

City of Poquoson
MS4 PERMIT PLAN
Permit Year Three

Permit # 3VAR040024

1. Public Outreach and Education

BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents
1.1	Participate in regional committees: HRSTORM, HR GREEN, RSMC, and SW Phase II Subcommittee					HR STORM Annual Report, MOA, HRPDC Regional Cooperation in Stormwater Management
1.1a	Regional Cooperation	Renew MOA with the HRPDC to participate in the regional processes, including the Regional Stormwater Management Program, the Stormwater Phase II Subcommittee and HR STORM.	Maintain valid MOA	HRPDC	Continuously	Hampton Roads Regional Stormwater Management Program MOA;
1.1b	HR STORM and HR GREEN	Participate in at least 50% of monthly HR STORM meetings	Number of meetings attended/Number of meetings held	locality	Annually	Attendance Sheet in
		Participate in annual HR GREEN meetings and subcommittee meetings as appropriate.	Number of meetings attended	Locality	Annually	Attendance Sheet in
		Participate in the development of regional Strategic Plans and Communication Plans for HR STORM and HR GREEN.	Participation	Locality	Annually	Meeting Minutes
1.1c	Stormwater Phase II Subcommittee	Participate in at least 50% of monthly SW Phase II Subcommittee Meetings.	Number of meetings attended/Number of meetings held	Locality	Annually	Attendance Sheet
		Participate in identifying stormwater education needs and priorities through the HRPDC Phase II Subcommittee.	Participation	Locality	Annually	Training Spreadsheet
1.2	Educate citizens on techniques to reduce impacts of stormwater pollution on public waterways with an emphasis on impaired waters.					
1.2a	Distribute educational materials developed through HR STORM.	Distribute materials developed through HRSTORM to target audience in locality.	Number of materials distributed	Locality	Continuously	Documentation spreadsheet in Appendix X, Education materials provided by HRPDC.
1.2c	Ensure distribution of regional environmental tabloid to all 4 th graders and teachers' guides to all 4 th grade teachers	Develop and Distribute environmental tabloids	Number of tabloids distributed	HRPDC	Permit Year 3	

1. Public Outreach and Education

BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents
1.2a	Regional Media Campaign	Participate in the HR STORM regional media campaign which will make impressions with a stormwater message via print, television (local municipal access, cable and local affiliate), and radio with a target of reaching 72% of adults (25-54) three times over.	Demographic, reach and frequency	HRSTORM	Annually	Copies of ads
1.2e	"Scoop the Poop" Campaign	Make "Scoop the Poop" information and giveaways available where citizens receive animal licenses and at pet-related events as appropriate	Number of giveaways distributed	locality	Annually	Spreadsheet
1.2f	"Chesapeake Club" Campaign					
	Participate in DCR's campaign currently undergoing redesign by BCF Communications Consultants.	Localities will participate in the campaign through HRStorm.	Number and type of materials distributed.	Locality	Permit Year 3	Spreadsheet, HRStorm Annual Report
1.3	Illicit Discharge Elimination Education					
1.3c	Educate business owners on hazards and legal implications of illegal discharges and improper disposal of waste.	Distribute educational materials developed through the HRPDC to groups with high risk for producing illicit discharges.	Number of materials distributed.	locality	P13-PV4	Education materials and distribution list.
1.3d	Educate homeowners on hazards and legal implications of illegal discharges and improper disposal of waste.	Promote 58-STORM info line for appropriate contacts in each locality for citizens to report illicit discharges.	Number of calls	HRPDC and locality	Annually	number of calls received.
1.4	Encourage involvement in local water quality improvement initiatives.					
		Post volunteer opportunities on local website.	Number and types of events	locality	Quarterly	
		Submit articles for HR Green regional e-newsletter for public participation in water quality/improvement initiatives.	Number and types of events submitted	locality	Quarterly	
		Post volunteer opportunities through HR STORM and/or HR Green	Number and types of events submitted	HRPDC Environmental Educator	Quarterly	
1.5	Diversify strategies to target local MSA specific audiences.	Expand Fact Sheet series to include residential car washing best practices.	Fact Sheets and number distributed	HR STORM	PV 3-5	
	Improve outreach program to address concerns of target audience as well as minorities, disadvantaged audiences, and minors.	Improve outreach to school-aged children	Reprint of HR STORM tabloid size newspaper for elementary schools	HR STORM/HR Green	PV 3, and 5	

