

CITY OF CHICOPEE MASSACHUSETTS



STORMWATER REPORT FOR THE YEAR 2011

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SECTION 1 PUBLIC EDUCATION AND OUTREACH

1A	Educational Displays	3
1B	Classroom Education	3
1C	Local Cable Access	3
1D	Informational Door Hangers and Mailings	4
1E	Hazardous Waste Collection Day	4
1F	Newspaper Press Releases	4
1G	CSO Notification E-mail	4

SECTION 2 PUBLIC INVOLVEMENT / PARTICIPATION

2A	Community Hotline	4
2B	Attitude Surveys	5
2C	Storm Drain Marking	5
2D	Watershed Committee	5
2E	Conservation Commission	5

SECTION 3 ILLICIT DISCHARGE DETECTION AND ELIMINATION

3A	Mapping Storm water Outfalls	5
3B	Develop Illicit Discharge Plan	5
3C	Storm Water Discharge Ordinance	6
3D	Illegal Dumping	6
3E	Recreational Septage	6
3F	Failing Septic Systems	6
3G	Industrial / Business Connections	6
3H	Video Inspection	6

SECTION 4 CONSTRUCTION SITE RUNOFF CONTROL

4A	Construction Runoff Ordinance	6
4B	Construction Plan Review	7
4C	Inspection / Reporting	7

SECTION 5 POST CONSTRUCTION STORM WATER MANAGEMENT

5A	Post Construction Runoff Ordinance	7
5B	Site Plan Review	7
5C	Storm water System Maintenance Plan	7

SECTION 6 GOOD HOUSEKEEPING / POLLUTION PREVENTION

6A	Municipal Maintenance Activity Program	7
6B	Training of Municipal Employees	8
6C	Storm water Pollution Prevention Plan / MSGP	8
6D	Catch Basin Cleaning Program	8
6E	Street Sweeping	8
6F	Used Oil Recycling	8
6G	Hazardous Waste Collection	8

SECTION 7 BMPs FOR MEETING TMDLs

7A	TMDL for Connecticut River	9
7B	TMDL for Chicopee River	9
7C	TMDL for Bemis Pond	9

Section 8

Activities of the Connecticut River Stormwater Committee for the 2011 Annual Report

Section 1 Public Education and Outreach

1A Educational Displays

The City posted an educational display in City Hall on and on the City's website during the 2011. The City of Chicopee as a member of the Pioneer Valley Planning Commission's Connecticut River Stormwater Subcommittee has joined the Think blue coalition of Massachusetts. The Think Blue campaign developed a marketing campaign centered on the "Think Blue" brand. The group lists the City of Chicopee on its website which includes outreach and educational materials. A summary of the committee's activities is attached to this report. The City as part of the committee also placed several Public Service Announcements on radio and television.

The City of Chicopee has posted signs at all active CSOs in order to inform residents of the location and possibility of overflows. Signs are posted to be seen from land and the adjacent water body. Structures were installed at the Medina Street boat ramp, Chicopee River near the Davitt Bridge on Granby Rd. and the Stanley Berchulski Fisherman Access in 2007. The purpose of these structures is to inform users of water quality, such as the results of the Fecal Coliform testing, at that location. In 2011 the posting was updated weekly from early spring to early autumn. Fecal Coliform tests were performed and results were posted.

1B Classroom Education

The City supported Chicopee High School with some laboratory supplies and equipment and continues to encourage storm water educational topics to be included. Staff works with a Chicopee High School Chemistry class on storm water related topics and continues to assist the High School in a river-monitoring program.

The testing of some local water bodies was started in April 2011 and ended in June of 2011. Laurie Catarino of the Chicopee WPCF met with Ms. Lukasik and her students until they became proficient with the testing. The City of Chicopee did the sampling and delivered them to the students for analysis. Water samples from Bemis Pond, the Chicopee River, Mt. Lake, and the Connecticut River were analyzed for a number of parameters.

The City of Chicopee WPCF provided a tour for students from the local community college Biology classes. This gives students an opportunity to ask questions and to see first hand what steps are being taken to mitigate the water pollution problems the City of Chicopee faces.

1C Local Cable Access

The annual Hazardous Waste drop off was advertised on Chicopee local cable access channel 5.

1D Informational Door Hangers and Mailings

Door hangers are placed on homes in neighborhoods where catch basins were cleaned and maintenance with the City's Vactor truck was done. A mailing was sent to let city residents know of the Household Hazardous Waste Collection Day and bulk drop off procedures.

