



This effort was funded by the National Fish & Wildlife Foundation's (NFWF) Chesapeake Bay Stewardship Fund. Through this fund, NFWF piloted the Chesapeake Bay Local Government Capacity Building Initiative (LGCBI), which connects communities with appropriate technical assistance providers to assist in the implementation of projects that improve water quality in local and regional streams.



Project Partners:



Operational Guide



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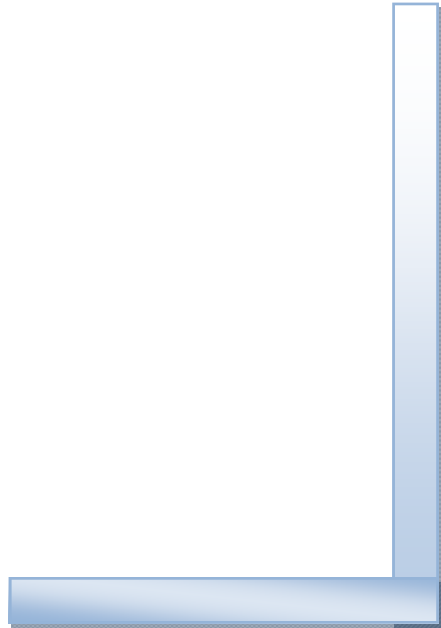
Donor Recognition

What recognition will a donor receive?

In addition to the tax deductible benefits and access to public right-of-way's, donors to the SAGE program will gain recognition throughout the city in a number of ways, to include: a certificate and placard to place in business, listing on the SAGE Hampton website as a donor, listing in Visitor Center, highlight in Hampton's E-news, Council recognition, and acknowledgment through media outlets.



SECTION 9



SECTION 1





SECTION 1

Overview of the SAGE Program

What Does SAGE mean?

Stormwater Alternatives through Green Enhancement (SAGE). In this case, it means that gardens will be installed in the road right-of-way to help slow and filter stormwater runoff entering local waterways.

Where did SAGE begin?

LEAF (the Lynchburg Expressway Appearance Fund), is the (prototype) of the SAGE Program. In early 1990, Proctor Harvey of Harvey Design Land Architects was approached about solving an eyesore in Lynchburg, VA. The problem was the Lynchburg Expressway, a 10-mile stretch of 55 mph, four-lane highway. People tended to drive through this dreary corridor as quickly as possible; it was a typical inner city highway. The answer evolved into what is now known as the SAGE Program which is approved by the State of Virginia and Federal Highway Administration (FHWA).



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Maintenance and Inspection

Who is responsible for inspecting and maintaining the gardens water quality BMPs?

Inspections will be handled by the city's Environmental Services employees.

Who is responsible for regular maintenance of the gardens?

Maintenance will be handled by a newly formed on-call contract for qualified landscapers and BMP maintenance professionals.



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SECTION 1



What is SAGE Hampton?

SAGE HAMPTON is a donation funded program managed by the Hampton Clean City Commission. It's designed to beautify the local streetscape, filter stormwater, boost community pride and appreciation, and facilitate future economic development by creating a more inviting roadway environment. The SAGE program is built on 20 years of proven success and experience.

Why did Hampton adopt the SAGE program?

Like many cities in the Chesapeake Bay Watershed, Hampton must control the runoff of excess stormwater into its local streams, rivers and Bay to maintain good water quality. The SAGE program will help filter and reduce stormwater runoff at the source with the strategic placement of vegetated gardens throughout the City. SAGE utilizes private dollar investment from businesses throughout Hampton to help offset the cost of stormwater management.

SECTION 1

How is the Hampton SAGE Program Funded?

Program Development. The development cost to bring the SAGE Program to Hampton was made possible by a technical assistance grant through the National Fish and Wildlife Foundation.

Garden Design, Implementation and Maintenance.

The cost to design, implement and maintain the gardens is funded by local businesses, special interest groups (such as garden clubs, Lions Clubs, etc), and even citizens wishing to invest in the aesthetic improvements of local streets and roads, and to improve local water quality.



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The Vendor Process / Procurement

How is the money transferred to the City?

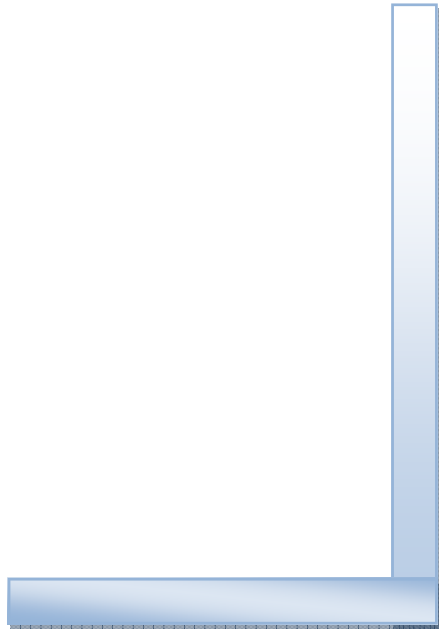
The Grant Writer for the Department of Public Works will request funds through HNBP to implement projects on the selected SAGE sites. Once the Grant Writer has requested funds, the amount will be transferred to the city, minus a 10% administrative fee paid to HNBP. Once the funds are transferred to the City, Council will give approval for the funds to be set aside for SAGE projects only, with funds that roll over each year until depleted. These funds will not and cannot support any part of the City's general operating budget.

