ambassadors to focus on
- Plan and execute implementation strategy
- Promote Sustainability Ambassador program on Borough website

**School District**
- Consider creating a Sustainability Ambassadors Club
- Promote the idea of being a sustainability ambassador at a school event
- Encourage student and faculty participation

**Both**
- Create a “Sustainability Pledge” that identifies specific actions that ambassadors will adhere to, such as turning off lights when not in use, using reusable products, and encouraging others to take the pledge
- Recruit nonprofit organizations as program partners
Resources

- Sustainability Ambassadors website

- Sustainable DC’s Be An Ambassador website

- Temple University’s Sustainability Pledge,

- Tufts University Eco-Representatives and Eco-Ambassadors Programs,
  [http://sustainability.tufts.edu/programs/](http://sustainability.tufts.edu/programs/)

How can this be funded?

This action can be accomplished for minimal cost with funding from existing budgets.

Who could champion this action?

- Borough Administration
- School District Administration
- School District Faculty
- Pottstown CARES

In addition to the champions identified above, cultivating partnerships with outside organizations will be essential to successful implementation of this action.

Related Actions

- ESB5
- ESB7
- M5
- E01
- E02
- E05
- E07
- E08
- LE2
- LE3
Local Economy (LE)

*Topics*: Retain and attract businesses

- **LE1**: Market the excess sewer and water capacity in Pottstown to attract development
- **LE2**: Promote the cultural and natural amenities in the Borough to attract more visitors
- **LE3**: Continue to support, and enhance, the Borough’s strategy to retain existing local business and attract new business
Market the excess sewer and water capacity in Pottstown to attract development.

What is the issue?
The Borough’s Water Authority is permitted to pump an additional 3.5 million gallons of water from the Schuylkill River over the amount it currently withdraws on a daily basis. The Borough’s wastewater treatment facility also has excess capacity available – enough to treat an additional 8 million gallons per day. This available excess capacity could be leveraged to encourage economic development.

Why is this action important?
An essential consideration for siting development is the availability of water and wastewater treatment capacity to serve new development. Pottstown is one of several communities located within Montgomery County that has excess water and wastewater treatment capacity available. New commercial uses or the expansion of existing businesses could potentially enhance the revenue stream for the Borough’s authorities, while also creating jobs and augmenting the local tax base.

Listed below are general estimates of the average amount of water used daily by various business types to illustrate the amount of development that could be served by the existing excess water capacity (depending on the size of the operation):

- Family Residence – 300 gallons
- Sit-down restaurant – 5,800 gallons
- Fast-food restaurant – 2,000-2,500 gallons
- Hotels – 102 gallons per room; not including conference facilities, restaurant and swimming pools
- Light industry (Small Equipment Manufacturing, Small Machine Shops and Printing Plants) – 1,700-2,000 gallons
- Warehouses and Distribution Centers – 1,500-1,700 gallons
- Food and Beverage Processing – 9,000 gallons per day
- Advanced manufacturing – 20,000-25,000 gallons

How could the action be accomplished?
- Continue to support the Borough’s wastewater treatment facility’s environmental and efficiency efforts
- Continue to provide funding support for the Pottstown Area Industrial District
- Partner with the Tri-County Chamber of Commerce in an effort to identify opportunities to site businesses within the Borough

Resources
- Pottstown Area Industrial Development, Inc. (PAID)
  www.paidinc.org

How can this be funded?
Marketing activities can be funded from PAID’s operations budget.

Who could champion this action?
- Borough Council
- Borough Administration
- Water Authority

Related Actions
LE2 Promote the cultural and natural amenities in the Borough to attract more visitors.

What is the issue?
Numerous studies focused on Pottstown’s economic development strategy recognize the potential for recreational, arts, and cultural activities to spur revitalization in the Borough. Over the past decade, numerous diverse amenities have sprouted up, making Pottstown an attractive option for a day trip or weekend stay. The next step is entice visitors from the greater region to come experience all that Pottstown has to offer.

Why is this action important?
Pottstown Borough is experiencing a renaissance. The Borough is moving on from its industrial past and becoming a hub for recreation, arts, and culture, fueled by events such as the Goat Races and Can Jam, sponsored by Pottstown-based Sly Fox Brewery. The following attractions and events are fostering the Borough’s evolution into a regional destination:

- Schuylkill River Trail/Riverfront Park
- Memorial Park, featuring the Fountain of Youth Sprayground
- Skate Park/Trilogy Park BMX
- Sporting events – Volleyball Rumble, BMX Nationals
- Local festivals – Carousel of Flavor, Pet Fair
- Steel River Playhouse
- Manatawny Green Mini Golf
- Pottstown Carousel
- Film festival
- Pottstown FARM
- Car shows
- Pottsgrove Manor
- Pottstown Library
- Restaurants on High Street
- Memorial Day Parade and Independence Day Events
How could the action be accomplished?