1E Hazardous Waste Collection Day

The City conducted an annual household hazardous waste collection for residents Saturdays October 2011 & May 2011.

The event was publicized in a local newspaper the local cable access channel, four public postings, the City's website, newspapers and a large sign at the front gate.

Information and signups were available to residents at the City's website: www.Chicopeema.gov and at the DPW office.

There is an additional waste collection available to residents by appointment during the months of September – May. Monthly paint collection held April-October this paint could still be used was swapped back to residents.

1F Newspaper Press Releases

The City of Chicopee advertised its Hazardous Waste Collection Day in local newspapers.

1G CSO Notification E-mail

The City of Chicopee sends emails to surrounding communities so they can be informed about the possible negative effect of the CSOs during rain storms. The City has a CSO facility which is activated when flow at the treatment plant is greater than 25 MGD. During 2011 the e-mail list included Health Department representatives from Holyoke, Chicopee, Springfield and West Springfield. The program was started in mid-summer of 2006.

Section 2 Public Involvement/Participation

2A Community Hotline

The City publicizes the community hotline through the distribution of door-hangers with the catch basin cleaning program and with other mailings. In 2011, 598 catch basins were cleaned and two to four hangers are distributed per basin. The phone number for the City's water pollution control facility is included to facilitate reporting of dumping, illicit discharges, and spill emergencies..

2B Attitude Surveys

The City continued its Customer Survey Program, which involves providing a questionnaire to customers following receipt of service. Two storm water related questions are on the survey form. The survey will be conducted to measure the success of the Public Education and Public Involvement components of the Storm water Management Plan. The two Stormwater questions on the survey in 2010 were: 1) Do you support higher sewer/storm fees for cleaner Chicopee & Conn. Rivers? And 2) Do you support a higher sewer/storm fee to separate sewer pipes to stop sewer backups?

2C Storm Drain Marking

The DPW-WPC stencils catch basins or marks them by installing placards. Messages may include such phrases as “Do Not Dump” or “No Dumping, Drains to River”. The DPW-WPCF’s collection system department marked approximately 726 catch basins in 2011.

2D Watershed Committee

The DPW-WPC encourages and supports the activities of the Chicopee River Watershed Council (CRWC).

2E Conservation Commission

The Conservation Commission reviews building permit applications under both the Massachusetts Wetlands Protection Act and the Chicopee Wetlands Protection Ordinance. Zoning regulations require stormwater management for all new construction.

SECTION 3 ILLICIT DISCHARGE DETECTION AND ELIMINATION

3A Mapping Storm Water Outfalls

The City of Chicopee’s Engineering Department has located all existing stormwater outfalls using GPS. A condition log of each location has been established to monitor and identify problem areas. This data and a copy of this map is on file with the City Engineer.

3B Develop Illicit Discharge Plan

Chapter 231 of the Chicopee Storm Water Management Ordinance outlines this activity. Additionally, the drainage network plan will serve as a tool to track illicit discharge sources.

There was one illicit discharges to the storm drain that were discovered in 2011. The connection has been corrected.

3C Storm Water Discharge Ordinance

The City adopted a Storm Water Management Ordinance (October 28, 2003) to prohibit non-storm water discharges into the MS4 system. A copy was previously sent.

3D Illegal Dumping

The DPW performs regular patrols of areas known for illegal dumping. The DPW has post signage to deter illegal dumping at common dumping areas. The City picks up dumping daily as it occurs to prevent the trash breeding trash phenomenon.

3E Recreational Septage

The Sewer Commission currently allows Chicopee residents with Recreational Vehicles to dump their septage at the WPCF. The program is designed to deter illegal dumping and is provided at no cost to the resident.

3F Failing Septic Systems

The Health Department records septic system failures that are used to identify problem areas.

3G Industrial / Business Connections

The Industrial Pretreatment Program's effectiveness is evaluated as required annually each March 1st. This includes the demonstration that EPA requirements for Industrial User monitoring, inspecting, enforcement, and permitting has been satisfied; the City has implemented local discharge limitations that are sufficiently protective to the POTW and its workers, its receiving stream, and sludge disposal options; the City's IPP is appropriately funded and staffed. The IPP report submitted during 2011 will be provided to you upon request.

3H Video Inspection

The DPW – WPC uses a video camera to inspect storm drain pipes and sewer mains as needed to follow up on illicit discharges discovered. Over 20,000 feet at different locations throughout the City were TV inspected in 2011.