1. Public Outreach and Education

BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents
		Improve outreach to disadvantaged and minority audiences.	Targeted ads through channels such as CW, BET, and urban radio stations.	HR STORM	Annually	

PY3 Program Plan

2. Public Involvement/Participation							
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	
2.1	Provide Public Notice of Program Plan and Modifications	Promote the availability of the operator's MS4 Program Plan and any modifications for public review and comment in accordance with public law.	public notice of modifications.	locality	As necessary		
2.2	Make Program Plan and other Stormwater Program Information Available to Public	Provide the program plan, stormwater annual reports, the stormwater permit, and the stormwater ordinances on the City/County website.	presence of materials on website	locality	Continuously		
2.3	Participate in local activities to improve water quality	Provide materials, promote discussion at Seafood Festival	Materials distr.	locality	Annually		
2.3 a		Participate with Citizens' group on water quality issues.	Attend meeting	City Engineer	once/year min.		
2.4	Evaluation and Assessment	Evaluate and assess progress towards meeting measurable goals.	In accordance with Section 1 E of 4VACS0-60-1200	Locality	Annually		

PY3 Program Plan

3. Illicit Discharge Detection and Elimination						
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents
3.1	Storm Sewer System Map	Map all known outfalls	map # of outfalls catalogued	locality	20% of remaining outfalls annually	
3.2	Illicit Discharge Detection & Elimination Ordinance	Continue implementing and enforcing the illicit discharge/stormwater ordinance.	number of investigations and actions taken	locality	annually	
3.3	Illicit Discharge Detection & Elimination Procedures	Track illicit discharge detection and elimination activities. Develop Dry weather screening procedures and schedule. Screen 20% major outfalls.	number of investigations and actions taken documentation of screening performed and results	locality	ongoing PY3	Procedures and documentation of annual results.
3.4	Prevent or minimize the discharge of hazardous substances and oil in the MS4 stormwater discharge. Report all spills that reach state waters to DEQ and DCR	Yard inspections; Develop/enhance reporting relationship with FD/Haz Mat Team; targeted education	number of responses/ number of inspections	locality		
3.6	Report non sewer spills and releases from small MS4 operated properties that reach State waters to DEQ.	Report spills to The Department of Environmental Quality's Pollution Response Program (PREP).	Obtain PREP number.	locality	Report in accordance to Section III, G.	
3.6a	Report Sanitary Sewer Overflows through SSORS database.	Continue to utilize SSORS to report Sanitary Sewer Overflows	Number of overflows	locality	continuously	
3.7	Continue Sanitary Sewer System Improvements in coordination with SSO consent order					
3.8	Evaluation and Assessment	Evaluate and assess progress towards meeting measurable goals.	in accordance with Section 1 E of 4VACS0-60-1200	Locality	Annually	

4. Construction Site Storm Water Runoff Control						
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents
4.1	Local Erosion and Sediment Control Ordinance	Continue to implement the site plan review, LID implementation where deemed appropriate, construction site BMP, and inspection provisions of the local Erosion and Sediment Control Ordinance.	# of inspections; # plan reviews; # enforcement actions	E&S Program Administrator	annually	
		"At a minimum be consistent with the VA ESC law and regulation"	Soil and Water Conservation Board finding of consistency	E&S Program Administrator	continuously	
		Continue to receive and respond to information from citizens relating to the local erosion and sediment control program through personal visits, email, telephone, and the City/County web page.	# of calls/requests, #site visits	E&S Program Administrator	annually	
4.2	VSMP Permits	Continue to direct applicants, proposing to disturb an acre or more of land or part of a larger common plan of development or sale that would disturb one acre or more, or >= 2,500 sq. ft. in CBPA areas to VDCCR to secure a VSMP Permit for Discharges of Stormwater from Construction Activities. Ensure permit has been obtained.	#of permit applications and permits issued.	E&S Program Administrator	Continuously	
4.3	Training	Ensure that plan reviewers, inspectors, and program administrators obtain the appropriate certifications as required under the Erosion and Sediment Control Law	certifications obtained	E&S Program Administrator	ongoing	
4.4	Tracking and Reporting	Continue to track and report the total number of permitted land disturbing activities as well as the total disturbed acreage.	number of permits & acres disturbed	E&S Program Administrator	annually	
4.5	Evaluation and Assessment	Evaluate and assess progress towards meeting measurable goals.	In accordance with Section 1 E of 4VACS0-60-1200	Locality	Annually	