- Continue to leverage existing relationship with Pottstown Downtown Improvement District Authority (PDIDA)
- Promote local amenities and events through press releases to regional news outlets
- Develop and advertise promotions to Borough-managed facilities
- Partner with organizations listed above to develop recreation packages and to share promotional efforts
- Collect contact information from event participants and send targeted emails about upcoming events

How can this be funded?

Low- and no-cost promotion options include posting events on the regional calendar, having feature articles in local newspapers, and coordinating with the Valley Forge Tourism and Convention Board. Marketing promotions could be funded through the operating budget of the Borough Parks and Recreation Department and PAID, Inc.

Who could champion this action?

- Borough Council
- Borough Administration
- Parks and Recreation Department

In addition to the champions identified above, cultivating partnerships with outside organizations will be essential to successful implementation of this action.

Related Actions

EO7  EO9  LE3
**LE3**

Continue to support and enhance the Borough’s strategy to retain existing local business and attract new business.

### What is the issue?

A strong base of commercial enterprises will maintain and enhance the Borough’s tax base, retain and create job opportunities, and restore and utilize or remove under-utilized buildings.

### Why is this action important?

Pottstown Area Industrial Development, Inc. (PAID) is Pottstown’s non-profit Economic Development entity whose mission is to promote commercial and industrial development in Pottstown. Working with PAID to identify development opportunities and foster the growth of existing and new businesses will contribute to the revitalization of the Borough’s downtown commercial area and benefit the Borough as a whole.

### How could the action be accomplished?

- Continue to leverage the existing relationship with PAID, Inc. through funding assistance and staff coordination
- Implement the Action Plan elements of the Pottstown Economic Development Strategic Plan

### Resources


### Downtown Real Estate by the Numbers - May 2017

- **22 Months**
- **2 Downtown Blocks (100 & 200 High St.)**
- **$5.04 Million Total Investment in Acquisitions**
- **221,000 Gross Square Feet**
- **12 Buildings Sold**

Over the last 22 months, 12 building have sold in the 100 and 200 blocks of High Street for a total investment of over $5.04 million.

### How can this be funded?

- PA DCED grants, [www.dced.pa.gov/program/](http://www.dced.pa.gov/program/)

### Who could champion this action?

- Borough Council
- Borough Administration

### Related Actions

- E01
- E09
- LE1
- LE2
Environmental Stewardship (ES)

Topics: Care for the Borough’s and School District’s natural resources in a sustainable manner

Actions

ES1 Manage Borough-owned property in a sustainable manner
ES2 Increase the tree canopy

Economic
- Reduce Fuel Expenditures
- Increase Property Values
- Reduce Flooding
- Save Municipal Expenses

Help The Environment
- Reduce Pollution
- Increase Water Quality
- Improve Habitat
- Reduce GHG Emissions

Community Improvement
- More Attractive
- Healthier Environment
- Increased Physical Activity
Manage Borough-owned property in a sustainable manner.

What is the issue?

Stormwater regulations continue to evolve, causing municipalities to augment their efforts to manage stormwater runoff in ways that recharge the groundwater supply by increasing infiltration and improve water quality by filtering pollutants out of runoff.

Why Is This Important?

Pottstown Borough owns 89 parcels that comprise more than 200 acres, according to Montgomery County Board of Assessment data. Borough-owned property includes the municipal facilities – Borough Hall, the public works facility, and the wastewater treatment plant, among others – as well as parkland and vacant lots. Borough-owned property represents an opportunity to showcase sustainable efforts, and can be used to demonstrate the Borough’s policies in regards to sustainable land use. This could include tree plantings, stormwater best management practices, sidewalk connectivity, and building design. Managing property in a sustainable manner also provides an opportunity to save resources, money, and improve the quality of life for residents and visitors.

How could the action be accomplished?

- Assess properties for opportunities to implement sustainable projects
- Create a general list of sustainable property management projects (ex. Reuse captured rainwater, plant trees, install stormwater management features, and fill in sidewalk gaps)

The Borough’s public works facility, completed in early 2016, features a number of sustainable features, including:

1. LED lights installed in the administrative office building and exterior fixtures.
2. The vehicle wash bay is set up for recycling wash water, which will enable the water to be recycled and reused.
3. Pervious paving installed in the interior parking area.
4. Rain garden collects all rain water for the property. Reduces cost of regular mowing.
5. Area is set aside for making salt brine. Once the equipment is installed, the Borough will save money by reducing the amount of rock salt purchased.
• Identify projects with educational signage

• Implement the recommendations of MCPC’s Multi-Regional Greenway and Stewardship Study

Resources


• Pennsylvania Horticultural Society www.phsonline.org


How can this be funded?