Section 4 Construction Site Runoff Control

4A Construction Runoff Ordinance

The City adopted a Storm Water Management Ordinance that requires sediment and erosion control at construction projects with over one acre in total disturbance.

4B Construction Plan Review

Under the Storm Water Management Ordinance, applicants with projects with disturbance over one acre will be required to submit sediment and erosion control plans for City review and approval. The Planning Departments reviewed projects for storm water management compliance in 2011. The Conservation Commission reviews projects for storm water management and compliance with the Chicopee Wetlands Protection Ordinance. The Engineering Department reviews commercial, and subdivision sites along with infrastructure improvements.

4C Inspection / Reporting

Under the Storm Water Management Ordinance, projects with disturbance over one acre will be required to have regular inspection of sediment and erosion controls and reporting of construction activities. The commercial sites and subdivisions referred to above were inspected for adherence to the approved plans.

SECTION 5 POST CONSTRUCTION STORMWATER MANAGEMENT

5A Post Construction Runoff Ordinance

The City adopted a Storm Water Management ordinance to address post construction runoff from projects with over one acre in total disturbance.

5B Site Plan Review

Under the Storm Water Management Ordinance applicants with projects with disturbance over one acre are required to submit storm water control plans for City review and approval.

5C Storm Water System Maintenance Plan

Under the Storm Water Management Ordinance projects with disturbance over one acre are required to include a program outlining procedures for long term operation and maintenance of storm water facilities.

SECTION 6 GOOD HOUSEKEEPING / POLLUTION PREVENTION

6A Municipal Maintenance Activity Program

The City is continuing to work to develop a program to outline procedures associated with maintenance of open spaces and parks, vehicular fleets, City-related construction activities, streets and the storm sewer system. The City is evaluating existing municipal procedures; modifying any procedures as needed, and implementation of the program plans.

6B Training of Municipal Employees

Municipal employees performing activities under the new Municipal Maintenance Activity Program (BMP #6A) will be informed of new policies and procedures. This will occur pending adoption of the Program. DPW employees will also be informed of the Storm Water Pollution Prevention Plan requirements for the DPW, as applicable.

6C Storm Water Pollution Prevention Plan / MSGP

The DPW has finalized an Integrated Pollution Prevention Plan (IPPP) which includes Stormwater Pollution Prevention Plan (SWPPP) and a Spill Prevention Countermeasure and Control (SPCC). The plans were reviewed, revised and implemented during calendar year 2008. This is part of the City's Phase II Stormwater Program Multi-Sector General Permit (MSGP), and in accordance with EPA regulations 40 CFR 112. The DPW implemented the best management practices outlined in the plan.

6D Catch Basin Cleaning Program

The City cleaned approximately 598 catch basins in 2011. Informational flyers are distributed to homes in the immediate area around the basins.

6E Street Sweeping

For calendar 2011 the City had three mechanical sweepers. Street sweepers were on the road continuously from March through November 2011. Every street in the City was swept at least once. Most main arteries were swept several times as sweepers moved in and out of secondary streets. While only monthly sweeping is required in the business districts the City set a higher goal. The Central business districts, Chicopee Falls, Fairview, Willimansett, Aldenville and Chicopee Center, were swept once per week.

6F Used Oil Recycling

The City currently collects used oil at the DPW facility for utilization as a regulated recyclable material in the DPW garage waste oil heater. The City will continue to offer Used Oil Recycling.

6G Hazardous Waste Collection

The City continued its annual Hazardous Waste Collection Day, in 2011 it was held in May and in October. Every year, the City publicizes the collection day through newspaper ads, radio and local cable access. There is also seasonal paint collection at the DPW.

SECTION 7 BMPs for Meeting TMDLs

7A TMDL for Connecticut River

According to the Massachusetts Year 2002 Integrated List of Waters, the Connecticut River is designated as Category 5 “Waters requiring a TMDL”. The targeted pollutants are priority organics, pathogens, and suspended solids. Sources of priority organics may include but are not limited to: road surfaces, inadequate fueling areas or practices, illegal dumping. Sources of pathogens may include but are not limited to: pet waste, winter road maintenance materials, illicit sewer discharges, and failing septic systems. Sources of this suspended solids may include but are not limited to: lawn care products, litter, winter road maintenance materials, erosion from construction activities, and illicit sewer discharges. The Storm water Management Program includes many BMPs to address reduction of contaminants from these sources under all Six Minimum Control categories..

