

**MEANINGFUL  
(ONSITE SYSTEM)  
MANAGEMENT**

**PROTECTING A PRIVATE ASSET FOR  
PUBLIC BENEFIT**



---

---

---

---

---

---

---



*Everything Begins  
With Understanding.  
Without O+M+M,  
Failure Is Assured.*

**GILBERT L. LONGWELL, JR.**  
4902 CARLISLE PIKE • #269  
MECHANICSBURG, PA 17050  
717-730-9300 • [ONSITEINSTITUTE.COM](http://ONSITEINSTITUTE.COM)  
[ONSITEINSTITUTE@VERIZON.NET](mailto:ONSITEINSTITUTE@VERIZON.NET)



---

---

---

---

---

---

---

**Onsite Professional  
Cole Publications Writer  
Local Regulator  
System Designer  
PA Cabinet Level Advisory Team Member  
Public Speaker, Trainer & Coach  
ChemNuclear Local Government Involvement  
Manager  
Consultant**



---

---

---

---

---

---

---

To get the most from this presentation... set your



to silent-startle, excite or vibrate.




---

---

---

---

---

---

---

---

**VOCABULARY RULE –  
WHEN I SAY MANAGEMENT  
YOU “HEAR”**

**MEANINGFUL  
ONSITE SYSTEM  
MANAGEMENT**




---

---

---

---

---

---

---

---

**PUBLIC POLICY ISSUES  
THAT AFFECT THE PUBLIC**

Sewer Line Extension

Mandatory Sewer Hook-up

Treatment Plant Expansion denied

Sewage Management Ordinance

**ALSO AFFECT YOU!**




---

---

---

---

---

---

---

---

**WHY IS MANAGEMENT A PUBLIC POLICY ISSUE?**

- PRIVATE SYSTEMS ≠ PUBLIC PROPERTY




---

---

---

---

---

---

---

---

**WHY IS MANAGEMENT A PUBLIC POLICY ISSUE?**

- PRIVATE SYSTEMS ≠ PUBLIC PROPERTY
- SYSTEMS ARE
  - PRIVATELY OWNED
  - PUBLICALLY ESSENTIAL
  - INFRASTRUCTURE

THE PUBLIC RELIES ON THEM!




---

---

---

---

---

---

---

---

**PUBLIC POLICY ATTRIBUTES**

- ADDRESSES A "PUBLIC" NEED
- ACHIEVES WHAT INDIVIDUALS CAN'T OR WON'T DO ON OWN
- GREAT COST
- BROAD SCOPE




---

---

---

---

---

---

---

---

A Case Study

**CONEWAGO TOWNSHIP -**  
*The land of the*  
**Self-Proclaimed Self-Important**






---

---

---

---

---

---

---

---

**Location**





---

---

---

---

---

---

---

---

**Location, Location**





---

---

---

---

---

---

---

---

**Location, Location, Location**



---

---

---

---

---

---

---

---

**Location – Soils, Soils, Soils**



---

---

---

---

---

---

---

---

**PA DEP: SET-UP MANAGEMENT**

**TOWNSHIP: OK**

**THE THEORY OF “LEAST”**



---

---

---

---

---

---

---

---

**TODAY'S PUBLIC POLICY ISSUE:**

MANDATORY MANAGEMENT IS A  
TOOL TO AVOID SEWER EXPANSION  
**WHAT IS TYPICALLY**

**OVERLOOKED REGARDING  
MANAGEMENT?**



---

---

---

---

---

---

---

---

**INCREASED SEPTAGE FLOW**



---

---

---

---

---

---

---

---

**LANDOWNERS' OUTLOOK  
SEWAGE MANAGEMENT ?\*!!**

- WHAT IS IT?
- WHAT DOES IT DO *FOR* ME?
- WHAT DOES IT DO *TO* ME?
- WHAT MUST I *DO*?
- WHAT WILL IT *COST* ME?

**I DON'T KNOW - BUT I DO KNOW  
I DON'T LIKE OR WANT IT?\*!!**



---

---

---

---

---

---

---

---

**PUMPERS' OUTLOOK**

- WHAT IS IT?
- WHAT DOES IT DO *FOR* ME?
- WHAT DOES IT DO *TO* ME?
- WHAT MUST I *LEARN*?
- WHAT *NEW CERT* DO I NEED?
- WHAT WILL IT *COST* ME?

