

Media Environmental Advisory Council
Annual Report
2017

Membership on the EAC during 2017 consisted of the following seven voting members:

Walt Cressler, chair (WC)
Scott Wittman, treasurer (SW)
Brendan O’Riordan, secretary (BCO)
Brian Taussig-Lux (BT)
Addie Ciannella (AC)
Greg Krykewycz (GK)
Maggie Dunn (MD)

Maggie Dunn, employee of FEMA and expert on stormwater mitigation practices, joined the EAC early in the year to replace Vivian Williams, one of its charter members.

Amy Johnson was our liaison to Borough Council.

TRANSPORTATION & LAND USE

Bicycle Transportation Plan –

The Bicycle Plan as proposed by the EAC was approved unanimously by Media Borough Council. To implement its first steps, \$15,000 was approved by council towards designating sharrows, as part of match for grant funding. Also, GK facilitated an arrangement for PennDOT to designate sharrows on Orange Street following resurfacing, as recommended in the plan. In return, the Borough agreed to the maintain markings on Orange Street between resurfacings.

Circuit Trail System

The Bicycle Coalition of Greater Philadelphia provided a template resolution in support of the Circuit Trail System that SW used to create a resolution for Borough Council to consider. The EAC recommended supporting such a resolution, since the promotion of a regional trail system is consistent with the Borough’s Comprehensive Plan and Bike Plan. The Council subsequently passed the resolution.

Open Streets Event

An Open Streets Event was proposed by SW as a festival to celebrate bicycle transportation in Media. The EAC assisted with the mass-gathering permit to make the event possible. A potential route was identified as starting near the bicycle shop at Five Points and ending at Glen Providence Park. Partners were identified, such as the Bicycle Coalition, Transition Town Media, Friends of Glen Providence Park, the Media Parks and Recreation Department, and various other sponsors. A planning committee with members from these various groups was formed. Meetings were held with the Media Public Safety Committee to discuss the plan. A potential date for the event was proposed for Saturday, 2 June 2018.

Pedestrian Safety Recommendations

A memo was sent by the EAC to borough officials with pedestrian safety recommendations as outlined by GK. These recommendations included modifying traffic signal phasing on Baltimore Avenue to ensure a walk signal on the green light regardless of whether the pedestrian button is pressed, and that when the button is pressed pedestrians will get a leading walk interval. AC and SW attended a Public Safety Committee meeting during which Chief Wusinich, Media Police Department officers and the committee discussed pedestrian safety recommendations listed in the EAC memo. Chief Wusinich suggested a third party contractor uniformly paint all crosswalks and lines and caution messages in the road. Grants that could be used to pay for this work were discussed. Chief Wusinich indicated that the Media Police Department was aggressively pursuing enforcement of speed limits and stop signs. The Borough Engineer subsequently implemented the traffic signal recommendations.

Green Space Zoning

The EAC expressed its support for green space zoning efforts by Borough Council and the Planning Commission, as they considered creating MERC (Municipal, Educational, Recreational, Community) districts for potential pocket parks on Manchester Ave and Fifth and Broomall Streets and to counteract development plans at the Broomalls Lake Country Club.

ENERGY

LED Streetlight Procurement Program –

The EAC promoted the installation of LED streetlights in the Borough for the last few years, and in 2017 they were installed.

Energy Smart Delco –

The EAC requested that the Borough invest \$35,500 for inspection and maintenance of the solar panels that had been installed on its buildings in previous years and consultation on future solar

planning for the Borough . The money was approved, and includes the hiring of a professional consultant to assist with repairs and maintenance and the installation of data monitors.

