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Municipality/Organization: Town of Exeter, NH
EPA NPDES Permit Number: NHR041007
MassDEP Transmittal Number: W-
Annual Report Number & Reporting Period: Year 9
April 1, 2011 – March 31, 2012

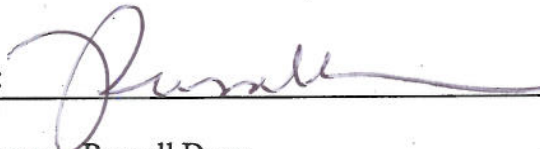
**NPDES PII Small MS4 General Permit
Annual Report
(Due: May 1, 2012)**

Part I. General Information

Contact Person: Phyllis Duffy **Title:** Engineering Technician
Telephone #: 603 772-1345 **Email:** pduffy@town.exeter.nh.us
Mailing Address: 13 Newfields Road Exeter, NH 03833

Certification:

I certify under penalty of law that this document and all attachments were prepared under my direction or supervision in accordance with a system designed to assure that qualified personnel properly gather and evaluate the information submitted. Based on my inquiry of the person or persons who manage the system, or those persons directly responsible for gathering the information, the information submitted is, to the best of my knowledge and belief, true, accurate, and complete. I am aware that there are significant penalties for submitting false information, including the possibility of fine and imprisonment for knowing violations.

Signature: 
Printed Name: Russell Dean
Title: Town Manager
Date: 4/25/12

Part II. Self-Assessment

The Town of Exeter, NH has completed the required self-assessment and has determined that our municipality is in compliance with permit conditions of the 2003-2008 Stormwater Phase II permit.

Exeter continues to reduce pollutants to the maximum extent practicable, through outreach and education, public participation, illicit discharge detection and elimination, construction and post construction rules and oversight, and through good housekeeping in municipal operations.

The Exeter River runs through downtown Exeter where it cascades over the Great Dam and meets the tidal Squamscott River. It is the heart of downtown and enjoyed by residents and visitors to local restaurants and shops along Water Street. Residents and business owners show their commitment to the importance of the river and water quality by forming and participating in local boards and committees to oversee all impacts to the Exeter River and other local waterways. Fish, wildlife, flora and fauna, as well as recreation along the river and its tributaries are very important to the community.

In 2004, the Exeter River Study Committee was created. This 12-person committee is charged with providing advice to the Board of Selectmen in all matters relating to the management of the Exeter River, its tributaries, and watershed. In 2011, a sub group of this committee initiated the "Think Blue" water quality campaign in Exeter. After receiving permissions from "Think Blue" creators, "Think Blue Exeter" was produced. The "Ducky" educational video was made Exeter specific and began playing on a local television station. A survey was created and distributed at the March town vote to establish a beginning point in stormwater pollution knowledge at this time. In addition, the town website has been updated to provide information on the "Think Blue Exeter" water quality campaign.

Exeter is a pilot town for the University of New Hampshire Volunteer Outfall Monitoring program. This program is led by Professor Steve Jones and will determine the feasibility of using volunteers to accomplish the required outfall sampling as outlined in the proposed EPA Phase II Stormwater permit. Dr. Jones will provide the town with information on the outcome of sampling at ten priority outfalls in Exeter and provide follow up recommendations. If potential illicit discharges are detected the town will work to find and eliminate those connections.

The Planning and Public Works Departments continue to review site plans, drainage analyses, and SWPPPs for construction projects; ensure inspectors are on site at critical times; and receive required BMP Maintenance plans.

The Department of Public Works continues to ensure good housekeeping practices are followed at town facilities and on town projects. The street sweeper begins continually sweeping streets soon after the winter season and continues until the next winter season. All catch basins were cleaned by a contractor and will be inspected to determine future schedules for cleaning.