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5. Post-Construction Storm Water Management in New Development and Redevelopment							
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	FY2010 Status
5.1	Stormwater Management Ordinance	Continue to implement the stormwater criteria of the Stormwater Management Ordinance for new development and redevelopment, and update ordinance to comply with Section 11.5.a of the General Permit.	Ordinance updates	SW Program Administrator			
5.2	Encourage the use of Low-Impact Development (LID)	Develop fact sheet/checklist to help developers and local staff determine appropriateness of LID for project(s)	Checklist developed	HRPDC & Regional Stormwater Mgt. Committee	FY2-PY3		
5.3	VSM/P Permits	Continue to direct applicants, proposing to disturb an acre or more of land or part of a larger common plan of development or sale that would disturb one acre or more, or >= 2,500 sq. ft. in CBPA areas to VDCR to secure a VSM/P Permit for Discharges of Stormwater from Construction Activities.					
5.4	BMP Maintenance Agreements	Require BMP maintenance agreements as directed by the Stormwater Management Ordinance.	# of agreements & inspection schedules	SW Program Administrator	Ongoing		
5.5	BMP Maintenance Program	Update mapping of locally owned structural stormwater controls with reference to HUC and any impaired waters in drainage area.	map	SW Program Administrator	As needed		
5.6	Site Inspection and Enforcement	Develop schedules for regular inspection and maintenance of locally owned stormwater control structures in accordance with SWM regulations.	Inspections	SW Program Administrator	Annually		
5.7	BMP Tracking	Construction site inspections management facilities that discharge to the regulated small MSA and submit the following information: (a) Type of structural stormwater management facility installed as defined in the Virginia Stormwater Management Handbook; (b) Geographic location (HUC); (c) Where applicable, the impaired surface water that the stormwater management facility is discharging into; (d) Number of acres treated.	#inspections & Reinspections: NOVs #&type of BMP, location, watershed, acres treated, impaired waters	SW Program Administrator	As designated Annually		
5.8	Evaluation and Assessment	Evaluate and assess progress towards meeting measurable goals.	In accordance with Section 1 E of 4VAQC0-60-1200	Locality	Annually		

PY3 Program Plan

BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents
6.1	Employee Education & Training	Identify and prioritize pollution prevention education and training needs for municipal employees based on relative risk for stormwater pollution from municipal operations through the HRPDC Phase II Subcommittee.	Update Training Schedule	HRPDC & Localities	PY3	
		Develop training materials to eliminate illicit discharges from storage yards, fleet or maintenance shops, outdoor storage areas, rest areas, waste transfer stations, and other municipal facilities.	Develop fact sheets	HRPDC	PY3-5	
		Educate local government employees on proper techniques for fertilizer and pesticide application.	Participate in nutrient management training through HRPDC	HRPDC and Localities	PY3	Training Materials, Agenda, and attendance records.
		Distribute pollution prevention educational materials developed through the HRPDC/HRSTORM to municipal employees engaging in operations with a high risk of discharging pollutants into the MSA.	# of items distributed	HRPDC & Localities	annually	
		Participate in at least one regional annual training workshop for municipal employees engaging in operations with a high risk of discharging pollutants into the MSA coordinated by the HRPDC Phase II Subcommittee.	# employees attending	SW Program Administrator	annually	
6.2	Spill Prevention & Control Plans	Assess current plans; develop list and schedule of SP&PC requirements	List with deadlines	City Engineer, Director Public Works	PY3	
		Determine any educational needs for employees and develop appropriate training and/or materials.	Training assessment	SW Ph II Subcommittee	PY3	
6.3	Housekeeping Measures	Develop inventory of current practices	Written Inventory	City Engineer/ Public Works Director	PY3	