SolSmart

The EAC recommended to Media Borough Council that Media apply for a SolSmart designation. Grants administrator Karen Taussig-Lux completed the successful application. SolSmart is a national designation program funded by the U.S. Department of Energy's Sunshot Program, and is meant to provide targeted technical assistance in non-hardware costs associated with solar panels. Examples of these costs include those associated with permitting and inspection, which can account for one third of solar installation costs. DVRPC was selected as the SolSmart advisor for the eight municipalities participating in the region including Media Borough. In this capacity DVRPC provided free technical assistance to these municipalities. There are three tiers of designation: Bronze, Silver, and Gold. Media Borough completed all pre-requisites and with some additional actions attained a Silver designation. These actions included setting up a webpage on the solar installation in the borough; train permit staff members; conduct fire and safety training specific to solar installations; and review the zoning ordinance on solar installations. A Gold designation was not likely for Media Borough, because it requires solar installation building permits be issued by a municipality within 3 days after the submission of the permit application. Media Borough is one of the only municipalities with whom DVRPC worked that has municipally-owned solar panels. Adam Beam from the Delaware Valley Regional Planning Commission (DVRPC) gave a SolSmart presentation to the EAC. The EAC will need to decide if it will recommend ordinance and code changes proposed by the SolSmart program to Media Borough Council, or if EAC should hold off on such recommendations until the proposed form-based zoning is implemented.

Solarize Greater Media –

The EAC continued to play a junior partner role in support of Transition Town Media's Solarize Greater Media initiative. Six out of six Media Borough Solarize Greater Media solar installation applications were approved by PECO. Some applications outside the Borough were turned down because the PECO lines were not equipped for increased voltage from solar installations.

Uplighting Ordinance

A special EAC task force was organized and spearheaded by BCO to propose that Media Borough enact an ordinance to limit up-lighting of buildings and future streetlights in order to reduce light pollution. Members of the task force drafted a memo that was submitted to Borough officials recommending the development of an ordinance to require better lighting management

and pursue capping or other retrofits to mitigate uplighting from the Borough's streetlight fixtures.

Hybrid & Diesel Vehicles

With the encouragement by the EAC, council liaison Amy Johnson presented to the Media Borough Council a proposal that hybrid vehicles be adopted by the Media Police Department and that biodiesel fuel be used for the Borough fleet as well, such as for Highway Department vehicles. The proposal appeared to be well-received, but more discussion is necessary among parties involved. Information on hybrid fleet vehicles used by the police in Westwood, NJ was sent forward by BTL.

Global Covenant of Climate Mayors

The EAC was approached by Mayor Bob McMahon via Borough Manager Jeff Smith about his interest in signing on to the US Mayors Climate Commitment. This initiative which was aligned with the outdated Kyoto Protocol has been eclipsed by the Global Covenant of Climate Mayors. WC reviewed the Global Covenant of Climate Mayors, which was created in response to the federal withdrawal from the Paris Climate Accord. It is an initiative by municipalities to commit to the spirit of the Paris Climate Accord. The EAC recommended that Mayor McMahon sign the Global Covenant of Climate Mayors and he did so. There were no prerequisites that the Borough of Media doesn't already meet.

Climate Resolution

The EAC received a request by a Haverford resident and member of the Citizens Climate Lobby to recommend that Media Borough Council pass a resolution to call on state and national leadership to work on taking action now to address climate change. Media was just one of many municipalities the Citizens Climate Lobby approached. The EAC recommended that Borough Council pass such a resolution in conjunction with the signing by the mayor of the Global Covenant of Climate Mayors, which they did.

Earth Quaker Action Team initiative –

Dana Robinson of the Earth Quaker Action Team (EQAT) attended an EAC meeting and addressed the EAC regarding their "Power Local Green Jobs" campaign and the rally scheduled to take place in Media on 10 May 2017. Their goal is to increase the amount of solar energy provided by PECO to 20% by 2025. EQAT is focusing on areas that have experienced negative economic change, and aims to have residents in such communities trained and hired to install rooftop solar arrays. If successful, these communities will see an increase in local jobs and will

also benefit economically from decreased energy bills. The idea is that achieving 20% of electricity from solar energy will create thousands of jobs. Towards that end, EQAT and its supporters organized a 100-mile march in the five county Philadelphia area called a “Walk for Green Jobs and Justice”. Transition Town Media (TTM) partnered with EQAT on this effort. The rally in Media on 10 May was at the culmination of the Chester to Media leg of the march. Media Borough offered Borough Hall free of charge for use by the EQAT event. Mayor Bob McMahon addressed the participants and announced that he will sign a climate commitment, and WC addressed the participants about the Borough of Media’s history of support for sustainable energy initiatives.

