

COMPLETING THE MS4 ANNUAL REPORT

Minimum Control Measures 1 – 3

PIPE

Illicit Discharge Detection & Elimination

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MCM 1: Public Education

- Performance Standards
 - Conduct education on storm water pollution prevention
 - 5 themes or messages over the 5-year permit term
 - Use more than one mechanism to convey themes or messages
 - At least 1 theme or message targeted at the development community
 - Reach 50% of the population
 - Cumulative reach of all activities over 5-year permit term
- Deadline to meet these goals is **January 2014**

MCM 1: Public Education

- Annual Reporting Requirements
 - Identify each mechanism used during the reporting year
 - Identify the theme or message conveyed by the mechanisms used
 - Identify the target audience
 - Estimate the number of people reached

PUBLIC EDUCATION & OUTREACH

Estimate Your Permit Area's Total Population:

Use the US Census Bureau Population Estimate at the Time of Permit Renewal, i.e., 2009

BMP (mechanism) & Responsible Party	Measurable Goal	Theme or Message	Target Audience	% of Target Audience Reached	Summary of Results	Effective (Yes or No)

- **BMP (Mechanism) & Responsible Party**

- List only those activities related to storm water education. *Not all environmental education is storm water education.*
- Mechanisms are the means by which an education message is delivered, e.g, brochure, newspaper article, TV commercial, or hands-on demonstration/workshop.
- Identify the department or agency that will implement this BMP
 - If this is a third party, an MOU is required.



PUBLIC EDUCATION & OUTREACH

Estimate Your Permit Area's Total Population:

BMP (mechanism) & Responsible Party	Measurable Goal	Theme or Message	Target Audience	% of Target Audience Reached	Summary of Results	Effective (Yes or No)

- **Measurable Goals** should identify
 - The activity to be completed.
 - A schedule or date of completion
 - A quantifiable target to measure completion of the activity

PUBLIC EDUCATION & OUTREACH

Estimate Your Permit Area's Total Population:

BMP (mechanism) & Responsible Party	Measurable Goal	Theme or Message	Target Audience	% of Target Audience Reached	Summary of Results	Effective (Yes or No)

- **Theme or Message** is the central lesson this mechanism is trying to teach
- **Target Audience** is a description of the audience you intended to expose to the message, e.g.
 - Pet owners, community residents, restaurant owners, etc.

PUBLIC EDUCATION & OUTREACH

Estimate Your Permit Area's Total Population:

BMP (mechanism) & Responsible Party	Measurable Goal	Theme or Message	Target Audience	% of Target Audience Reached	Summary of Results	Effective (Yes or No)

- **% of Target Audience Reached**
 - How many people were exposed to the message?
 - Measure or estimate
 - Total size of the target audience and
 - Percentage that saw or received the message
- **Summary of Results**
 - Brief description of the results of using this mechanism to distribute this message, e.g., number of brochures distributed, viewership of TV program or radio ad, attendance at workshop, etc.

PUBLIC EDUCATION & OUTREACH

Estimate Your Permit Area's Total Population:

BMP (mechanism) & Responsible Party	Measurable Goal	Theme or Message	Target Audience	% of Target Audience Reached	Summary of Results	Effective (Yes or No)

- **Effective (Yes or No)**

- Did the results meet your expectations? If so, report “YES”.
- If not, report “NO” and provide reasons why results did not meet expectations. If not effective, describe how effort can be improved for future implementation or what activity should be considered instead.
- **NOTE:** You should consider “conversion” vs. “reach” when determining effectiveness. Conversion is a measure of how many actually “learned the lesson”.

Example Report: Public Education

- The SWMP indicates that restaurants are a significant contributor of oil & grease in storm drains.
- City will produce brochure on proper cleaning and disposal practices of oil & grease at restaurants by end of Year 3 and distribute them to restaurants during Year 4 and 5.
- This is Year 4 of the 5-year permit term.



Example Report: Public Education

BMP (mechanism) & Responsible Party	Measurable Goal	Theme or Message
Storm Water Education Brochure for Restaurant Owners	Distribute posters to 50% of restaurants during Year 4	Proper disposal of restaurant grease.
City Health Department		Restaurant grease must be properly disposed to protect both storm and sanitary sewer systems. Never pour used grease into storm drains or clean out greasy equipment where washwaters can enter storm drains or ditches, or flow directly into a stream or other waterbody.

Example Report: Public Education

Target Audience	% of Target Audience Reached	Summary of Results	Effective (Yes or No)
Restaurant Owners. City has a total of 28 restaurants and other such food service operations.	Brochures were distributed to 15 restaurants during the reporting year, i.e., 53.6% of the target audience was reached.	Health department inspectors were trained on storm water pollution prevention practices for restaurants by the City Storm Water Program Manager and provided with brochures that identify key practices that restaurants must adopt to prevent storm water pollution. Inspectors were instructed to give a copy of the brochure to the restaurant owner/manager and discuss it with them. Our health department inspectors visit all food service establishments at least twice per year, so City felt this was an effective way to reach the target audience. City exceeded our goal for the reporting year and is on-target to complete distribution of the brochure to all food service establishments by the end of Year 5.	Yes. Health department inspectors report that there has been a marked improvement in good housekeeping and spill response around used grease storage areas at restaurants that have received the brochure.