Who builds the garden?

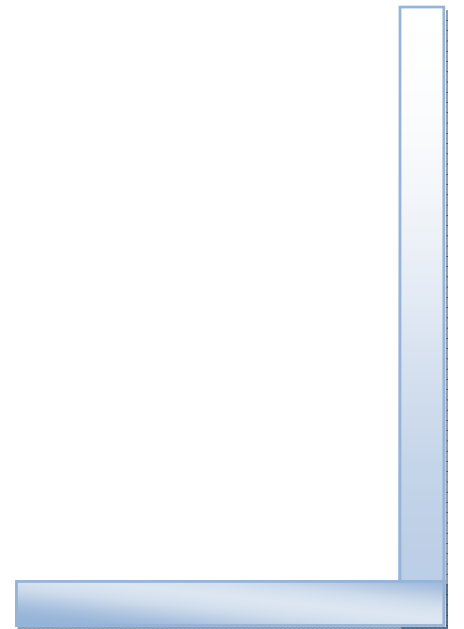
Gardens will be built by pre-qualified contractors selected through a bid process. There will be more than one contractor selected for different phases of the gardens to ensure a high level of quality work, efficiency and responsiveness.



SECTION 7



SECTION 2



Who's Who

What is everyone's role?

There are many people and organizations involved in helping establish and grow the Hampton SAGE program. Each organization has a particular niche. Below is a description of those involved.

Technical Assistance Partners

- **National Fish and Wildlife Foundation** – Provided technical assistance grant money to help build the Hampton SAGE program. The following technical service providers were paid through this grant.
- **SAGE Certified** – As the founding group of the SAGE program and its successful implementation in Lynchburg, VA. SAGE Certified is responsible for helping bring the program to Hampton and building an implementation structure within the City.
- **Kimley-Horn and Associates, Inc.** - Kimley-Horn and Associates, Inc. has been an integral partner. As engineering consultants, they provide the comprehensive analysis on potential garden locations.

What is the Hampton Development Partnership's Responsibility?

HNDP will be responsible for managing the fiscal portion of the SAGE Program. This includes contact with donors, collecting the funds, managing the grant program, and providing documentation for the tax deductible donation.





Processing Donations

Who do donors make their check out to?

Donors will make their checks payable to HNDP, Inc. Once the check has cleared, the donor (company) will be provided with a letter confirming that their donation is 100% tax deductible. After a donation has been made, donors have 30 days to request a refund. Once a refund has been requested, their donation will be returned to them, minus the design fee and HNDP administrative fee.

Where does the money go?

The donation amount for each site will be deposited into an account managed by HNDP. The City of Hampton will request funds from this account, through a grant process, to provide design, installation and maintenance services for each site. The Department of Public Works – Stormwater Engineering, will serve as the Project Manger on the SAGE program ensuring that the selected contractors meet eligibility requirements.



- **University of Maryland Environmental Finance Center**—The Environmental Finance Center provides assistance in the overall facilitation and program development as well as providing assistance to grow public-private partnerships within the city.
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City of Hampton

- **Public Works – Stormwater Engineers** – The engineer will oversee the program in its entirety, providing project management to the design, construction, and maintenance of the gardens.
- **City Environmental Planner** - The Planner will review each selected location to ensure that each site design is in compliance with the City of Hampton’s expectations for environmental landscaping.
- **Clean City Commission** – The Hampton Clean City Commission (HCCC) will be the “hub” for contact with potential donors to the SAGE program. The HCCC will answer inquiries regarding the process for donations, serve as the liaison between donor and Public Works Stormwater Engineer, and maintain contact with HNDP on status of pending donations.



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- **Hampton Neighborhood Development Partnership**
The Hampton Neighborhood Development Partnership (HNDP) is a 501(c) 3 organization whose mission is “to improve neighborhoods in the City of Hampton by working with charitable, governmental, and other organizations to identify and distribute resources that will enhance the quality of life in Hampton neighborhoods.” The HNDP will be responsible for managing funds through the Hampton SAGE program by providing tax-deductible benefits for donors.
- **Public Signage Committee** – A division of the City of Hampton’s Community Development Department, the Public Signage Committee is responsible for approving signage located in public right-of-ways and ensuring that they meet the minimum safety standards.
- **Marketing, Inc.** – Will help in developing a Hampton SAGE slogan, consistent branding of materials, creating a website, publicizing to general public and business districts as well as create a recognition program.