Climate Action Plan –

Three students from Swarthmore College approached the EAC about a course project to create a Climate Action Plan for the Borough of Media. WC met with the students and provided some data which they used in devising such a plan that met the requirements for their course assignment. They provided the EAC with a copy of the plan, which outlines ways to prepare for the effects of climate change within the Borough.

RECYCLING & WASTE

Business Recycling –

The EAC Recycling & Waste Subcommittee communicated with council liaison Amy Johnson about recommending that Media Borough Council request regular updates from Code Enforcement Officer Jim Jeffrey regarding commercial recycling enforcement. Jack Doyle of the Media Borough Planning Commission indicated that he would like to participate in commercial recycling enforcement.

Meanwhile, a borough resident living in a Media Real Estate apartment complex near the Media train station addressed the EAC regarding her observation that the waste removal company was dumping recycling dumpster contents into a trash truck. When the resident spoke with waste removal company truck driver, he claimed that the waste removal company is fined if any trash is found in the recycling stream, so when collecting waste they dump the recyclables into the trash stream to avoid this fine. The EAC recommended that the resident write to Media Real Estate and copy Brian Hall (Media Borough Council president); Jeff Smith (Borough Manager); Jim Jeffrey (Code Enforcement Officer); and Walt Cressler (EAC chair) expressing concern about this situation. As a result, Media Real Estate wrote a letter to their tenants to make sure they separate their trash and recyclables, and they improved the signage to further distinguish the dumpsters from each other.

Public Recycling Bins –

The EAC made a budget proposal to replace recycling bins on State Street with a larger model that matches the trash cans, to refurbish the existing trash cans, and to purchase fresh decals that indicate “co-mingling” or similar language for the recycling bins. The old recycling bins were refurbished, labeled, and placed in other locations.

E-Waste & Shredding Events

Two e-waste pickup events were scheduled in 2017. One took place in May and the other in October. The October event was a combined e-waste and paper shredding event, and both were done in partnership with Nether Providence Township. Through Transition Town Media, the high quality and licensed e-waste recycling company that was identified and hired was PAR Recycle Works. They hire “returning citizens,” formerly known as “ex-convicts.” Over 9,000 pounds of e-waste was collected during the October event.

Dog Waste Stations

The EAC was informed that the Highway Department had issues with collection of waste from the dog waste stations due to the overflow of the small bins. EAC recommended replacing small bins with larger bins.

Composting Plan

Major steps were made towards the implementation of a Composting Plan for the Borough of Media. Council liaison AJ and EAC member AC presented a Composting Plan proposal to the Media Borough Council in May. It was presented as a collaboration between the EAC and Transition Town Media. The proposal included a community survey, a feasibility study, and a pilot program. The Media Borough Council expressed its support for grants administrator Karen Taussig-Lux to research ways of implementing this initiative. Chris Peretti of Kitchen Harvest, a thriving local composting business located on the grounds of Linvilla Orchards, was brought into the discussion. Field trips to Linvilla Orchards to observe its composting operation and to the county trash-to-steam plant were planned.

A Borough-wide survey was implemented in September to get an idea of what people in Media Borough feel about composting. One hundred fifty people participated. The idea for the pilot program was further developed. It would last one year. Residents would be provided with bins and would be surveyed throughout the year. Opportunities for grants before and after the pilot program were explored.

A budget request for the compost pilot program was presented at a Finance Committee meeting in November, along with assurance that grants will also be pursued. A total request of

\$32,000 was made, including a cost of \$7,000 for a feasibility study involving a 1-year program for 100 residents. The Borough was approved for a \$7,000 Technical Assistance grant from the Department of Environmental Protection for the feasibility study.

Mascaro Recycling Facility Tour

Members of the EAC had a tour of J.P. Mascaro & Sons' Total Recycle facility in Birdsboro, PA. Some of the information learned was that the facility can accept bottle caps and lids, but they must be separated from the bottles and jars. Styrofoam (polystyrene, plastic #6) is being warehoused for the eventual acquisition of new densifying technology. Glass is sorted at the facility according to color. Glass is being broken down and used as a sand layer in a nearby company landfill along with tarps to create pockets for methane collection. The methane is used to provide power in a neighboring housing division.