PY3 Program Plan

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BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents
		Evaluate and upgrade housekeeping practices	Updated Standard Operating Procedures Document	City Engineer/Public Works Director	PY4	
6.4	Evaluation and Assessment	Evaluate and assess progress towards meeting measurable goals.	In accordance with Section 1 E of AV/ACS0-60-1200	Locality	Annually	

PY3 Program Plan TMDL Special Conditions		Measurable Goals		Metric	Responsible Party	Timeline	Associated Documents
BMP	BMP Description						
7.1	List Program Plan components related to source reduction of pollutants indicated in WLAs.	Develop list of current ordinances and legal authorities, BMPs, policies, plans, procedures and contracts implemented as part of the MS4 program that are applicable to reducing bacteria from lands draining to watershed segments with a bacteria TMDL for which the MS4 received a WLA.	List	Locality		End of PY2	List of applicable components.
7.2	Evaluate Program Plan for effectiveness to reduce pollutant indicated in WLAs.	Use checklist created by HRPDC to evaluate ordinances and program elements.	Checklist	HRPDC and Locality		End of PY3	
		Review water quality data collected by DEC to track water quality improvements for bacteria.	Data summary	locality/HRPDC		Annually	Water quality data summary
7.3	Develop a schedule to address Program Plan deficiencies at addressing bacteria pollution delivered to TMDL watersheds.	Schedule to update program components and ordinances identified in BMP 7.2.	schedule	locality		End of PY3	schedule
		List of limited legal authorities that need to be addressed by the General Assembly.	List	locality		Permit Cycle	List
7.4	Implement Schedules in 7.3	Implementation according to schedules developed under 7.3	Implementation	locality		According to 7.3	Progress Report
		Continue to promote public education through HRSORM and activities listed under BMP 1.2 of Program Plan.	As defined in 1.2	locality/HRPDC		Annually	
7.5	Public education and outreach to promote bacteria source reduction.	target waste boat dumping, pet clean up through City TV station	# times sicker run	locality/ City Engineer		Annually	
7.5a	Participate as a stakeholder in the development of TMDL implementation plans	Participate in TMDL implementation Plan for " "	Participation	locality		Permit Cycle	Implementation Plan
7.6	Outfall Reconnaissance	Develop outfall reconnaissance procedures as outlined in 4VAC50-60-1240 Section 1.3.5	Reconnaissance Plan	locality		completed PY2	Reconnaissance Plan
		Conduct reconnaissance of outfalls from MS4 area during sally ditch cleaning maintenance duties, and along with dry weather monitoring.	linear feet ditch cleaning	locality		PY3	Reconnaissance Reports.
		Identify outfalls from MS4 area	Map of outfalls	locality		End of Permit Cycle	Map and Report.
		Evaluate properties owned or operated by MS4 that may contribute bacteria to TMDL waterbody.	List	HRPDC and Locality		End of PY2	
		Map City owned properties within MS4 area that drains to "stream name"	Map	locality		End of PY3	Map
		Identify City properties with potential to generate bacteria pollution.	List	locality		End of PY3	List
		Conduct site review of identified City properties in accordance with 4VAC50-60-1240 Section 1.B.5	Site Review	locality		January 2013	
		Develop schedule to reduce any discharges found during review described in 4VAC50-60-1240 Section 1.B.6	schedule	locality		End of Permit Cycle	
		Implement Schedule produced in accordance with 4VAC50-60-1240 Section 1.B.5c		locality		In accordance with schedule	
		Characterize volume of stormwater and bacteria concentrations delivered from MS4 areas to TMDL watersheds.	concentration of bacteria	locality		annually	Impacted Waters Assessment attached.
7.1	Update Program Plan as necessary to include new TMDL information.						