• Guide to Stormwater Management Funding Sources, MCPC https://www.montcopa.org/DocumentCenter/View/6923

• Schuylkill River Greenways NHA, Schuylkill River Restoration Fund, http://www.schuylkillriver.org/Grant_Information.aspx

Who could champion this action?

• Borough Council

• Borough Administration

• Public Works Department

Related Actions
ES2  Increase the tree canopy.

What is the issue?
Based on tree canopy data collected in 2010 by PA DCNR, 24 percent of land in the Borough is shaded by tree cover (see map). In addition to the loss of trees from natural attrition or removal by property owners, new threats to the Borough’s tree canopy have recently emerged. The emerald ash borer and the spotted lantern fly are invasive pests that could decimate the tree population, especially the colony of ash trees that contribute to a significant amount of the canopy in Riverfront Park.

Why Is This Important?
Trees are an essential component of the ecological cycle and are a valuable asset in terms of community well-being, especially in urban environments. In addition to the numerous benefits provided by a well-connected and mature tree canopy – including reducing the urban heat island effect, facilitating the absorption of stormwater runoff, purifying the air, mitigating noise, and providing habitat – trees also make a major visual impact by changing the character of an otherwise barren, highly impervious streetscape. The Congress for New Urbanism echoes this sentiment in its December 2016 article, “Street Trees are essential for Walk Appeal.”

How could the action be accomplished?
- Adopt a policy resolution that establishes a tree canopy goal; 30 percent canopy coverage is a common standard
- Identify opportunities for planting additional trees on Borough-owned properties, including parks, and along street rights-of-way
- Implement the recommendations of MCPC’s Multi-Regional Greenway and Stewardship Study
- Partner with local environmentally-focused organizations to assist with plantings and maintenance that promote health and expansion of the tree canopy
- Initiate DCNR’s Tree Tender program for residents to assist with tree planting and maintenance projects
- Attain recognition as a “Tree City USA” through the national Arbor Day Foundation
- Host a Community Tree Planting Day
- Ensure that the SALDO and zoning ordinance include standards for new plantings and tree replacement
- Require development proposals to meet existing tree planting requirements
- Ensure that removed trees are replaced in locations that add to the existing canopy
- Engage in outreach to educate property owners about the importance of maintaining their trees as part of the overall tree canopy
Pottstown Borough Tree Canopy and Heat Island Effect

Source: PA DCNR 2010
Tree Canopy and Impervious Surface Area

Source: PA DCNR 2010
Resources

- Penn State Extension Urban and Community Forestry website, http://extension.psu.edu/natural-resources/forests/urban-community
- Philadelphia Horticultural Society, www.phsonline.org
- Arbor Day Foundation website, www.arborday.org
- Congress for New Urbanism article, Street Trees are Essential for Walk Appeal, https://www.cnu.org/publicsquare/2016/12/19/street-trees-are-essential-walk-appeal

How can this be funded?

- DCNR TreeVitalize Program, www.treevitalize.net
- Penn State Extension, Sustaining and Funding an Urban Forestry Program, http://extension.psu.edu/natural-resources/forests/urban-community/publications/sustaining-and-funding-an-urban-forestry-program
- TD Green Streets Grant Program, https://www.arborday.org/programs/tdgreenstreets/

Who could champion this action?

- Borough Council
- Borough Administration
- Planning Commission
- Public Works Department
- Pottstown CARES

In addition to the champions identified above, cultivating partnerships with outside organizations will be essential to successful implementation of this action.

Related Actions

- ESB2
- ESB9
- M1
- M2
- GI1
- GI4
- GI5
- HN2
- HN3
- E02
- ES1
Appendix A

List of Acronyms

**Agencies/Organizations**

AMA – American Medical Association
CFA – Commonwealth Finance Agency
DCED – Pennsylvania Department of Community and Economic Development
DCNR – Pennsylvania Department of Conservation and Natural Resources
DEP – Pennsylvania Department of Environmental Protection
DVGBC – Delaware Valley Green Building Council
DVRPC – Delaware Valley Regional Planning Commission
EAC – Environmental Advisory Committee
FEMA – Federal Emergency Management Agency
MCPC – Montgomery County Planning Commission
NOAA – National Oceanic and Atmospheric Administration
PAHWF – Pottstown Area Health and Wellness Foundation
PAID – Pottstown Area Industrial Development, Inc
PART – Pottstown Area Rapid Transit
PDIDA – Pottstown Downtown Improvement District Authority
PennDOT – Pennsylvania Department of Transportation
PENNVEST – Pennsylvania Infrastructure Investment Authority
PHMC – Public Health Management Corporation
US DOE – United States Department of Energy
US EPA – United States Environmental Protection Agency