Part III. Summary of Minimum Control Measures

1. Public Education and Outreach

BMP ID #	BMP Description	Responsible Dept./Person Name	Measurable Goal(s)	Progress on Goal(s) – Permit Year 9 (Reliance on non-municipal partners indicated, if any)	Planned Activities
1 Revised	Display booth at Alewife Festival	DPW	Attend event – distribute educational materials	“The Alewife Festival” no longer takes place in the Town of Exeter.	The Department of Public Works and the Planning Department will participate in an Earth Day event sponsored by local girl scout volunteers to be held in same location as the Alewife Festival. The town will have educational displays and distribute educational materials to the public on ways to reduce stormwater pollution
2 Revised	Stencil Storm Drains	DPW	Complete stenciling event – report number of stenciled catch basins	A college student volunteered to place storm drain markers at 30 catch basins located along a roadway in a very popular park location adjacent to a river. The roadway is closed to cars for many events and opens for pedestrians only. Events include weekly farmers markets and concerts in the park. Exeter highway department stencils the message “Attention...Drains to River” at catch basins around town.	Review using volunteers for stenciling/markers at catch basins to educate the community. Continue stenciling at catch basins by the Highway Department as work load allows.
3 Revised	Stormwater video on local public station	DPW	Stormwater video played on local television station	A sub group of the Exeter River Committee has requested and received permission to use the “Think Blue” ducky campaign for Exeter. The television script has been updated to be specific for Exeter and will be played on the local television station.	The new “Think Blue – Exeter” education campaign – show video on the local television station.
4 Revised	Display at Town Building	DPW	Educational display at town building or other public location	Educational displays at the Talbot Gym during the March election, on the new “Think Blue – Exeter” clean water campaign.	Displays in town buildings as appropriate for educating the community about the “Think Blue-Exeter” clean water campaign.

1a. Additions

	Presentation on the Proposed EPA Stormwater Phase II Permit	DPW	Present proposed requirements of new permit to the Exeter River Committee and the general public The rain garden serves to educate the community on ways the town and individual homes and businesses can reduce stormwater discharges and pollution Information on why it is important to conserve water – Tips on ways to conserve water - Information on free water conservation kits available at DPW	Requirements of the proposed EPA Stormwater Phase II permit were presented to the Exeter River Study Committee which was aired on local television station for the general public. Article in local newspaper on construction of rain garden by town employees, business volunteers and high school students. Local companies donated materials for rain garden. This education is a part of the yearly Water Quality Report sent to all residents and businesses on town water system.	Provide updates to the committee and public as necessary. Video of construction and purpose of rain garden to be developed and shown on local television and promoted on town website Continue.
	Created a Rain Garden in a local park adjacent to the town library and river.	DPW			
	Water Quality Report – Water Conservation Tips	DPW			

THINK BLUE EXETER

(Display at Town Vote - March 2012)





EXETER WATER QUALITY SURVEY



Your responses to this survey will help guide our education efforts toward protecting local waters.

1. Have you seen, heard or read any advertisements regarding water pollution in the past 30 days?



No.



Yes. Please circle where: Town website, AM Radio, TV Ch. 98, Newspaper, or Other _____

2. For each of the items below, please indicate how clean you think the water is.
[Please mark one box for each item.]

	Excellent	Good	Fair	Poor	Don't Know
In my opinion, the water in the Exeter River is	☐	☐	☐	☐	☒
In my opinion, the water in the Squamscott River is	☐	☐	☐	☐	☒
In my opinion, the water in Exeter's small neighborhood streams and rivers is	☐	☐	☐	☐	☒

3. Which of the following best describes what happens during a heavy rain or snowmelt at your residence?

- ☐ Almost all of the water soaks into the ground and does not leave the property.
- ☒ Some water may soak in but most flows into storm drains and moves untreated into local waters.
- ☐ Some water may soak in but most flows into storm drains where it is cleaned before flowing into local waters.
- ☐ Some may soak in but most flows into the sewer system and is treated at the waste water treatment plant before flowing into local waters.
- ☐ I don't know where the rain water or snow melt goes.