**I MAY NOT LIKE IT BUT I GOTTA DO IT\*!!**




---

---

---

---

---

---

---

---

**WHAT IS MEANINGFUL MANAGEMENT?**

- A TANK PUMPOUT?
- A SYSTEM WALK OVER INSPECTION?
- A RECORDS SEARCH?
- DIGGING IN THE ABSORPTION AREA?
- WHO DOES INSPECTIONS?
- WHAT STANDARDS MUST BE MET?
- PUBLICS' CONCERNS VALUED & ADDRESSED




---

---

---

---

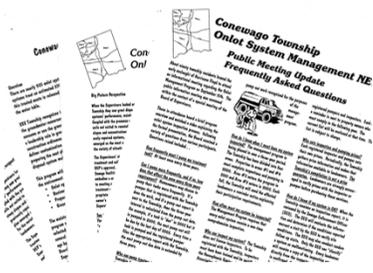
---

---

---

---

**EMPOWERING DISCUSSION**





---

---

---

---

---

---

---

---

**WHO DENINED “MEANINGFUL”?**  
• EVERYONE THROUGH PUBLIC INVOLVEMENT



---

---

---

---

---

---

---

---

**PI – A TOOL TO OVERCOME  
OPPOSITION**

IGNORANCE ≠ STUPIDITY  
FEAR OF THE UNKNOWN = OPPOSITION  
FEAR OF CHANGE = OPPOSITION

KNOWLEDGE ERASES IGNORANCE  
KNOWLEDGE EASES FEAR

KNOWLEDGE ≠ Concurrence



---

---

---

---

---

---

---

---

**PUBLIC INVOLVEMENT IS**

- A PROCESS
- PI STARTS – WHEN?
- PI STOPS – WHEN?
- PROJECT SPECIFIC
- COMMUNITY SPECIFIC
- DYNAMIC – ADJUSTABLE



---

---

---

---

---

---

---

---

**PUBLIC INVOLVEMENT IS NOT**

- ONE WAY SPEAK
- TALKING HEADS
- ONE SIZE FITS ALL
- NONNEGOTIABLE
- ANNOUNCE & DEFEND
- TRAINING




---

---

---

---

---

---

---

---

**PI – The Players**

- ELECTED/APPOINTED OFFICIALS
- LANDOWNERS & RESIDENTS
- BUSINESS COMMUNITY
- SPECIAL INTERESTS – FORMAL
- SPECIAL INTERESTS - OTHER
  - NIMBY
  - NOPE
  - NIMTOO
- THE PURPOSEFULLY ABSENT
- THE MEDIA




---

---

---

---

---

---

---

---

**Many Publics  
Many Positions & Agendas**

- LANDOWNERS
- SERVICE PROVIDERS
- LOCAL OFFICIALS –
  - ELECTED
  - APPOINTED
- TREATMENT PLANTS

FOCUS GROUPS  
IDENTIFY ISSUES

NEWSLETTERS  
EDUCATE




---

---

---

---

---

---

---

---

## THE PROCESS

PROJECT ANALYSIS – UNDERSTAND THE ISSUES



---

---

---

---

---

---

---

---

## PRELIMINARY SURVEY

**IDENTIFIERS**  
 random ID  467 TAX PARCEL  22-S-130  
 STREET   
 descrip

**SITE INFO**  
 Tank  leach/drain  back yard   
 known problem   
 Owner MALF   
 Original?   
 owner comments  (has wet spot when doing extra laundry)

**FIELD NOTES**  
 Visible signs  weather   
 discharge  phytolymid   
 pipes  50's  
 Squish   
 leach veg   
 GIP's notes  (wet spot found behind house, large lot replacement site likely)

GIP's category  malfunctioning



---

---

---

---

---

---

---

---

## PI – The Process

### LISTENING FINDS “ROCKS”

- POINTED QUESTIONS
- FEARS – REAL AND IMAGINED

### ROCK REMOVAL STRATEGIES

- “ROCK BUSTING” ANSWERS
- ANSWER BEFORE ASKED
- LEAVE SOME TO BE FOUND
- CRAFT THE VENUE – DRESS THE SET



---

---

---

---

---

---

---

---

**PUBLIC DEFINED OUTCOMES**

- MANDATORY PUMPING 3 YR CYCLE
- MANDATORY INSPECTION – NO EXCEPTIONS
- CREDENTIALLED INSPECTORS
  - DELIVERED REPORT, NOT CONCLUSION
- PRIVATE INDUSTRY PROVIDERS
- OFFICIALS CONTACT MINIMIZED
- HOMEOWNER SCHEDULES & PAYS
- GOV'T GETS 100% COMPLIANCE




---

---

---

---

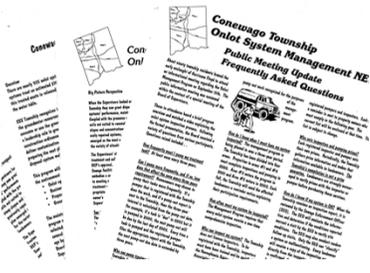
---

---

---

---

**Picking Up Rocks**




---

---

---

---

---

---

---

---

**Essential Components of PI**

- HONEST
- FORTHRIGHT
- CLEAR
- ARTICULATE

NO WEASEL WORDS  
*THINGS GET UGLY WHEN YOU TRY TO  
 BE CUTE!*




---

---

---

---

---

---

---

---

**Venue For Policy Setting**  
**Who Owns/Defends the Plan?**  
**Venue for Public Meeting**  
**Stage Dressing**



---

---

---

---

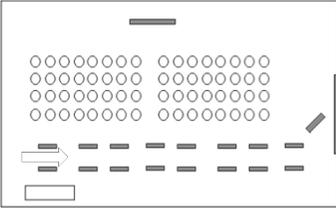
---

---

---

---

**“Gauntlet of Truth”**



Managing the environment w/ flow & choke points.



