

Municipality/Organization: Town of Longmeadow

EPA NPDES Permit Number: MA041013

MaDEP Transmittal Number:

Annual Report Number

& Reporting Period: No. 8: March 10-March 11

NPDES PII Small MS4 General Permit Annual Report

Part I. General Information

Contact Person: Yem Lip, P.E.

Title: Town Engineer

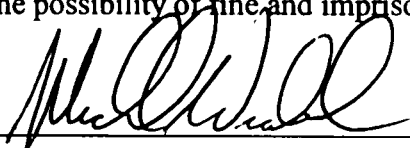
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Certification:

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: Michael Wrabel

Title: Director of Public Works

Date:

April 22, 2011

Part II. Self-Assessment

The Town of Longmeadow performed a review of the Town's progress on the goals for meeting the minimum control measures under the NPDES MS4 Phase II permit. The Town publicizes stormwater related issues and supports and encourages active participation by Town residents in addressing pollution and stormwater concerns. The town complete the maps of stormwater outfalls, and continued to update map of drainage pipes and catch basins, and inspect outfalls, catch basins and drain lines for potential illicit discharges. The Town is reviewing existing regulations, including the Massachusetts Wetlands Protection Act and the recently revised MADEP Stormwater Management Standards, and has enacted bylaws. The Town's efforts to meet the identified measurable goals including ongoing compliance efforts are summarized in Part III Summary of Minimum Control Measures, which follows.

Acronyms Used in Following Pages

Con Com = Conservation Commission

DPW = Department of Public Works

PVPC = Pioneer Valley Planning Commission

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 8 (Reliance on non-municipal partners indicated, if any)	Additional Planned Activities
1A	Hazardous Waste Day	Board of Health/DPW	Give residents opportunity to drop off hazardous waste	Hazardous Waste day was held on September 2010.	Hazardous Waste day is scheduled for September 2011.
1B	Pet Waste By-law	Public Works Director	Completed	By-law in place. Public education included posting notice on web page. Distributed pet waste flyers prepared by PVPC.	Public education: to include posting notice on local cable access TV and press release.
1C	Longmeadow Website	Town Engineer	NPDES Information on DPW website	The Department of Public Works has incorporated NPDES information on the town web site	The Department of Public Works will continue to incorporate NPDES information on town web site.
1D	Public Outreach	PVPC	Variety of public outreach activities	Contributed \$2,000 to participate in regional public outreach and education stormwater program. Actively participate in committee programs	Continue to be part of PVPC's regional public outreach and education stormwater program.
1E	Newspaper Press Releases	Town Engineer	Publish stormwater/ water quality info 2x / year	Advertised sale of rain barrels in newspaper and submitted articles on stormwater issues	Publish stormwater/water quality info twice in the year.
1F	Classroom Education	School District/Town Engineer	Incorporate water quality into curriculum	Offered grant as part of regional planning organization for curriculum development. Distribute Curriculum prepared by grant will to schools for use.	Work with School Science Coordinators to incorporate into curriculum.
1G	Public displays/handout	Public Works Director	Post stormwater related educational posters and handouts in Town Hall	Posted stormwater related educational posters and handouts in Town Hall. Distributed "Greenscapes" materials to public. Displayed materials at "Longmeadow Days" Town Fair. Included bill stuffers on lawn care practices	Post stormwater related educational posters and handouts in Town Hall. Greenscapes materials distribution to public. Post materials at Longmeadow Days. Bill stuffers on conservation and "green" topics.
1H	Public Announcements	Town Engineer	Present Public Service Announcement (PSA) on local cable station	Stormwater program PSA aired on the cable channel throughout the year.	Periodic airings of PSAs.