4. For each of the items below, check any boxes that apply

- ☐ I have waterfront property
- ☐ I rent but maintain the yard.
- ☐ I rent and someone else maintains the yard.
- ☒ I own a house or condo and do my own yard work.
- ☐ I own a house or condo but hire a lawn care service.
- ☐ My wastewater goes to the town sewer.
- ☒ My wastewater goes to a septic system.
- ☒ I have my septic system pumped every 3 years. **EVERY YEAR**
- ☐ I have my septic system pumped every 5 years.
- ☐ My septic system never needs to be pumped.

THE TOWN OF EXETER NEW HAMPSHIRE

Welcomes You!

Home Page > Boards > Calendar > Departments > EXT-V-G

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> Directions to

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> Find Info about...

Forms &

Applications

> Kid's Stuff

Office Hours

Ordinances

Parking Notices

> Pay my...

> Pictures

Public Notices

Site Feedback

Schools - SAU 16

Trails/Maps/Parks

2010 Town Report

2011 Town Report



Welcome to Think Blue Exeter

How you can help reduce stormwater pollution

Home

About Us

Homeowners

- Reduce Runoff
- Lawncare
- Septic System Maintenance
- Pet Waste

Kids Page

Toolbox

What is Stormwater Pollution?

As stormwater (or rain and snowmelt) flows across buildings, streets, parking lots, and other hard surfaces it collects dirt, debris, and chemicals and carries them directly to our rivers and streams. Collectively, these surfaces which do not allow water to penetrate are called *impervious surfaces*. The polluted run-off that flows across them and into our streams is called Stormwater Pollution.

As a result of water testing, NH Department of Environmental Services has designated the majority of Exeter's streams and rivers as "impaired" for one or more uses. This means the water contains pollutants which can be harmful to aquatic life, fish consumption, or humans during either direct or indirect contact.

To view how widespread this designation is, click [here](#) to view a map of Exeter's "impaired" streams. As you look at this map remember, BLUE means the water course meets standards, RED means it does not. Now you may be beginning to understand the purpose of the THINK BLUE program.

Our habits play a major role in this type of pollution. We hope through this site we can provide you with simple changes you can make to reduce the amount of pollutants entering our rivers. We need more people to THINK BLUE because CLEAN WATER STARTS WITH YOU!!!

Click to view the
Ducky Video



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EXETER
NEW HAMPSHIRE

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Home Page > Boards > Calendar > Departments > EXTV-G

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GO

Call Us

- > Directions to
- E-mail Us
- > Find Info about...

Forms &

- Applications
- > Kid's Stuff
- Office Hours
- Ordinances

Parking Notices

- > Pay my...

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Reduce Runoff

Excess lawn chemicals like fertilizers, weed and bug killers run off lawns when they are over watered or applied before a rain storm. These products pollute our water and can be harmful to your family, especially children and pets. You can have a great looking lawn that will keep our water clean and is healthy for your family and pets by following some of these tips.

- Choose the right seeds based on your conditions. Click [HERE](#) for UNH Cooperative Extension's guidelines
- Set the mower blades at 3" and leave the grass clippings.
 - Leaving the clippings on your lawn is a free source of fertilizer! As clippings decompose they release nitrogen, the most common nutrient lawns need to grow.
- Water wisely.
 - If needed, water only once or twice per week with a deep soaking (1-1.5 inches) in the cool hours of the morning

NEW HAMPSHIRE Welcomes You

Home Page : **Boards** : Calendar : Departments : EXT-V-G

50

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Parking Notices

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: Pictures

Public Notices

Site Feedback

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Trails/Maps/Parks

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River Study Committee

Exeter River Study Committee meetings are usually held in the Nowak Room of the Town Office. Call the Public Works Dept. at 773-6157 for more information.

Members

Lionel Ingram, Chair

Rod Bourdon

Kristen Murphy, Natural Resource Planner

Matt Quandt, Alt. Selectmen's Rep.

Peter Richardson, ESRLAC Rep.