MCM 2: Public Involvement

- Performance Standards
 - Provide at least 5 opportunities over the 5-year permit term for the public to get involved and participate in your storm water program
 - Deadline is January 2014 to complete this requirement
- Annual Reporting
 - Identify each public involvement activity conducted
 - Briefly describe each activity
 - Estimate the number of people that participated

MCM 2: Public Involvement

BMP (Activity) & Responsible Party	Measurable Goal	Theme or Message	Target Audience	Estimate of People Participated	Summary of Results	Effective (Yes or No)

- **BMP (Activity) & Responsible Party**

- Public education activities can double as public involvement activities if conducted with the help of volunteers or civic organizations
 - Stream or Beach Clean-Ups
 - Storm Drain Stenciling
- Other activities to report: public meetings or hearings regarding storm water concerns, meetings of work groups with a SWMP-related function, and coordination meetings between departments and stakeholders to determine effectiveness of SWMP
- If activity is conducted by third party, MOU is required.

MCM 2: Public Involvement

BMP (Activity) & Responsible Party	Measurable Goal	Theme or Message	Target Audience	Estimate of People Participated	Summary of Results	Effective (Yes or No)

- **Measurable Goal**
 - Number of meetings planned per year, number of times an activity is planned to be offered during the year, etc.
- **Theme or Message**
 - Should describe how the public involvement activity ties back to a storm water concern.
- **Target Audience**
 - Who did you expect to draw to the event? Should include an estimate of the size of this audience.

MCM 2: Public Involvement

BMP (Activity) & Responsible Party	Measurable Goal	Theme or Message	Target Audience	Estimate of People Participated	Summary of Results	Effective (Yes or No)

- **Estimate of People Participated**
 - Report the actual attendance or best estimate
 - Where events draw citizens from various communities, only count those that come from your community
- **Summary of Results**
 - Outcomes such as tons of debris cleaned up, number of trees planted, number of meetings of work group actually held, etc.
- **Effective (Yes or No)**
 - If results met expectations, report “YES”.
 - Where an event is repeated from year-to-year, trends should be considered when determining effectiveness

Example Report: Public Involvement

- The SWMP indicates the City will organize a stream clean up of Mill Creek each year of the permit term.
- City will encourage private property owners to pick out litter and debris in the stream along their parcels and will organize city employees and civic volunteers to perform clean-up on public parcels.



Example Report: Public Involvement

BMP (Activity) & Responsible Party	Measurable Goal	Theme or Message	Target Audience
Stream Clean-Up Along Mill Creek	One stream clean-up will be organized this year in conjunction with Spring Cleaning Day	Pick up litter and debris. Litter and debris that enters the MS4 ends up in Mill Creek.	Property owners along Mill Creek
City Service Director			Property maps show that Mill Creek is adjacent to or flows through 52 total parcels within the community

Example Report: Public Involvement

Estimate of People Participated	Summary of Results	Effective (Yes or No)
A total of 26 people participated this year and clean-up occurred along 18 parcels. Participants included 15 private property owners, 7 employees of the City Service Department and 4 volunteers from the City Garden Club.	A total of 10 tons of litter and debris were removed during the clean up, held this year on May 16, 2012. This was the third year a stream clean-up was held and this is the largest participation rate, in terms of number of parcels, yet.	Yes

MCM 3: Illicit Discharge Detection & Elimination (IDDE)

MCM 3: IDDE - Ordinance

BMP & Responsible Party	Measurable Goal	Completed (Yes or No)	Cite Local Code(s) Being Used (If available, web link for code(s))	Summary of Results or Activities	Effective (Yes or No)
<p>Ordinance or Other Regulatory Mechanism</p>	<p>For most communities the deadline to pass this ordinance was in 2008. Thus, the measurable goal for most communities is now to use it to eliminate illicit discharges.</p>	<p>Report YES if the ordinance has been enacted by council, trustees or commissioners, as applicable. Otherwise, report NO.</p>	<p>Report the section of the municipal code or county or township resolution number of your IDDE regulation. The ordinance must be officially enacted and part of the code.</p> <p>Include web link. If no link available, provide a hard copy of the code</p>	<p>Report the date that ordinance or resolution was initially enacted and dates of amendments.</p>	<p>If your regulation provides you with adequate legal authority to enact an IDDE program, report YES. Otherwise, report NO.</p>
<p>Person or Dept responsible for enacting or updating the local IDDE ordinance</p>					

The ordinance must prohibit the discharges of most non-storm water sources to the MS4. Ordinances that prohibit storm water flows into sanitary or combined sewers **will not satisfy** the requirements of the MS4 permit.