7B TMDL for Chicopee River

According to the Massachusetts Year 2002 Integrated List of Waters, the Chicopee River is designated as Category 5 “Waters requiring a TMDL”. The targeted pollutant is pathogens. Sources of pathogens may include but are not limited to: pet waste, winter road maintenance materials, illicit sewer discharges, and failing septic systems. The Storm water Management Program includes many BMPs to address reduction of contaminants from these sources under all Six Minimum Control categories. The City will implement these BMPs under the responsible department and timeframes as previously described.

7C TMDL for Bemis Pond

According to the Massachusetts Year 2002 Integrated List of Waters, Bemis Pond is designated as Category 5 “Waters requiring a TMDL”. The targeted pollutant is suspended solids. Sources of this pollutant may include but are not limited to: lawn care products, litter, winter road maintenance materials, erosion from construction activities, and illicit sewer discharges. The Storm water Management Program includes many BMPs to address reduction of contaminants from these sources under all Six Minimum Control categories. The City will implement these BMPs under the responsible department and timeframes as previously described.

CONNECTICUT RIVER STORMWATER COMMITTEE
2011 ANNUAL REPORT
JANUARY 1 TO DECEMBER 31, 2011

The following is a summary of the work of the Connecticut River Stormwater Committee during the 2011 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
Southwick	Richard Grannells, Department of Public Works
South Hadley	Melissa Labonte, Department of Public Works
Springfield	Kevin Chaffee, Conservation Commission
West Springfield	Jim Lyons, Department of Public Works
Westfield	Charles Darling, Water Resources Department

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.

There are several new requirements for Education and Outreach in the 2010 draft NPDES MS4 Permit. These requirements are as follows:

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

Given these new requirements a Draft Scope of Work for the Stormwater Committee for the new 5-year permit term was developed. The following approach has been identified to meet permit requirements, and will be revised upon issuance of the final permit:

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

Pilot Projects

PVTA Buses

The Think Blue campaign launched new outreach this year on the Pioneer Valley Transit Authority's (PVTA) buses in February 2011. The program included the Think Blue cigarette butt and dog waste 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 ran 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. The Springfield garage operates 115 buses on 22 Routes in approximately 16 cities and towns and tracking which buses the signs were on is not possible. However, the routes operated out of the Springfield garage are as follows:

G1	Chicopee Center/Chicopee Big Y/Sumner Allen
G2	Belmont/Dwight Road/Carew/East Springfield
G3	King/Westford/Walnut/Springfield Plaza via Liberty
B4	Plainfield Street
G5	Dickinson/Longmeadow/Jewish Home/GBT
B6	Ludlow via Bay
B7	State/Boston Road/Walmart/Eastfield Mall
G8	Orange/Plumtree/GBT
R10	W. Springfield/Westfield State College
P11	Holyoke Community College Express
B12	Stony Brook Express
B13	Maple Street/East Longmeadow
R14	Feeding Hills/Springfield
B15	Eastfield Mall via Worthington/Wilbraham Rd/Parker St
B17	Eastfield Mall via Worthington/Wilbraham Rd/Parker St

G19	Springfield Plaza/Fairview via Chicopee Big Y/Westover
P20	Holyoke/Springfield via Holyoke Mall - Riverdale
P21	Holyoke/Springfield via Chicopee
R22	Holyoke/Chicopee Big Y via Aldenville
B23	Holyoke/Westfield via HCC
R24	Essex/Appleton via Cabot/Sargent/Holyoke Hospital
R25	Holyoke/South Hadley/Granby
R27	Wilbraham/Eastfield Mall/Sixteen Acres

Cost for the campaign is \$6,731 for one year and includes 50 free interior PSAs (and printing costs). Funding for the bus sign pilot was paid for as part of an EPA Targeted Watershed Initiative Grant awarded to PVPC. A portion of the EPA grant is to conduct outreach about stormwater pollution (Task B-1 Stormwater Compact). Given this projects potential to reach a very wide audience across the Pioneer Valley, it was deemed an appropriate use of EPA funds. *Leveraged Funds: \$6,500 EPA Targeted Watershed Initiative*

Municipal Park Organic Landcare Transition Pilot Project

PVPC received a Toxics Use Reduction Institute Grant (TURI) from UMASS Lowell to transition five municipal parks to organic land care programs. This grant is in support of our Greenscapes program and was awarded in September 2011 – June 30, 2012. Municipal parks to be transitioned to an organic program under this project include:

- *School Street Park, Agawam* - Within walking distance of the Connecticut River, School Street Park features 50 acres of land with four multi-purpose athletic fields, a handicap accessible playscape, a basketball court, shuffleboard and bocce ball courts, walking trails, picnic tables, and a historic barn. The park has a high volume of adult and children using the park.
- *Look Park, Northampton* – Look Park offers recreational opportunities for walkers, runners, bikers, etc. One of the focal points of the park is a grass 2,200 person capacity outdoor concert theatre. Earlier this year, through the use of a TURI grant this outdoor theater transitioned to a petrochemical and pesticide free venue.
- *Greenwood Park, Longmeadow* – The Park abuts Greenwood Center which houses the Council on Aging and the Longmeadow Park and Recreation Childcare Center. The Childcare Center uses Greenwood Park daily for its outdoor activities, as does the Council on Aging for certain seasonal events.
- *Town Center Park, Ludlow* – The Town plans to, with the help of this grant, transition a park where the summer community concert series is held pesticide and petrochemical free. The park is located in a highly visible area in the center of Town and the concert series is well attended.
- *Wistariahurst Museum grounds, Holyoke* - In 1959, Wistariahurst was given to the City of Holyoke for cultural and educational purposes. The grounds contain extensive ornamental gardens and an expansive lawn. The Museum is home to the Master Gardener's Association and hosts weekly meetings and multiple plant sales and regional conferences throughout the year.

In addition to the actual land care programs, each park will participate in an extensive public awareness and promotion campaign including display banners, lawn signs, brochures, and promotion at local park events. Additional regional education and outreach programs and events will include:

- Collaborate with Smith College video department to create a “how to video”, and post on partner websites;
- Deliver “how to” workshop at each park for the general public;
- In partnership with Valley Green (regional landscape product distributor), deliver workshop about organic land care to landscape professionals;
- Host a screening of the film: “The Truth About Cats, Dogs and Lawn Chemicals” at park events
- Promote the project through community supported organization networks, and PVPC and Safeground media outlets;
- Collaborate with Smith College GIS lab to create a case study to about pollution from lawn chemicals and the impact to stormwater quality in the region; and,
- Produce radio PSA on how to reduce the impact on stormwater by using organic methods for land care.

Leveraged Funds - \$25,000 TURI Grant

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 with various partners. Monitoring in 2008 and 2009 was funded under an EPA Targeted Watershed Initiative Grant. Monitoring in 2010 and Spring 2011 was funded by a MA DEP 604b ARRA grant. For the remainder of the 2011 season, EPA TWI funds were used. The project involves monitoring E. coli bacteria at 8 recreational access sites on the main stem of the Connecticut River from mid-May to mid-October, and locational source tracking for E. coli bacteria on major tributaries. The project has resulted in four years of bacteria data to inform recreational users of whether or not the water is safe for swimming or boating on a weekly basis. Additionally, source tracking activities have identified a failing septic system (Springfield), a broken sewer pipe (Easthampton), illicit sewer connections (Northampton), and suspected agricultural sources (Hadley). Monitoring will continue in 2012. Data can be found at:

<http://www.umass.edu/tei/mwwp/ctrivemonitoring.html>

Leveraged Funds – DEP 604b grant \$51, 246 (2010 and 2011); EPA Targeted Watershed initiative Grant \$52,300 (2008-2011)

Regionalizing Stormwater Services

Again in FY11, PVPC attempted to coordinate a regional bid for stormwater services. Elsewhere in New England and around the country, communities are successfully working cooperatively to solicit equipment, materials and services for a range of highway department services at a cost-savings. The project included outreach about this concept through the Joint Transportation Committee (JTC) in 2011. Unfortunately, this concept has not gained traction and there was relatively no interest in participating in a regional bid through PVPC at this time.

Leveraged funds - DLT FY11 \$10,500

Community Outreach

Local Mall Postings

In April 2011, eight 22"x28" mounted lightweight poster boards of the cigarette butts PSA were posted at the Hampshire Mall on Russell Street in Hadley and the Holyoke Mall at Ingleside in Holyoke.

Cable Access Stations and Town Websites

PVPC contacted the local cable access stations and town website managers in each of the Committee towns to ensure think Blue and Greenscapes links were active and video and print PSAs running.

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.