**Terms**

ADA – Americans with Disabilities Act
BMP – Best Management Practice
BTU – British Thermal Unit
DT - Dekatherm
ESCO – Energy Service Company
GESA – Guaranteed Energy Savings Agreement
GHG – Greenhouse Gas
GIS – Geographic Information System
I&I – Infiltration and Inflow
LED – Light-Emitting Diode
LEED – Leadership in Energy and Environmental Design
MS4 – Municipal Separate Storm Sewer System
NPDES – National Pollutant Discharge Elimination System
PRP – Pollution Reduction Plan
SALDO – Subdivision and Land Use Ordinance
SWM – Stormwater Management
WWTP – Wastewater Treatment Plant
Introduction

Thank you for taking the time to complete this sustainability survey. We would like to ask you a few questions about your work and how it relates to sustainability.

But first, what is sustainability? Sustainability is a way of living and doing business that manages resources to provide for everyone’s needs, and not just today, but for future generations. Sustainability is a term that can encompass everything we do, buy, build, and use. It means that the economy, environment, and community are nurtured and not abused. For most individuals, this involves changing our behavior to be more mindful. This holds true for local government and schools.

The Montgomery County Planning Commission is currently working with the Borough of Pottstown and the Pottstown School District to create a Borough Sustainability Plan. The plan will analyze existing conditions in Pottstown and help the Borough and School District identify ways it can become more sustainable. Your input from this survey will help to inform these recommendations, support Pottstown Borough in becoming a more sustainable community, and hopefully make your work easier and more fulfilling. If you have any questions about this survey, or the Borough’s sustainability efforts, please contact Meredith Curran Trego at mcurran@montcopa.org or (610) 278-3749.

Questions about your commute to work

1. Who do you work for?
   - Pottstown Borough (Municipal Government)
   - Pottstown School District

2. At which municipal or school district building do you work?

3. What is your home zip code?

4. What is your current age?
   - 18-25
   - 26-35
   - 36-45
   - 46-55
   - 56-65
   - 65+

5. How many days a week do you normally travel to work in the Borough?

6. What time do you usually leave home to go to work?
   - Before 5am
   - 5am - 6am
   - 6am - 7am
   - 7am - 8am
   - 8am - 9am
   - 9am - 10am
   - 11am - noon
   - Other (please specify)
7. What time do you usually leave work to go home?
- Noon - 1pm
- 1pm - 2pm
- 2pm - 3pm
- 3pm - 4pm
- 4pm - 5pm
- 5pm - 6pm
- 7pm - 8pm
- Other (please specify)

8. What is your primary means of getting to, and from, work?

9. Why do you usually choose this form of transportation?

10. What is the average daily, weekly, OR monthly cost of your trip to work and back?
- Daily?
- Weekly?
- Monthly?

11. Assume you drive to work alone, if your employer offered an incentive, would you be willing to take mass transit, carpool, walk, or bike to work?
- Yes, I’m excited for the encouragement to switch
- Yes, I’d be willing to try it and see how it goes
- No, I’m comfortable with my current way of commuting
- No, driving alone is really my only option
- I currently take mass transit, carpool, walk, or bike to work

Questions about sustainable attitudes

12. Do you feel sustainability is a priority for your job?
- Yes, it is something my department/building thinks about on a regular basis
- Sometimes, depending on the project or scenario
- Not really

13. Can you identify any ways that your employer (the Borough or School District), or your department/position, is already incorporating sustainability into its operations?

14. Do you feel sustainability SHOULD be more of a priority for your job?
- Yes, this is something I would embrace as part of my job
- Maybe, depending on how it is implemented
- No, we are already sustainable enough and/or don’t need to worry about sustainability

15. Please rank from least to greatest the following potential challenges in implementing sustainable actions. Rank from (1) to (8), with (8) indicating the least challenging issue and (1) indicating the most challenging.
- Lack of staff time
- Lack of staff training/education
- Lack of clear leaders to take charge of implementation
- Lack of public support/participation
- Unwillingness of staff to implement changes
- Lack of up-front funding, even if the strategies will save money in the long run
- No clear benefit from the sustainable action
- Lack of rewards/incentives
16. What sorts of tools, incentives, programs, or other ideas do you think would best motivate staff and citizens to participate in implementing sustainable actions? (multiple answers are allowed)

- "Challenges" between buildings or departments to see who can save the most energy/resources
- Recognition of buildings, departments, and/or individuals for accomplishments
- Incorporating sustainable accomplishments into annual employee reviews
- Developing more specific inter-building or departmental green teams to implement sustainable action items
- Developing incentives for staff to participate
- Requiring it as part of staff members' daily tasks in their jobs
- Other (please specify)

17. How would you describe your level of willingness to participate in implementing sustainable actions?

- Not willing. I'm too busy with my other day-to-day responsibilities
- I'm willing to occasionally participate on a limited basis
- I'd like to be regularly involved as part of a team implementing sustainable actions
- I'd like to be a leader in implementing sustainable actions in my building or department

18. May we contact you to get your specific ideas on how Pottstown Borough government and the Pottstown School District can be more sustainable?

