

## Poquoson's Municipal Separate Storm Sewer System (MS4) Permit Program

Poquoson's storm sewer system drains City streets, and consists of over 30 miles of ditches and pipes. Since 2003, Poquoson has been required to maintain a Virginia Pollution Discharge Elimination System (VPDES) permit for its storm water system. This permit grants permission to discharge rain water into state waters.

In order to ensure that storm water runoff is not adversely affecting water quality in our streams and rivers, Poquoson conducts public education and outreach programs; reviews new development projects and monitors construction activities; and requires post-construction monitoring of storm water ponds and treatment measures. These permit actions are based on state and EPA requirements.

An annual permit plan for the VPDES permit is forthcoming. If you have any questions or require any additional information, please call the Community Development Department at 868-3025.

1. Public Outreach and Education

BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Status
1.1	Participate in regional committees: HRSTORM, HR GREEN, RSMC, and SW Phase II Subcommittee					
1.1a	<i>Regional Cooperation</i>	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	
1.1b	<i>HR STORM and HR GREEN</i>	Participate in at least 50% of monthly HR STORM meetings	Number of meetings attended/Number of meetings held	Planning Administrative Secretary	Annually	
		Participate in annual HR GREEN meetings and subcommittee meetings as appropriate.	Number of meetings attended	Planning Administrative Secretary	Annually	
		Participate in the development of regional Strategic Plans and Communication Plans for HR STORM and HR GREEN.	Participation	Planning Administrative Secretary	Annually	
1.1c	<i>Stormwater Phase II Subcommittee</i>	Participate in at least 50% of monthly SW Phase II Subcommittee Meetings.	Number of meetings attended/Number of meetings held	City Engineer	Annually	
		Participate in identifying stormwater education needs and priorities through the HRPDC Phase II Subcommittee.	Participation	City Engineer	Annually	
1.2	Educate citizens on techniques to reduce impacts of stormwater pollution on public waterways with an emphasis on impaired waters.					

**1. Public Outreach and Education**

BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Status
1.2a	Distribute educational materials developed through HR STORM.	Distribute materials developed through HRSTORM to target audience in locality.	Number of materials distributed	Planning Administrative Secretary	Continuously	
1.2b	Maintain and enhance HR STORM Website, coordination with other educational programs, and distribution of e-newsletter.	Improve visits and click through rates to industry standard by end of permit cycle	click through rates as compared to industry standard	HRPDC	Permit Cycle	
1.2c	Ensure distribution of regional environmental tabloid to all 6 <sup>th</sup> graders and teachers' guides to all 6 <sup>th</sup> grade teachers	Develop and Distribute environmental tabloids	Number of tabloids distributed	HRPDC	Permit Cycle	
1.2d	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	
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	Treasurer	Annually	
1.2f	"Chesapeake Club" Campaign					
	Target Homeowners and Landscapers	Recruit participating landscaping and lawn care companies to participate as a Chesapeake Club partner by offering the Chesapeake Club treatment option at least once during the permit cycle.	List of participating landscaping companies	Economic Development Coordinator	Permit Cycle	Expected Spring 2010
	Target Restaurant Owners and Patrons	Recruit restaurants to participate as a Chesapeake Club partner, promoting the message of reduced fertilizer use at least once during permit cycle.	List of participating restaurants	Economic Development Coordinator	Permit Cycle	Expected Spring 2011
1.3	Illicit Discharge Elimination Education					
1.3a	Educate public employees on hazards and legal implications of illegal discharges and improper disposal of waste.	Identify and prioritize education and training needs for city/county employees through the HRPDC Phase II Subcommittee.	Prioritized list of training needs and number of employees that need training.	Public Works Director	End of PY1	Completed
		Conduct 2 trainings per permit cycle	Number of trainings, and # of attendees	HRPDC	Permit Cycle	Scheduled for October 2009

**1. Public Outreach and Education**

BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Status
		Ensure at least 20% of appropriate employees attend IDDE training(s) coordinated by the HR PDC.	Number of participants/ Number of Identified appropriate employees	Public Works Director	Permit Cycle	
1.3b	Target local commercial, industrial, and institutional entities likely to have significant stormwater impacts.	Identify and prioritize education needs for businesses, and residential behaviors according to relative risk for producing illicit discharges through the HRPDC Phase II Subcommittee.	List of entities and priorities	Economic Development Coordinator	Within first 2 years of Permit	
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	post new info in PY1	
		Investigate possibility of regional 800 number for illicit discharge reporting.	Establish regional line/ number of calls	HRPDC Staff	If feasible, establish line in PY2	Under development
1.4	Encourage involvement in local water quality improvement initiatives.					
		Post volunteer opportunities on local website.	Number and types of events	Economic Development Coordinator	Quarterly	
		Submit articles for HR Green regional e-newsletter for public participation in water quality improvement initiatives.	Number and types of events submitted	Economic Development Coordinator	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 MS4 specific audiences.	Expand fact sheet series	Identify and prioritize targets	HR STORM	PY 2	
1.6	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	PY 1, 3, and 5	Planned for Fall 2009
		Improve outreach to disadvantaged and minority audiences.	Targeted ads through channels such as CW, BET, and urban radio stations.	HR STORM	Annually	
1.7	Evaluation and Assessment	Evaluate and assess progress towards meeting measurable goals.	In accordance with Section I E of 4VAC50-60-1200	Assistant City Manager	Annually	