Stormwater Training Events

LID Stormwater Training Session

On September 20, 2011 VHB and Horsely Whiten Group presented a ½ day workshop at PVPC on Low Impact Development, better site design, and operation and maintenance of LID BMPs. Workshop topics were selected based on feedback from a questionnaire distributed by PVPC to the 22 MS4s in the region. Funding for the workshop was provided by a DEP Section 319 Grant to VHB and co-hosted by the Connecticut River Stormwater Committee. This was one of sixteen training sessions held statewide. Attendance included 22 municipal officials.

Leveraged Funds - \$5,000 DEP 319 Grant

Mapping Storm Sewers with GPS

EPA Region 1 staff presented a workshop on May 25, 2011 from 9-12am at PVPC about how to map storm sewers with GPS. The workshop was co-hosted by the Connecticut River Stormwater Committee. Approximately 12 local officials attended.

NPDES MS4 Permit and LID Workshop

On June 22, 2011 EPA Region 1 hosted a full-day workshop on the NPDES MS4 permit and LID @ Holyoke Community College. Workshop topics included:

- Overview of the new NPDES MS4 permit requirements – Thelma Murphy, EPA
- Think Blue Public Education Program – Anne Capra, PVPC
- Fundamentals of LID – Martin Pillsbury, MAPC

- Developing LID Bylaws, Incorporating LID Standards into local zoning codes and design standards – Anne Capra, PVPC
- New IDDE and Monitoring Requirements- Newton Tedder, EPA
- Funding Stormwater Programs – Anne Capra, PVPC and Martin Pillsbury, MAPC
- Tools and Methodologies for Tracking and Reducing Impervious Cover – Ray Cody, EPA

Attendance included 55 municipal officials from the Pioneer Valley and statewide. The workshop was co-hosted by the Connecticut River Stormwater Committee.

Training Sessions for Building Inspectors and Engineers

As identified for the FY12 Work Plan developed at the May 10 and July 21, 2011 Stormwater Committee meetings, we would like to develop outreach programming for the new target audiences in the draft permit, specifically those entities designing systems and overseeing their construction and enforcement from a permitting perspective: local building inspectors and engineers. We began outreach to the Western MA Building Inspectors Association to seek their partnership and participation as a host for a workshop about the NPDES MS4 permits and the new LID requirements. A potential agenda is as follows:

- NPDES MS4 Permit overview
- What is LID
- Local and state building/plumbing codes and how they relate to LID systems – codes promote or hinder LID
- Discussion
 - What level of review, oversight, and/or enforcement do you have for stormwater in your community?
 - What issues do you see relative to stormwater in your community relative to your responsibilities as BI?
 - Is there education needed in your community to implement LID systems in your community?

The workshop will offer CE credits for the MA Building Official Certification from the MA Board of Building Regulations and Standards – 1 CE for each hour of instruction – for a 2-3 hour workshop. Workshop would be in March/April 2012 and advertised as part of a series being held by PVPC as part of the HUD Sustainable Knowledge Corridor Green Infrastructure Plan. A second workshop targeting industrial facilities is also being considered. It is anticipated that in conducting outreach to building inspectors, issues and concerns related to stormwater at facilities locally will be identified and programming developed to address them.

Other Outreach Events

Western Mass Master Gardener's Association Annual Conference, April 2, 2011: Organic Lawn Care Workshop - PVPC staff Anne Capra presented a 2 hour workshop about how to transition to an organic lawn care program to reduce fertilizer and pesticide pollution in stormwater runoff. The workshop was attended by 50 area residents.

Assessment of Campaign Effectiveness

A Stormwater Survey was posted on Survey Monkey from April through August, 2011 to assess the effectiveness of the outreach conducted to date. Assessment is a requirement of the 2003 permit. Such an assessment could also be used as a baseline for evaluating outreach performed under the 2012 permit term. The model provided by the state of Maine was utilized, distributing the survey to municipal officials through the chief elected official(s) in each Stormwater Committee member community. Received 230 responses.

General Administration

- FY11 Work Plan and Budget (July 1, 2011 – June 30, 2012)
- NPDES MS4 Notice of Intent and Scope of Work for Education and Outreach Measure - A Draft Work Plan for the 2010/2011 NPDES MS4 Permit has been developed. The work plan targets Businesses, commercial facilities and developers in years 1, 3 and 5 and residents and industrial facilities in years 2 and 4. A final permit is expected to be issued by EPA in 2012. A final permit has been delayed for almost two years.
- Meeting Dates – The Stormwater Committee met five times in 2011, and on two other dates about relevant business:

January 26, 2011

March 14, 2011

May 10, 2011

July 21, 2011

November 10, 2011