- Yes
- No

If yes, please provide your preferred contact information (name and email please)

19. Additional comments or ideas...
INTRODUCTION & INSTRUCTIONS
The following survey is meant to serve as the baseline for your municipality’s sustainable procurement analysis. From your answers we will be able to make recommendations on how your municipality can improve the sustainability of its purchasing behavior. This survey will also hopefully serve as an educational tool to show you all the aspects that go into sustainable procurement.

What is sustainable procurement? A good definition can be taken from the New Jersey DEP’s Green Purchasing Guide. They define sustainable procurement as Environmentally Preferable Purchasing (EPP). EPP is the purchase of goods and services that minimize environmental impacts. It includes the purchase of products that have “a lesser or reduced effect on human health and the environment when compared with competing products that serve the same purpose.” Many factors are taken into account when making these comparisons, such as:

- raw materials, including energy and water, used in the manufacture of the product
- type of production, (e.g., use of cleaner production processes)
- packaging or distribution method
- source reduction and reuse
- distance of transport/localness of production

Price and performance are also important factors to consider and are critical determinants for purchasing agents. Adherence to quality and performance standards is a primary concern and need not be sacrificed. All these vital considerations could be expressed as follows: Environment + Price + Performance = EPP

This survey is divided into two sections. The first section is 37 multiple choice questions that cover a broad range of green procurement issues. The second section is a matrix that allows you to examine different products the municipality procures and determine the current sustainability status (e.g. recycled content, ecolabelling, etc.) of each purchase. The survey is not meant to take much time, so feel free to estimate quantities or leave items blank for further exploration in this section. It may be difficult to get all the data required, so do not feel pressured to find every answer. It may require the efforts of multiple staff members, coordination between departments and doing research. At a later date this matrix may become useful as a implementation tracking tool, but for now just fill in as much as you can. The true value of the exercise is to examine your procurement philosophy so positive changes can be made where possible.

SECTION 1
Administration & Policies

Directions: Circle the response that best fits your answer. Feel free to add notes or comments to the page.

1. Does the municipality have a formal (written) policy to purchase environmentally responsible products and services?
   - Formalized and Extensive
   - Formalized
   - Informal Guidelines
   - No

   If yes, date of adoption: ________________

2. Are there procedures in place to incorporate environmental concerns into purchasing?
   - Yes
   - Somewhat
   - No

3. Does your municipality have a person(s) responsible for purchasing who is in charge of the management of your environmental purchasing activities?
   - Yes, two or more people
   - One full time person
   - One part time person
   - No

4. Is there a multi-stakeholder committee (“green team”) that meets regularly to develop and implement the environmental purchasing activities outlined in the policy?
   - Yes, they meet regularly
   - Yes, they meet frequently
   - Yes, they meet occasionally
   - No

5. Are there environmental purchasing training/workshops available? If yes, how extensive is the training in terms of length? (Choose the closest answer.)
   - Yes, ongoing and regular
   - Yes, 1 Week
   - Yes, 1 Day
   - Yes, 1 Hour
   - No training

6. Is there a defined process for incorporating improvements into the environmental purchasing program if one exists?
   - Yes
   - Somewhat
   - No
   - Not applicable

7. How often are your environmental purchasing efforts reviewed, evaluated and improved?
   - Continuously
   - Monthly
   - Quarterly
   - Annually
   - Never

8. Has your municipality implemented ways of greening its day-to-day activities? Examples include the use of ceramic cups instead of Styrofoam, instituting a double-sided photocopy policy, etc.
   - Yes
   - Somewhat
   - No

9. Is there a recycling program in place at your municipally owned or operated facility(ies)?
   - Yes, at all facilities for several materials
   - Yes, at all facilities for some materials
   - Yes, at some facilities for several materials
   - Yes, at some facilities for some materials
   - No

10. Do you usually consider the total financial life cycle costs of a product when evaluating price (e.g. factoring in the purchasing cost, cost of maintenance and cost of disposal)?
    - Yes, for all contracts
    - Yes, for most
    - Yes, for some
    - No

11. Does the procurement process begin with a formal evaluation to determine whether a purchase is necessary?
    - Always
    - Sometimes
    - Never
Section One – Page 3

Procurement Contracts & Bidding

Directions: Circle the response that best fits your answer. Feel free to add notes or comments to the page.