Green Procurement Policy

The EAC participated in ongoing discussions about a green procurement policy for Media Borough. BCO worked on the draft and an ad hoc task force was formed to further work on the policy, consisting of BCO, AC, and SW, in association with grants administrator Karen Taussig-Lux. KTL worked on editing the draft to make it easier to use for Borough staff. In 2018 she will work with staff for further input and editing before the document was finalized and implemented.

Litter Plan

The EAC explored ways of approaching the litter problem in Media Borough. EAC efforts were spearheaded by AC. She met with Media Business Authority president Bryan Messick and Mayor Bob McMahon. Bryan Messick looked into Adopt-a-Sidewalk type programs where businesses adopt sections of sidewalk and are accountable for keeping them litter free. Bob McMahon looked into working with the Delaware County Probation Program and organizing a Clean-Up Day. AC planned to engage the Media Arts Council, Media-UP Library, and organizations such as Media Youth Center, Boy Scouts, Girl Scouts and local schools to contribute to the efforts.

Recycling at Events

The EAC has made an ongoing effort to promote an official procedure for assuring recycling takes place during public street events in the Borough of Media. AC arranged a meeting with Ralph DeRosa of the Highway Department to discuss this issue. Media Borough provides guidelines to organizers of events, and it was suggested to update the event guidelines

to include recycling and waste removal. Also, the Recycling & Waste Subcommittee suggested that guidelines on trash and recycling containers be sent out with Mass Gathering Permit applications. A memo with EAC recommended guidelines was submitted to Jeff Smith, Borough Manager to present to the appropriate Borough sub-committee.

WATER

Stormwater Master Plan –

Early in the year, a draft version of Media's Stormwater Master Plan was received from the engineering consultants T&M who were hired under a Growing Greener grant to devise the plan. They identified five drainage sheds in Media Borough. The plan included green infrastructure designs suggested for each of these areas as well as maps of existing gray infrastructure and suggestions for its improvement. As part of the initial implementation of the plan, KTL applied for an additional Growing Greener grant and a Community Development Block Grant to build continuous tree trenches along Jefferson and Olive Streets and to install bioinfiltration bump-outs at the corners of Jefferson and South Avenue. The Growing Greener application received full funding and will be implemented in 2018.

Members of the EAC reviewed the draft plan, including new member MD, whose particular expertise is stormwater mitigation. Discussions were undertaken about forming a stormwater management committee to determine how stormwater management can be incorporated into the borough's development regulations and review processes as part of the action plan. Such an effort may involve collaboration among the Community Development Committee, the EAC, and the Planning Commission. The EAC can help with public outreach and strategy.

West Chester University Student Project

The EAC was approached by Michael Lowrey, a Media resident and West Chester University graduate student in the Geography & Planning Department. He proposed to create a public outreach project using GIS mapping and other online tools to satisfy some of his degree requirements. He was quickly enlisted to be part of the public outreach effort for the Stormwater Master Plan. MD suggested a story map detailing projects recommended by the Stormwater Management Plan, which would be a quick source of information for residents on the stormwater design projects and their impacts. Michael Lowrey met with WC and MD several times during the course of the year as his project developed.

Streams Clean-Up –

Through the EAC, Media Borough sponsored the Chester-Ridley-Crum Watersheds Association Streams Clean-Up event in April, and at least one EAC member, Walt Cressler, participated. The CRC Watersheds Association also began efforts to work more intimately with municipalities for various stream conservation and streamside remediation efforts, especially with regards to providing volunteer workers and working together on grants. WC introduced the CRC Watersheds Association volunteer coordinator to Media grants administrator KTL towards that end.

EDUCATION & OUTREACH

Borough Newsletters –

The EAC provided a lot of environmental information which was included in both the spring and fall Media Borough newsletters.

Borough Community Fair

The EAC was involved in early discussions about planning a Media Borough community fair, with representatives of the borough government, boards, and commissions on hand to talk to borough citizens about what they do. The idea originated with EAC member BCO, was presented to Borough Council by AJ, and received a positive reception. BCO represented EAC in planning this event. Media Community Day was planned for Saturday, 5 May 2018, from 10 a.m. to 2 p.m. at the Media Borough government complex.

Media Borough Website

The Media Borough website was redesigned. WC assisted Karen Taussig Lux in revising the EAC section of the website.

Walt Cressler, 8 February 2018