Roger Wakeman, PEA Rep.

Mimi Becker

Don Clement, Selectmen's Rep

Frank Patterson

Virginia Raub, Conservation Comm.
Rep

Paul Vlasich, DPW Rep.

OPEN^

CONCERNED ABOUT EXETER'S WATER QUALITY?

**CONSERVED ABOUT EXETER'S WATER QUALITY? CLICK ON THE DUCK TO
THINK BLUE EXETER**

AND FIND OUT HOW YOU CAN IMPROVE EXETER'S WATER QUALITY



DEMONSTRATION RAIN GARDEN - Founders Park at Library

Rain gardens are designed to infiltrate stormwater and recharge groundwater. The plants improve water quality by absorbing pollutants. Stormwater that discharged directly to the river through the drainage system has been redirected to the demonstration rain garden.

A piece of curb was removed from Chestnut Street to allow rain water coming down the hill to enter the rain garden.



The rain garden design was donated by Ironwood design group, LLC. They also led the construction and installation of plants. Plant materials were donated by Stonepost Nursery, LLC and Churchill's. The tree was donated by Stratham Circle Nursery, Inc. and the superloam was donated by Seacoast Farms Compost Products.

In addition to DPW employees, twelve students from Exeter High School prepared the garden and installed plants.



Water Conservation Tips:

Water conservation measures are an important first step in protecting our water supply. Such measures not only save the supply of our source water, but can also save you money by reducing your bill. Here are some suggestions:

Inside your home: (Conservation Kits are available by calling 773 - 6157)

- Fix leaking faucets, pipes, toilets, etc.
- Replace old fixtures; install water-saving devices in faucets, toilets, and appliances
- Wash only full loads of laundry
- Do not use the toilet for trash disposal
- Take shorter showers
- Do not let the water run while shaving or brushing teeth
- Soak dishes before washing
- Run the dishwasher only when full

Town of Exeter

Water & Sewer Department

Water Quality Report for 2011



Water testing performed in 2010

EPA#: NH0801010

PRSR STD
US POSTAGE
PAID
EXETER, NH
PERMIT 25

Town of Exeter – DPW
13 Newfields Road
Exeter, NH 03833

2. Public Involvement and Participation

BMP ID #	BMP Description	Responsible Dept./Person Name	Measurable Goal(s)	Progress on Goal(s) – Permit Year 9 (Reliance on non-municipal partners indicated, if any)	Planned Activities
5	Public Notice	DPW	Issue public notice in local paper – encourage public participation in SWMP and present to the public at Conservation Cm mtg.	Completed year one.	Public Notice when new permit is issued.
Revised					
6	Review need for Stormwater Committee	DPW	Meet biannually if established	It was decided that a committee was not needed for the first permit.	Consider/discuss need for Stormwater Committee when new permit is issued.
Revised					
7	Stencil Storm drains	DPW	Track number of volunteers	One college student volunteered to place storm drain markers at 30 catch basins	Review volunteer stenciling program when new permit is issued.
Revised					

2a. Additions

	Household Hazardous Waste Collection Day	DPW	Host Collection Day at Exeter DPW	Articles in local newspaper, information on town website and local signage	Continue to host the Household Hazardous Waste Collection Day at Exeter DPW for Exeter residents and three adjacent towns
	Cleanups	DPW	Recruit volunteers for local cleanups	Boy scouts continue yearly cleanup of Brick Yard Pond- town provides supplies and picks up bags of trash after cleanup	Continue to provide materials to local groups and provide pick up and disposal of trash
				College student cleaned Norris Brook Buffer area	Continue to provide materials to local groups and provide pick up and disposal of trash
				Local business cleaned Rain Garden	Continue to provide materials to local groups and provide pick up and disposal of trash

				Department of Public Works – Weekly the Highway Department cleans up along roadsides, empties trash and recycling containers downtown and empties pet waste disposal stations/adds pet waste disposal bags.	Highway Department will continue working to keep the town clean and litter free.
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Volunteer clean up of Norris Brook Buffer.