12. Do you require that bid documents be printed double-sided?
   Yes, Always   Sometimes   No

13. Have you made it a requirement that suppliers submit their bids electronically?
   Yes, for all contracts   Yes, for most   For some   No

14. Does your municipality procure electronically when possible (i.e. maintain and use an e-purchasing system or web site, or use e-mail distribution for request for proposals and contracts)?
   Yes   Somewhat   No

15. Is e-purchasing widely adopted by the following?
   Purchasers: Extensively   Somewhat   No
   Suppliers: Extensively   Somewhat   No

16. Have you established a process or agreement with suppliers that fosters co-operation to provide environmentally preferable products?
   Yes   To some extent   No

17. Do you include standard language in all requests for proposals/requests for tenders expressing your desire to purchase environmentally preferable products and services?
   Yes, for all contracts   For most   For some   No

18. Do you include specifications that aim to ensure that services use environmentally preferable products and follow environmentally responsible practices (e.g. proper handling of waste materials)?
   Regularly   Sometimes   Never

19. Do you ask that the bidders prove that their products and services use fewer resources (e.g. energy, water, and raw materials), during the manufacturing process?
   Regularly   Sometimes   Never

20. When applicable, do you call for any type of environmentally responsible packaging requirements through your purchasing (i.e. acquiring products in bulk or in concentrated forms)?
   Yes, all product categories   For Most   For Some   None

21. Do you include in your specifications measures to extend the useful life of a product (e.g. to re-use, re-fill, re-charge, or recondition the product)?
   Regularly   Sometimes   Never

22. Are “take-back” requirements imposed upon suppliers so that products are returned to their manufacturers after the end of their useful life?
   Regularly   Sometimes   Never

23. When developing specifications, do you consult and comply with negative lists (lists of products and substances that are banned or restricted due to their toxicity or carcinogenicity) from credible, well-researched and non-partisan sources such as an ecolabelling or government organization?
   Yes, always   Yes, often   Yes, sometimes   No

24. Do you purchase products that come from pre-approved lists of environmentally preferable products from credible and non-partisan sources such as an ecolabelling or government organizations?
   Regularly   Sometimes   Never

25. How many of your suppliers can document that they run their company in an environmentally preferable way, such as through the conservation of energy and other resources?
   Most   Several   Some   None

What is ecolabelling? An ecolabel is the practice of marking products with a distinctive label to show that their manufacture conforms to recognized environmental standards.
**Product Decisions**

Directions: Circle the response that best fits your answer. Feel free to add notes or comments to the page.

26. Are municipally-owned furniture, carpet and other equipment that would otherwise be discarded when no longer needed, diverted from landfill in any way (e.g. donated or resold)?
   - Yes, Always
   - Sometimes
   - No

27. Are hazardous waste materials (e.g. expired chemicals, paint and cleaner residues, fluorescent bulbs and other mercury-containing devices, discharged batteries) handled in an environmentally responsible manner?
   - Yes, Always
   - Sometimes
   - No

28. Have any hazardous substances been replaced with products certified by an ecolabelling organization or other non-hazardous alternatives (e.g. detergents, cleaners, pesticides, fertilizers)?
   - Yes, all
   - Yes, some
   - No

29. Do your employees practice paper-conservation techniques (e.g. reusing scrap paper or defaulting office equipment to double-sided copies)?
   - Yes, several
   - To some extent
   - No

30. What amount of office supplies, used in your municipality, contains recycled content?
   - All
   - Most
   - Some
   - None

31. When applicable, for how many purchases do you select reusable, refillable and/or recycled alternatives?
   - All
   - Most
   - Some
   - None

32. Do you focus on specific environmental attributes (e.g. recyclability, resource efficiency) during any given procurement?
   - Regularly
   - Sometimes
   - Never

33. To what degree do you base your purchasing decision on the geographical region of the raw materials?
   - Extensively
   - Somewhat
   - Not at all
   - If yes, what is the most important reason?
     - Avoid exploitation of endangered areas
     - Support local economy
     - Avoid transportation costs & GHG emissions
     - Other: ________________________________

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34. When applicable, how often do you purchase products that contain a percentage of post-consumer recycled content?
   - Yes, always
   - Yes, sometimes
   - No

35. Do you purchase used, remanufactured, rebuilt or refurbished goods and materials on a regular basis?
   - Regularly
   - Sometimes
   - Never

36. When applicable, do you purchase products that are designed to minimize waste?
   - Yes, for most products
   - Yes, for some products
   - No

37. To what degree, do you purchase products that you purposely purchase because they are low in toxicity?
   - Extensively
   - Somewhat
   - Not at all
Pottstown Borough Sustainability Plan
Visioning Survey for Steering and Stakeholder Committee Members

Please provide your feedback to the following questions and return the completed form via email to Donna Fabry, Montgomery County Community Planner at dfabry@montcopa.org.