2. Public Involvement and Participation

BMP ID #	BMP Description	Responsible Dept./Person Name	Measurable Goal(s)	Progress on Goal(s) – Permit Year 8 (Reliance on non-municipal partners indicated, if any)	Additional Planned Activities
2A	Stream Cleanup and Monitoring	DPW Director and Town Engineer	Organize concerned residents to walk and clean up stream. Support interested groups by providing tools and disposing of trash bagged by participants.	Had discussions with Con Com to develop ideas and cooperative efforts. Had discussion with DEP and PVPC as their contractor regarding potential use of Longmeadow stream for WQ monitoring. Supported Connecticut River Cleanup activities by picking up and disposing of trash bagged by participants.	Continue to support interested groups by providing tools and disposing of trash bagged by participants. Providing flyers regarding disposal of dog waste.
2B	Adopt a Stream	Public Works Director	Organize concerned citizens to adopt streams. Support interested groups by providing tools and disposing of trash bagged by participants.	Supported Connecticut River Cleanup activities by picking up and disposing of trash bagged by participants.	Continue to support interested groups by providing tools and disposing of trash bagged by participants.
2C	Stormwater Committee	Board of Selectmen	Stormwater Committee formed	Formed stormwater committee with representation from Conservation, Board of Health, Building, Planning and DPW.	Raised issues at select board meeting to promote stormwater utility. Included in annual Engineering Report.
2D	Invasive Species Removal	Public Works Director	Provide appropriate disposal area for removed vegetation	Provided appropriate disposal area for water chestnut vegetation removed by volunteers coordinated by EPA.	Continue to provide appropriate disposal area for removed vegetation to support efforts to eradicate invasive species
2E	Adopt-a-Triangle	Parks Dept.	Support interested groups by providing tools and disposing of trash bagged by participants.	Supported volunteer activities by picking up and disposing of trash bagged by participants.	Support interested groups by providing tools and disposing of trash bagged by participants.

3. Illicit Discharge Detection and Elimination

BMP ID #	BMP Description	Responsible Dept./Person Name	Measurable Goal(s)	Progress on Goal(s) – Permit Year 8 (Reliance on non-municipal partners indicated, if any)	Additional Planned Activities
3A	Sanitary Sewer Maintenance Program	Public Works Assistant Director	Develop plan of cleaning and inspecting sewer mains	Town is inspecting sewer interceptors along brook valleys to identify areas of breakage, erosion, or other physical conditions that may impair the integrity of the pipeline. Video inspected almost one half of the sewer system in 2010. Found many issues and fixed breaks	Continue to inspect sewer interceptors for potential impact to resource areas. Perform \$35,000 of video inspection of sewers in 2011. Repair leaks.
3B	Storm Drain System Map	Engineering Dept/Town Engineer	Develop a storm sewer system map and locate outfalls	All outfalls GPS'd. Bringing data into AutoCAD and GIS program to generate more accurate storm sewer map.	Continue developing the storm sewer map and GIS to organize system data and maintenance efforts. Continued Update GIS Map.
3C	Non-Stormwater By-law	Town Engineer	By-law established	Town approved bylaw at Town meeting. ConCom reviews project for compliance with the MA Stormwater Management Standards under the MA Wetlands Protection Act.	Identify if additional regulations are needed, draft regulations for Town Meeting vote.
3D	Entrance Permit	Public Works Director	Completed	Discussed options for permitting and including language in deeds making owner responsible for discharges.	Continue to work with Town Attorney and Select Board to determine best course of action.
3E	Develop Illicit Discharge Program	Town Engineer	Draft plan.	DPW has approved a by-law to address illicit discharges and connections. DPW assessed outfalls for potential illicit discharges. Started developing an illicit discharge program	Complete illicit discharge program.
3F	Illegal Dumping	Public Works Director	Perform regular patrols/cleanup	DPW performed regular patrols and cleaned up illegal dumped trash.	Continue to perform regular patrols/cleanup.
3G	Assess Outfalls	Engineering	Assess 10% of municipal outfalls per year	DPW inspected 15 plus outfalls for potential illicit discharges, erosion, sedimentation and other water quality factors.	Assess 10% of municipal outfalls per year.