Volunteer placing storm drain marker at 30 locations along roadway in park adjacent to river.



This roadway is closed to traffic for events including Farmers Market, Independence Festival, Concerts in the Park and other events.

3. Illicit Discharge Detection and Elimination

BMP ID #	BMP Description	Responsible Dept./Person Name	Measurable Goal(s)	Progress on Goal(s) – Permit Year 9 (Reliance on non-municipal partners indicated, if any)	Planned Activities
8 Revised	Survey outfalls	DPW	Visual shoreline survey	Surveys have been conducted along most streams and rivers	Determine if new surveys will be required when new permit is issued
9 Revised	Map/update outfalls	DPW	Create maps check against visual survey	Outfalls have been GIS located and mapped	Determine what will be required when new permit is issued
10 Revised	Ordinance to prohibit non-stormwater discharges	DPW	DPW/Selectmen	Updates to ordinance on hold until new permit is issued	Determine what will be required when new permit is issued
11 Revised	Create education program for businesses	DPW	Create flyers or brochures distribute to businesses	Continue to educate businesses on need and requirements to clean up around businesses and keep dumpsters closed. Recruit volunteer cleanups	Determine what will be required when new permit is issued
12 Revised	Hotline	DPW	Establish and publicize phone number for the public to report violations	Department of Public Works is first notification for storm drain violation and Police Department Dispatch is after normal business hours. This year call to DPW- carpet cleaner discharging to pavement and discharge entering private catch basin. DPW called private entity to report and determine what was happening – contractor was stopped, it was a leak rather than intentional discharge.	Determine what will be required when new permit is issued
13	Sample suspect outfalls	DPW	Outfalls sampled and results tracked	Exeter is a pilot town for a University of NH grant led by professor that is training volunteers to sample at local outfalls.	Determine what will be required when new permit is issued
14	Test suspect connections	DPW	TV, smoke or dye test		
15	Correct illicit connections	DPW	Illicit connections removed	They are collecting samples where there is flow and testing those samples;	

5. Post-Construction Stormwater Management in New Development and Redevelopment

BMP ID #	BMP Description	Responsible Dept./Person Name	Measurable Goal(s)	Progress on Goal(s) – Permit Year 9 (Reliance on non-municipal partners indicated, if any)	Planned Activities
20	Implement site appropriate non-structural, structural, infiltration and vegetative practices, BMPs as determined during planning / site review	Planning/DPW	BMPs are in place	BMPs in place	Continue
Revised					
21	Develop and implement long term operation and maintenance program for BMPs	Planning/DPW	Signed Maintenance agreements for agreed upon BMPs – maintenance taking place	Signed Maintenance Agreements	Continue
Revised					
Revised					

5a. Additions

6. Pollution Prevention and Good Housekeeping in Municipal Operations

BMP ID #	BMP Description	Responsible Dept./Person Name	Measurable Goal(s)	Progress on Goal(s) – Permit Year 9 (Reliance on non-municipal partners indicated, if any)	Planned Activities
22 Revised	Create Pollution Prevention & Good Housekeeping program for municipal employees	DPW	Provide training	DPW staff was trained on pollution prevention and responding to spills. Parks and Recreation management team was trained on alternative ways (less fertilizer and chemicals) to manage athletic fields	Continue training
23 Revised	Sweep streets	DPW	Streets swept	Streets are swept continually after winter season and through end of fall	Continue
24 Revised	Inspect Catch Basins	DPW	Catch basins inspected	Contracted to have all catch basins inspected and cleaned	Contract for all catch basins to be inspected and cleaned every other year
25 Revised	Clean Catch Basins	DPW	Catch basins cleaned	Contracted to have all catch basins inspected and cleaned	Contract for all catch basins to be inspected and cleaned every other year or as needed
Revised					
Revised					

6a. Additions

Turf Management Workshop

Seacoast Stormwater Coalition