2. Public Involvement/Participation						
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Status
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.	City Clerk	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	Administrative Assistant	Continuously	
2.3	Participate in local activities to improve water quality	Provide support for staff and volunteere organizations promoting improved water quality		City Manager	As appropriate	
2.4	Evaluation and Assessment	Evaluate and assess progress towards meeting measurable goals.	In accordance with Section I E of 4VAC50-60-1200	Assistant City Manger	Annually	

3. Illicit Discharge Detection and Elimination						
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Status
3.1	Storm Sewer System Map	Map all known outfalls	map # of outfalls catalogued	Public Works Director	20% of remaining outfalls annually	
		Map surface waters, and impaired waters. Estimate MS4 acreage discharging to each HUC and Impaired water.	impaired waters; HUCs	Public Works Director	PY1	
3.2	Illicit Discharge Detection & Elimination Ordinance	Continue implementing and enforcing the illicit discharge/stormwater ordinance.	number of investigations and actions taken	Public Works Director	annually	
3.3	Illicit Discharge Detection & Elimination Procedures	Continue implementing an illicit discharge detection and elimination program for the municipally-owned MS4 within the Urbanized Area.	develop regionally consistent protocol for responding and investigating IDDE	Public Works Director	PY1	
		Track illicit discharge detection and elimination activities.	number of investigations and actions taken	Public Works Director	ongoing	
3.4	Prevent or minimize the discharge of hazardous substances and oil in the MS4 stormwater discharge.	Yard inspections; Develop/enhance reporting relationship with FD/Haz Mat Team; targeted education	number of responses/ number of inspections	Fire Chief		
3.5	Cooperation with adjacent MS4s	Identify and notify, in writing, any downstream regulated MS4 to which the small regulated MS4 is physically interconnected of the small regulated MS4's connection to that system.	Develop map, Regional Phase II Stormwater Subcommittee Meetings, letters	City Engineer	PY1	There are no downstream MS4's. All discharge is to the Chesapeake Bay

3. Illicit Discharge Detection and Elimination						
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Status
3.6	Report all spills that reach state waters to DEQ and DCR					
3.6a	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.	Fire Chief	Report in accordance to Section III. G.	
3.6b	Report Sanitary Sewer Overflows through SSORS database.	Continue to utilize SSORS to report Sanitary Sewer Overflows	Number of overflows	Utilities Superintendent	continuously	
3.7	Continue Sanitary Sewer System improvements in coordination with SSO consent order			Utilities Superintendent		
3.8	Evaluation and Assessment	Evaluate and assess progress towards meeting measurable goals.	In accordance with Section I E of 4VAC50-60-1200	Assistant City Manager	Annually	

4. Construction Site Storm Water Runoff Control						
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Status
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 VDCR 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	Participate in the development of at least one regional contractor training session during the life of the permit.	Trainings Completed	HRPDC & Phase II SW Committee	One per permit cycle	
		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 I E of 4VAC50-60-1200	Assistant City Manager	Annually	

5. Post Construction Storm Water Management in New Development and Redevelopment						
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	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 II.5.a of the General Permit.	Ordinance updates	SW Program Administrator		
5.2	Encourage the use of Low-Impact Development (LID)	Encourage the use of LID as appropriate to local/regional conditions.	Conduct LID workshop for Hampton Roads localities	HRPDC	PY2	
		Develop fact sheet/checklist to help developers and local staff determine appropriateness of LID for project(s)	Checklist developed	HRPDC & Regional Stormwater Mgt. Committee	PY2	
5.3	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 $\geq$ 2,500 sq. ft. in CBPA areas to VDCR to secure a VSMP Permit for Discharges of Stormwater from Construction Activities.	ADD STUFF FROM PREVIOUS SECTION HERE			
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	
		Develop schedules for regular inspection and maintenance of locally owned stormwater control structures in accordance with SWM regulations.	Inspections	SW Program Administrator	Annually	
5.6	Site Inspection and Enforcement	Conduct site inspections	#Inspections & Reinspections; NOVs	SW Program Administrator	As designated	
5.7	BMP Tracking	Track all known permanent stormwater management facilities that discharge to the regulated small MS4 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.	#&type of BMP, location, watershed, acres treated, impaired waters	SW Program Administrator	Annually	
5.8	Evaluation and Assessment	Evaluate and assess progress towards meeting measurable goals.	In accordance with Section I E of 4VAC50-60-1200	Assistant City Manager	Annually	

6. Pollution Prevention/Good Housekeeping for Municipal Operations						
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Status
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.	Training Schedule	HRPDC & Localities	1 during permit cycle	complete
		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	Permit Cycle	complete
		Educate local government employees on proper techniques for fertilizer and pesticide application.	Develop fact sheets	HRPDC	Permit Cycle	
		Distribute pollution prevention educational materials developed through the HRPDC/HR STORM to municipal employees engaging in operations with a high risk of discharging pollutants into the MS4.	# 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 MS4 coordinated by the HRPDC Phase II Subcommittee.	# employees attending	SW Program Administrator	annually	
6.2	Spill Prevention & Control Plans	Develop plans describing spill prevention and control procedures for municipal facilities by end of PY2.	SOP	SW Phase II Subcommittee	PY2	
		Determine any educational needs for employees and develop appropriate training and/or materials.	Training assessment	SW Ph II Subcommittee	1X per permit cycle	
6.4	Evaluation and Assessment	Evaluate and assess progress towards meeting measurable goals.	In accordance with Section I E of 4VAC50-60-1200	Assistant City Manager	Annually	