4. Construction Site Stormwater Runoff Control

BMP ID #	BMP Description	Responsible Dept./Person Name	Measurable Goal(s)	Progress on Goal(s) – Permit Year 8 (Reliance on non-municipal partners indicated, if any)	Additional Planned Activities
4A	Stormwater Pollution Prevention Plan for Construction	Public Works Director/Town Engineer	Require pollution prevention plan for construction sites	Town approved bylaw at Town meeting. ConCom reviews project for compliance with the MA Stormwater Management Standards under the MA Wetlands Protection Act.	Identify if additional regulations are needed, draft regulations for Town Meeting vote. Develop inspection program for all significant construction projects. Work with Building department to control and contain stormwater.
4B	Construction Runoff By-law	PB/ Con Com/ DPW	by-law.	Town approved bylaw at Town meeting. ConCom reviews project for compliance with the MA Stormwater Management Standards under the MA Wetlands Protection Act.	Identify if additional regulations are needed, draft regulations for Town Meeting vote. Develop inspection program for all significant construction projects. Work with Building department to control and contain stormwater.
4C	Plan Review	PB/ Con Com/ DPW/BOH	Enforcement under by-law	Continued plan review per new bylaw.	Continue plan review per new bylaws. By-law enforcement proposed following enactment.
4D	Inspection / Reporting	DPW/PB/ Con Com	Enforcement under by-law	Continued inspection / reporting under existing regulations.	Continued inspection / reporting under existing regulations. By-law enforcement proposed following enactment.

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 8 (Reliance on non-municipal partners indicated, if any)	Additional Planned Activities
5A	Post Construction Runoff By-law	Director DPW	By-law Established	Town approved bylaw at Town Meeting. ConCom reviews project for compliance with the MA Stormwater Management Standards under the MA Wetlands Protection Act.	Identify if additional regulations are needed, draft regulations for Town Meeting vote.
5B	Construction Site Plan Review	PB/ Con Com/ DPW	Enforcement under by-law	Continued plan review per new regulations.	Continue plan review per new regulations. By-law enforcement to be part of plan.
5C	Stormwater System Maintenance Plan	PB/Con Com/ DPW	Enforcement under by-law	No new large projects built. Continued inspection / reporting under new regulations.	Continued inspection / reporting under new regulations. By-law enforcement proposed following enactment.

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 8 (Reliance on non-municipal partners indicated, if any)	Additional Planned Activities
6A	Catch Basin Maintenance	Public Works Asst. Director for Highways	Organize program for cleaning and inspecting catch basins. Clean 400 catch basins annually	Approximately 1,150 catch basins cleaned and inspected. Numerous basins repaired. Video inspected suspect drain lines.	Clean approximately 400 catch basins. Repair and replace as necessary.
6B	Street Sweeping	Public Works Assistant Director for Highways	Organize program for sweeping streets	100% of paved town streets were swept in the month of April. Certain commercial area streets were swept two or three times.	Sweep 100% of streets.
6C	Municipal Maintenance Activity Program	DPW Director	Evaluate and draft additional policies	Reviewed existing policies and started to draft new policies	Review existing policies. Formalize in writing and draft new policies as necessary.
6D	Training of all municipal employees	DPW Director and Assistant Director for Highways	Initiate good housekeeping training	In-house training is done for new hires or anyone transferring within DPW. Conducted good housekeeping training for DPW staff in 2010.	Conduct good housekeeping training in April 2011.

7. BMPs for Meeting Total Maximum Daily Load (TMDL) Waste Load Allocations (WLA) <<if applicable>>

BMP ID #	BMP Description	Responsible Dept./Person Name	Measurable Goal(s)	Progress on Goal(s) – Permit Year 8 (Reliance on non-municipal partners indicated, if any)	Additional Planned Activities
7A	TMDL	Various	Performance of previously identified BMPs.	The BMPs described in the above tasks will also address TMDL issues in the Connecticut River.	The BMPs described in the above tasks will also address TMDL issues in the Connecticut River.