1. If you could **change one thing** about Pottstown to make it more sustainable, what would it be?

2. What do you perceive as the **greatest challenge or roadblock** to sustainability?

3. What is **one concrete action** you think the Borough or School District could take that will help make Pottstown more sustainable?

4. Please **choose ONE of the five topic areas** (or “Other”) that you would be interested in working on more in-depth.
   - □ Land Use Decisions
   - □ Education
   - □ Energy Use
   - □ Mobility
   - □ Community/Quality of Life Issues
   - □ Waste Management
   - □ Other (please explain) ___________________________________________________

5. Are you involved with any **local organizations** that you think should be part of the Pottstown Sustainability Plan process?

6. Please tell us if there is **anything else** you want to be sure we cover in the plan and/or in the planning process. This would include specific issues or topics that you feel are the most critical for Pottstown now and in the future.

As we enter into the sustainability planning process, please let us know if you have **any concerns** about the plan and/or process. This is to ensure that issues can be addressed as they arise.

Thank you for your input!
# Montgomery County Municipal Sustainability Interview Questions

## General

We will be conducting an audit of your zoning ordinance and SALDO to look for obstacles and opportunities for land use regulations. What regulations are currently in place that you feel effectively support the municipality’s sustainability efforts? Are there any regulations that are currently being planned that would support the municipality’s sustainability efforts? Any regulations you would like to see in the future?

What grants have the municipality applied for and/or received that could be related to sustainability? Are you aware of other organizations (EACs, churches, hospitals, volunteer organizations) that have applied for and/or received such grants?

## Stormwater

Who is involved in stormwater management for the municipality?

Do you currently have an MS4 permit? If so, can we review your stormwater management plan?

What are your municipal owned stormwater facilities? Are they currently mapped?

If you own stormwater basins, are they currently mowed? If so, how often?

Has the municipality undertaken any riparian buffer projects on municipally-owned lands?

## Fleet Management

What is the municipal process for vehicle procurement?

What is the municipal process for vehicle fueling? Such as: Where do you fuel the vehicles? How do you purchase the fuel? Etc.

Are they any vehicles that the municipality plans to replace in the next few years?

Does the municipality have a policy mandating or encouraging the purchase of alternative fuel or hybrid town vehicles?

Does the municipality require pollution control devices on all its diesel vehicles?

Does the municipality have and enforce a “No-Idling” policy for all municipal-owned vehicles?

## Energy Procurement

What is the municipal process for energy procurement? Was there a competitive process for the procurement?

Has the municipality considered any innovative means of energy procurement? Such as a reverse energy auction or bulk purchasing?

Has the municipality mandated energy reductions with percentages and/or dates for municipal operations and/or the whole municipality?

Does the municipality utilize or invest in sustainable energy sources, such as solar, wind bio-fuel and/or biomass?

Has the municipality investigated possible locations for renewable energy opportunities?

## Energy Efficiency

Has the municipality had an energy audit performed on any or all municipal-owned facilities?

What measures have the municipality undertaken to reduce its energy consumption and/or GHG emissions?

For each municipal building are there any energy efficiency projects that the property managers would like to undertake?

## Outreach and Public Relations

Does the municipality have a staff member whose job includes sustainability efforts?

Does the municipality provide a practical mechanism for communication of its environmental policies to employees?

Does the municipality provide a practical mechanism for communication of its environmental policies to its residents?

Does the municipality maintain a municipal website or web pages will all environmental information, regulations, etc.?

Does the municipality actively solicit the participation of the business and institutional community in addressing environmental issues? If so, how?

Does the municipality promote or sponsor recreation programs from residents of all ages that promote physical activity or community interaction?

Does the municipality promote or sponsor volunteer opportunities for residents to participate in sustainability efforts?

Does the municipality encourage and/or mandate water conservation by residents, including a prohibition on the routine washing of sidewalks and driveways?

## Land Maintenance

Who is involved in land maintenance for the municipality?

What is the average mowing schedule for municipal properties?

Are there any naturalized meadows on municipal properties? Are there any areas which a naturalized meadow may be appropriate?

Has the municipality implemented effective water conservation measures at parks and municipal facilities?
Has the municipality installed water-conserving plumbing fixtures in municipal buildings?

Does the municipality have a policy to prohibit the use of turf pesticides on municipal land, including public parks?