---

---

---

---

---

---

---

---

**FACTS**

Facts

- All properties affected equally
- You pick the inspector
- You pick the pumper
- Property values preserved
- Protect your well
- Cheaper than sewers
- Doing nothing is not an option*



---

---

---

---

---

---

---

---

# PULSE

## Myths

Everyone gets a sand mound

Every property gets sewer

This will cost thousands each year



---

---

---

---

---

---

---

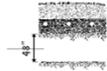
---

# FACTS

a site's suitability for an sewer system is determined by...

## the 48 Inch Factor

All states, except the Individual Residential Sewer Systems (IRSSS), base their 48 inch vertical factor of analysis on whether the loading exceeds the bearing capacity of the aggregate in the sewerage area. This is known as the "48 Inch Factor."



If site has less than 48" but more than 20" of suitable soil, an elevated and sized may be considered provided the slope and protection for such an sewer line is by 20". A soil report and the vertical capacity of the existing soil combined with the 48" rule is a safety. An 48" factor requirement.



---

---

---

---

---

---

---

---

# FACTS

## Maintaining your onlot wastewater treatment system . . .



While there is no guarantee that an onlot wastewater treatment system will work forever, there is no guarantee in the scientific literature and there is real world experience showing that routine maintenance, including a load test, can prevent the need for expensive replacement systems. In the long run, routine pumping saves money and protects your property - your future.

	Annual	Other
Investment cost	\$20,000 - \$30,000	\$20,000 - \$25,000
Life span	10-15 years	10-15 years
Pump cost	\$1,000	\$1,000 - \$2,000
Replacement	\$20,000	\$20,000

. . . is a better investment than changing the oil in your car!



---

---

---

---

---

---

---

---

### COMPLIANCE SEQUENCE




---

---

---

---

---

---

---

---

### Structured Q&A

- Advanced Submittal
- Any Topic
- Post on Wall

### Structured Response

- Posted First
- Only On-Subject Qs Answered
- Count Down




---

---

---

---

---

---

---

---

### INSPECTION REPORT

Conewago Township Sewage System Management Program Parcel number \_\_\_\_\_  
 Sewage System Inspection Report Form (from Township letter)

Property owner name(s) \_\_\_\_\_  
 Property address (not a P.O. Box) \_\_\_\_\_

Land use (check all that apply)

Residential -  
 Single family house (if of bedrooms) \_\_\_\_\_  
 Number of families served by system \_\_\_\_\_  
 Nonresidential - explain \_\_\_\_\_

When inspected ... (check all that apply)  
 Occupied  Vacant  For sale

System Information  
 Date system installed (month/year) \_\_\_\_\_ Original system? Y N If N, explain reason for current system \_\_\_\_\_

Any repairs to current system? Y N If Y, explain nature of repairs \_\_\_\_\_

Viewed from the street, where is \_\_\_\_\_

front	right	left	back	unknown
-------	-------	------	------	---------

When was system last pumped? \_\_\_\_\_  
 \_\_\_\_\_  
 (inspection area)

Building plumbing connections - List every waste drain line fixture or appliance that DOES NOT discharge to the treatment tank (sinks, tubs, showers, laundry room, kitchen, water softener, etc.) and indicate where they discharge \_\_\_\_\_




---

---

---

---

---

---

---

---



**REGARDING THE MEDIA.**

**NOTHING  
IS EVER  
OFF THE RECORD**



---

---

---

---

---

---

---

**Recap CASE STUDY**

- **Involves All Publics**
- **Understand Their individual Issues**
- **Listen to the Myths**
- **Respect Their Concerns**
- **Education Before Confrontation**
- **Pick Up The Rocks**
- **IS ALL ABOUT COMMUNICATIONS**
- **Does Not Guarantee Success**



---

---

---

---

---

---

---



*Everything Begins  
With Understanding.  
Without O+M+M,  
Failure Is Assured.*

**GILBERT L. LONGWELL, JR.**  
4902 CARLISLE PIKE • #269  
MECHANICSBURG, PA 17050  
717-730-9300 • ONSITEINSTITUTE.COM  
ONSITEINSTITUTE@VERIZON.NET



---

---

---

---

---

---

---