7b. WLA Assessment – N/A

**CONNECTICUT RIVER STORMWATER COMMITTEE
2010 ANNUAL REPORT
JANUARY 1 TO DECEMBER 31, 2010**

The following is a summary of the work of the Connecticut River Stormwater Committee during the 2010 calendar year:

Member Community	Committee Representative and Department
Agawam	Tracey DeMaio, Department of Public Works
Chicopee	Joe Kietner, Waste Water Treatment Division
Easthampton	Stuart Beckley, Planning Department
Granby	Dave Derosiers, Highway Department
Holyoke	Matt Sokop, Department of Public Works
Longmeadow	Chris Reed, Department of Public Works
Ludlow	Jim Goudreau, Department of Public Works
South Hadley	Melissa Labonte, Department of Public Works
Springfield	Joe Kietner, Conservation Commission
West Springfield	Jim Lyons, Department of Public Works
Westfield	Charles Darling, Water Resources Department

Pilot Projects

PVTA Buses

The Think Blue campaign launched new outreach this year on the Pioneer Valley Transit Authority's (PVTA) buses. During 2010, the design and structure of the PVTA outreach was completed. The program will include the Think Blue cigarette butt and dog poop PSAs, formatted horizontally as billboards on both the outside and inside of the buses. The exterior billboards are 30"x80" full color mounted on the passenger-side of the bus. The interior billboards are 11"x28" full color mounted on the interior of the bus.

The campaign will run February 1 – July 1, 2011 out of the Northampton PVTA garage (Routes R42 Northampton to Williamsburg; R43 Northampton to Amherst; and R48 Northampton to Holyoke) and July 1, 2011 – January 31, 2012 out of the Springfield Garage (Routes to be determined). Cost for the campaign is \$6,500 for one year and includes 50 free interior PSAs. The entire cost of the program will be covered by an EPA Targeted Watershed Initiative Grant awarded to PVPC. A portion of the EPA grant is to conduct outreach about stormwater pollution. Given this projects potential to reach a very wide audience across the Pioneer Valley, it was deemed an appropriate use of EPA funds.

Movie Theaters

The Stormwater Committee once again revisited the idea of running Think Blue PSAs in local movie theaters prior to the movie previews. Price quotes were considerably higher than anticipated at \$8,000 for 13 weeks. This included cinemas in West Springfield, Springfield Plaza and the Eastfield Mall. Because of the high cost and limited network, the Committee decided not to proceed with this outreach media at this time.

Local Mall Postings

In late 2010, the Stormwater Committee investigated the possibility of placing poster size PSA in local malls. The Hampshire Mall on Russell Street in Hadley and the Holyoke Mall at Ingleside in Holyoke will place eight (8) 22"x28" mounted lightweight poster boards of the cigarette butts PSA at each of the malls. The posters will be installed on April 1, 2011 at no charge.

Local Media Outlets

The Think Blue lawn fertilizer PSA ran as a 1/8 page ad in the September 2010 Turley Publications: *Agawam Advertiser News*, *Chicopee Register*, *Country Journal*, *Holyoke Sun*, *Ludlow Register*, and *South Hadley Town Reminder*.

Local cable access stations were contacted in follow up to our initial outreach to them three years ago. PVPC provided an updated CD with the radio, video and poster PSAs for posting on cable access television as well as town websites.

Greenscapes

Outreach Materials

The design of a Greenscapes program display remains on-going, seeking to promote brand recognition as well as the best messaging to promote behavior change that reduces pollutant loading through land care practices. A 6'x8' large format display has been designed by PVPC and works well as a backdrop for a table display at an event. This display was used at the Ecological Landscaping Association's annual conference in February 2010. A 3-sided tabletop version has been designed with bulleted tips about organic land care practices including mowing tips, healthy lawn tips, and watering tips.