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What do I do when a potential donor calls me?

If a potential donor contacts you, it is important that you ask them what they know about the program and if anyone referred them. Until further notice, Dave Farley, with SAGE Certified Lynchburg should be the person that the donor contacts to submit a pledge form and begin site selection. Mr. Farley's email is dave@sagecertified.org and his phone number is 434-426-1638

The following procedure will apply once Mr. Farley is no longer involved in the process:

If they are aware of the program and how it works you will proceed with walking them through the site selection and donation process and explaining each step. If they are not aware of the program, you will need to describe the purpose and benefits listed in Sections 1, 3, and 4. HCCC staff will be provided with a listing of available sites and corresponding donation amounts. Once the donor has selected their site, they will be required to produce the following:

- Complete the contact sheet;
- Sign the pledge form;
- Mail 100% of the donation amount to HNBP, Inc. (payment plans can be arranged if needed)

Once the payment is received by HNBP, the donor will be contacted regarding the design and installation process.

SECTION 2

Other Partners

- **VA Cooperative Extension** – An extension agent from the VA Cooperative Extension will work to ensure that the maintenance of SAGE public right-of-ways adhere to the highest standards of implementation with regard to planting schedules, maintenance, and long-term sustainability.
- **Corridor Committee** – This committee will be a group of stakeholders (non-profit, business, community) tasked with outreach to potential donors for the SAGE program.



SECTION 3



SECTION 5

Soliciting and Communicating with Potential Donors

How will potential donors be engaged?

Potential donors will be engaged in several ways. One way is that the Hampton SAGE technical assistance team (made up of city staff, consultants, etc) will meet directly with businesses to ask if they would be interested in participating. Once the Hampton SAGE program progresses, a “corridor committee” will be formed to help engage additional businesses.

What is the role of the Corridor Committee?

The corridor committee will be made up of like-minded business owners as well as city staff who can link into additional businesses interested in participating. The Corridor Committee will instruct interested businesses to contact the Hampton Clean City Commission to sign up for the Program.

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SECTION 3

Benefits to a Business, Community and Local Government

How will this benefit my Business?

Your Business will be recognized with a standard, well designed, city approved sign located inside the garden within the road right-of-way for 5 years. Your business name will be seen by hundreds and thousands of motorists each day where others have never been allowed to promote before. You will then have an option to renew for another 5 years once the initial 5 years has ended. Advertising within a road right-of-way is strictly prohibited, but under the Hampton SAGE program, the City and VDOT have approved the right to advertise within these garden locations.



SECTION 3

How will this benefit my Community?

In many ways! By adding gardens, the normal look or “plain-ness” of a typical highway corridor will be softened. Local residents will begin to take pride in the appearance of their enhanced roadways. This program will be implemented and maintained without taxpayer money. All costs are covered by private donations. However, the main benefit is improving local water quality. Simply stated, the Program will beautify the City and help to improve the water quality of the Chesapeake Bay.

How will this benefit my Local Government?

The Hampton SAGE program works in two ways to benefit the local government: 1) It helps to achieve local stormwater management requirements as well as the Chesapeake Bay TMDL requirements; and 2) It offsets the cost of stormwater regulation by having private investments pay for critical and costly stormwater infrastructure.

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Will each garden reduce stormwater runoff?

While the comprehensive analysis tried to address stormwater reduction at each garden location, some locations may not be ideal to incorporate a water quality feature to reduce stormwater. However, if a water quality feature cannot be incorporated at a particular garden location, that water quality feature may be incorporated at an offsite location.



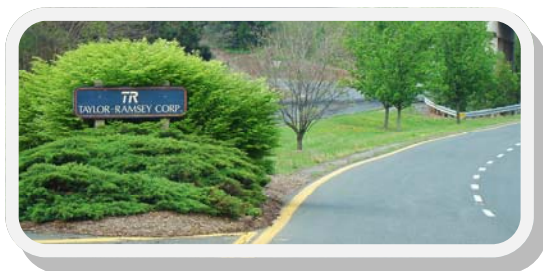
Garden Locations and Designs

How were garden locations selected?

The list of potential garden locations was developed in a comprehensive way. Site selection included a hydrological analysis (i.e. ability to reduce storm-water flow), an analysis of the number of cars that pass by these locations per day, analysis of safety restrictions and approval by an internal committee as well as City Council.

Will each garden look the same?

No, however there will be several templates that will be used to determine which design works best. While each garden will be similar, each location is unique in terms of the size and functions of the garden. A recommended plant list will be developed.



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