Does the municipality purchase only energy-efficient, pollution-reducing landscaping equipment, or to require the use of such equipment by contractors?

Does the municipality provide recycling receptacles in commercial areas and parks?

Does the municipality remove or seal public playground equipment made from treated wood?

**Waste Management and “Green” Procurement**

Who is responsible for cleaning the municipal buildings? What is their cleaning frequency and schedule?

How is solid waste pickup managed in the municipality?

Does the municipality have a comprehensive green purchasing policy?  If so, does the policy cover:

___ Lifecycle costs
___ The sustainability of materials
___ The recyclability of materials
___ Transportation and packaging costs
___ The environmental and health impacts of products

If not, what measures have the municipality undertaken to tackle the issues above?

Does the municipality belong to a local green purchasing network?

Does the municipality have a policy requiring the exclusive use of green cleaning products?

Does the municipality operate a municipal composting facility?

Does the municipality have a public recycling program for batteries and e-waste?

Does the municipality provide curbside pickup of leaves and garden waste for residents?

Does the municipality provide a facility for recycling used goods?

Does the municipality provide regular household hazardous waste collection days for residents?

Does the municipality have a policy to mandate the use of no- or low-VOC paints and adhesives?

Does the municipality follow a healthy carpet installation policy, using only natural fiber padding, low-VOC adhesives and/or a carpet recycling program?

Does the municipality have a policy for indoor pest control?

Does the municipality require the use of “green” printing techniques (chlorine-free recycled paper, printed both sides using soy-based ink, etc.) for all documents?
Appendix C

Outreach Materials

The vision statement is a concise description of the plan's objectives. The statement guides the development of Goals and Actions that will instruct how to achieve the plan’s vision.

GOALS

The Goals of the plan support the Vision and Principles, and set the agenda for creating Action Items that help the Borough and School District achieve the Goals.

- Through education and outreach, develop a deeper awareness among residents of the Borough and the greater Pottstown region that results in an understanding of the role of sustainability and how each individual’s actions impact the greater community.
- Improve the overall well-being of residents of the Borough and the greater Pottstown region by providing opportunities that promote healthy choices.
- Promote economic growth and revitalization opportunities that contribute to a vibrant, diverse, and dynamic community.
- Conserve, protect and enhance the quality of the Borough's built and natural resources.

PRINCIPLES

Based on the research conducted and feedback received from surveys and interviews, the Plan will be structured around the three principles of Infrastructure, Education and Connected Communities, meaning that each step of the Plan, including its Goals and Action Items, should advocate these principles:

- **Infrastructure** refers to the built and natural environments and includes streets, buildings, facilities, as well as trees, streams, and open space – anything that contributes to the physical setting of the Borough. In terms of sustainability, infrastructure heavily influences the way people feel about their surroundings. Creating a safe, healthy and clean environment is key to quality of life in Pottstown.

- **Education** is raising awareness through public engagement to create a well-informed community that embraces sustainability.

- **Connected Communities** signifies equity for all who live, work and play in Pottstown. For Pottstown to be more sustainable, the qualities of all the diverse communities in the Borough must be addressed with respect and fairness.

ACTION ITEMS

The Action Items represent how the plan will be implemented. While the plan will provide Action Items that apply specifically to the Borough and the School District, it will also feature additional recommendations that can be put into action by individuals and community groups.
Pottstown Sustainability Plan

Pottstown Borough and Pottstown School District are partnering on an effort to develop a Sustainability Plan. This plan will feature a vision for a sustainable Pottstown and construct goals and actions that will help achieve that vision.

PRINCIPLES
The Plan will be structured around three principles. These principles will guide decisions and actions to make a more sustainable Pottstown:

- Connected Communities/Equality
- Infrastructure
- Education

VISION STATEMENT
The vision statement is a concise description of the plan’s objectives. The statement guides the development of Goals and Actions that will instruct how to achieve the plan’s vision.

Pottstown Borough strives to improve the quality of life for all community members by creating a well-informed citizenry that makes sustainable decisions that positively affect the environment.

GOALS
The four goals of the Plan will encompass:
- Education and outreach
- Improve well-being
- Economic growth
- Protect resources

ACTION ITEMS
The Action Items represent how the plan will be implemented. While the plan will provide Action Items that apply specifically to the Borough and the School District, it will also feature additional recommendations that can be put into action by individuals and community groups.
Consider joining Pottstown Borough’s Environmental Advisory Committee (EAC) volunteer network!

The EAC plays an important role in advising Borough government on environmental and sustainability issues. EAC volunteers will help carry out projects that promote sustainability and contribute to making Pottstown a great place to live, work and play.

Help make the EAC a strong voice in the community!

Contact us at EAC@Pottstown.org for more information.