A Greenscape Kit is now available for people who call requesting more information about organic land care practices. It is essentially a 2-sided pocket folder that contains all of the outreach materials we currently use on this topic. The Think Blue magnets and pet waste flier are also included.

In partnership with the Greenscapes Coalition in eastern Massachusetts, a flier entitled "Can you reduce your daily water use by 5 gallons?" is now available. The flier promotes water conservation through various land care practices.

Greenscapes Regional Meeting 12/1/10 in Boston

The Greenscapes Coalition, mostly based in eastern Massachusetts, is gearing up for the 2011-12 land care season. Members are very interested in tailoring Greenscapes to better address the priorities identified for education and outreach in the 2010 MS4 permit. The Stormwater Committee will continue to partner with the coalition in the development of new outreach materials and methodologies for promoting organic land care practices to abate stormwater pollution.

Distribution of "Preventing Stormwater Pollution" Factsheets update

Utilizing DLTA FY09 funds, we have completed three one-page factsheets about stormwater best management practices targeted at the restaurant industry, the automotive industry, and small

business. These commercial target audiences were chosen based on the Draft North Coastal 2010 NPDES MS4 Permit. Larger affiliation/membership organizations as well as local regulators to seek their assistance in distributing the factsheets to their membership.

Automotive Guide - distribution 7,971 people/businesses

New England Service Station and Automotive Repair Association – Automotive BMP factsheet emailed to 171 member list serve in March 2010. Organization also interested in having a presentation on this issue at their annual meeting in December.

Massachusetts Vehicle Check: Cleaner Air and Safer Roads, MA DEP and RMV – Provided short article about Think Blue and a link to the flier on our website in the Fall 2010 *Inspection Update* newsletter mailed to 7,800 people statewide.

Food Industry Guide – distribution 508 people/businesses

Massachusetts Restaurant Association – Food industry BMP guide distributed at organization event in March 2010 (200 fliers).

Community Involved in Sustainable Agriculture (CISA) – Information about the Think Blue campaign and a link to the .pdf version of the guide appeared in the May 2010 issue of the Local Hero newsletter (308 newsletters).

Green Restaurant Association – Attempted to contact between February and March 2010 but non-responsive.

New England Food Show, Boston, MA – Food show involves a large list of participants but difficult to reach via conference programming.

Small Business Guide – distribution 1,164 people/businesses

Chicopee Chamber of Commerce – Included 300 fliers in a March 2010 membership mailing.

Greater Easthampton Chamber of Commerce – Included 400 fliers in a March 2010 membership mailing.

Holyoke Chamber of Commerce – Included 464 fliers in a Spring 2010 membership mailing.

The following Chambers were non-responsive to requests to distribute flier: Agawam, East Longmeadow, Longmeadow, South Hadley, Springfield, and Greater Westfield Chambers of Commerce.

School Curriculum CD Distribution Update from Communities

The curriculum developed by Selser Memorial School in Chicopee under our FY09 programming has been scanned and converted to a .pdf. The .pdf was posted to PVPC's FTP server where members could download it and distribute copies to schools in member communities.

Agawam is working with the Superintendent of Schools and the district Curriculum Coordinator to identify places under MCAS Strands where there are water pollution related opportunities for grades 4-9. Agawam is also sponsoring the “Watershed Waltz” puppet theater about watershed ecology for interested schools.

Connecticut River Water Quality Monitoring Project

PVPC has been involved in on-going E. coli monitoring of the CT River for the past three years. Monitoring in 2008 and 2009 was funded under an EPA Targeted Watershed Initiative Grant. Monitoring in 2010 was funded by a MA DEP 604b ARRA grant. This year we are also expanding the monitoring to area tributaries. The data is available for public viewing at: <http://www.umass.edu/tei/mwwp/ctrivemonitoring.html>

NPDES MS4 Notice of Intent and Scope of Work for Education and Outreach Measure

The Draft 2010 NPDES MS4 Permit for the Merrimack, Interstate and South Coastal regions was issued October 24, 2010. The Pioneer Valley region is covered under the “Interstate”. A draft scope of work for addressing the 2010 Draft MS4 Permit requirements was developed for review at the January 2011 meeting. In general, businesses and developers will be targeted in years 1, 3 and 5; residential and industrial facilities in years 2 and 4.

Based on the North Coastal 2010 Permit, there are several new requirements for Education and Outreach in the new NPDES MS4 Permit. These requirements are as follows:

- a. Four target audiences:
Residents, businesses, institutions, and commercial facilities
- b. Define goals of the outreach program and objectives of changes in behavior and knowledge
- c. Distribute a minimum of two (2) educational messages over the permit term to each audience
- d. Messages to each audience must be spaced at least a year apart
- e. Show evidence of focused messages and audiences as well as demonstrate the defined goal of the program has been achieved
- f. Identify methods to evaluate effectiveness of program (behavior modification and increased awareness)

Given these new requirements a Draft Scope of Work for Stormwater Committee for new 5-year permit term needs to be developed for compliance. The following approach has been identified to meet permit requirements:

1. Define each of our target audiences more specifically. For example, residents = pet owners and lawn owners; two distinct groups of residents generating different pollutants.
2. Define behavior by target audience and pollutant associated with behavior.
3. Define message and outreach/delivery methodology
4. Determine mode for measuring effectiveness of outreach at: behavior modification, and pollutant load reduction.

Community Outreach

MA DEP 319 Grant Stormwater Training Sessions and Survey Summary

PVPC has partnered with VHB and a number of other organizations across the state to offer training on stormwater related issues. PVPC distributed a questionnaire with 16 potential

workshop topics to the 22 MS4s in the region to determine priority topics for a workshop that would be offered in the Fall of 2011. Priority topics based on survey results included: MA Stormwater Regulations; building an effective stormwater maintenance program; stormwater utilities; and planning and designing better development sites. The workshop has been scheduled for September 20, 2011.

DLTA FY10 – Regionalizing Stormwater Services Feasibility Study

PVPC received funding to examine ways regionalizing services can provide cost savings to communities. One of the pilot feasibility studies examined operation and management of stormwater related services such as catchbasin cleaning, street sweeping, MS4 permit requirements such as outfall mapping and monitoring. Due to the delay of issuance of the 2010 Interstate MS4 permit, committee members opted to not guess at their new requirements but rather focus on the work they currently perform and ways it could be accomplished through regional cooperation. The project resulted in an Invitation for Bid for Regional Highway Department Services issued jointly between Agawam, Chicopee and West Springfield. Bid results were due March 8, 2011 and resulted in 4 contracts for services in the region.

Other Outreach Events

Think Blue and Greenscapes materials were distributed at the following events:

- Wednesday, April 14, 2010 @ 6:30 pm Wistariahurst Museum, Holyoke – Western Mass Gardner's Club – "Getting your Lawn Off Drugs: Why this so important for our local waters
- Saturday, April 17, 2010 Agawam Earth Day Festival Think Blue Display
- Monday, April 5, 2010, Channel 22 News – coverage of area flooding and across New England due to 15 inches of rain. Discussed watershed dynamics and importance of stormwater management
- "Keep Springfield Beautiful" and Earth Day cleanup events
- Granby – Farmer's Market sponsored by the Agricultural Commission

General Administration

- FY10 Work Plan and Budget
- Water Infrastructure Finance Commission Hearing
Monday, November 15, 2010 @ 10 a.m. at PVPC
The Water Infrastructure Finance Commission was appointed by the Governor to develop funding options to finance water infrastructure needs throughout the Commonwealth. PVPC hosted one of four statewide hearings. Communities across western Massachusetts attended.

Connecticut River Stormwater Committee 2010 Annual Report

- Meeting Dates – The Stormwater Committee met six times in 2009 on the following dates:

December 10, 2009

April 12, 2010

June 15, 2010

August 18, 2010

November 3, 2010

January 26, 2011