MCM 3: IDDE – MS4 Map

BMP & Responsible Party	Measurable Goal	Completed (Yes or No)	Summary of Activities or Updates	Effective (Yes or No)
<p data-bbox="150 505 349 576">Storm Sewer System Map</p> <p data-bbox="108 868 388 1086">Name of person and department or agency responsible for completing or updating the map of MS4</p>	<p data-bbox="417 491 788 782">Outfalls were to be mapped by 2008 for most MS4s. The current NPDES permit requires the rest of the MS4 system to be mapped by June 2014. The map must include:</p> <p data-bbox="417 829 788 1015">Receiving streams, pipes, ditches, catch basins, flood control facilities and post-construction water quality BMPs.</p> <p data-bbox="417 1062 788 1353">Include privately-owned post-construction BMPs installed since April 21, 2003. Although ponds will be predominant, don't forget bioretention, permeable pavement, enhanced swales, etc.</p>	<p data-bbox="815 525 1066 745">Report YES if the MS4 has been completely mapped. Otherwise, report NO.</p>	<p data-bbox="1089 525 1595 972">If completed, describe any updates that were made during the past year. Otherwise, describe the progress you made during the reporting period toward completing the map. The NPDES permit requires the map to be updated as needed to account for any new MS4s constructed, any amendments to existing MS4s or annexation of new areas into your MS4.</p>	<p data-bbox="1638 525 1821 1125">Has the MS4 map been a useful tool to you, e.g., to define your system or to help track sources of illicit discharge? If so, report "YES". If not, report "NO" and indicate why.</p>

MCM 3: IDDE – HSTS Map & List

BMP & Responsible Party	Measurable Goal	Completed (Yes or No)	Summary of Activities or Updates	Effective (Yes or No)
<p data-bbox="131 472 369 539">HSTS Mapping and List</p> <p data-bbox="108 691 388 1068">Name of person and department or agency responsible for mapping the HSTSs that discharge to your MS4 and maintaining the list of addresses of those systems.</p> <p data-bbox="108 1110 378 1219">If this is conducted by a third party, an MOU is required.</p>	<p data-bbox="417 494 658 753">All HSTSs that discharge to the MS4 must be mapped and you must maintain a list of addresses in the SWMP.</p> <p data-bbox="417 796 672 1056">This was to be completed in 2008, however, as systems are eliminated, the map and list must be revised.</p> <p data-bbox="417 1099 658 1359">The map must indicate the size and type of conduit discharging from HSTSs to your MS4.</p>	<p data-bbox="697 494 904 905">Report “YES” if you have mapped all HSTSs that discharge to your MS4 and have a list of addresses in your SWMP. Otherwise report “NO”.</p>	<p data-bbox="927 494 1547 753">If completed, describe any amendments to the map or list made during the reporting year, e.g., the number of HSTSs eliminated due to a sanitary sewer extension or any new HSTSs deemed to not be operating as designed and intended by the local health department.</p> <p data-bbox="927 796 1528 905">If map is not completed, report your progress in completing the map of HSTSs and compiling the list of addresses.</p>	<p data-bbox="1590 494 1821 1173">Have the map and list provided you with a better understanding of the number of HSTSs discharging to the MS4 or helped prioritize the areas that can benefit from a sanitary sewer extension? If so, report “YES”. If not, report “NO”.</p>

MCM 3: IDDE – IDDE Plan

BMP & Responsible Party	Measurable Goal	Completed (Yes or No)	Summary of Activities or Updates	Effective (Yes or No)
<p data-bbox="142 472 324 508">IDDE Plan</p> <p data-bbox="90 534 370 982">Name of person and department or agency responsible for implementing and updating your IDDE plan. This includes identifying illicit discharges and taking enforcement actions to eliminate them.</p> <p data-bbox="90 1029 370 1325">This includes long-term systemwide surveillance as well as follow-up investigations when outfall screening indicates possible illicit discharge.</p>	<p data-bbox="397 476 658 701">Measurable goals should reflect the priorities for your IDDE program for the reporting year, e.g.,</p> <p data-bbox="397 743 639 1001">Extend sanitary sewer to the north end of Elm St by end of reporting year to eliminate failing HSTs.</p> <p data-bbox="397 1048 653 1268">Inspect 100% of auto body shops to ensure no illicit cross-connections to the MS4.</p>	<p data-bbox="681 476 892 733">If you have completed the measurable goal(s) listed to the left, then report YES.</p> <p data-bbox="681 743 838 811">Otherwise, report NO.</p>	<p data-bbox="911 476 1591 733">Summarize the activities conducted this reporting year to identify and eliminate illicit discharges. This can include the number of complaints responded to, the number of notices of violation issued or other enforcement actions taken, the length of sanitary sewer installed, etc.</p>	<p data-bbox="1619 476 1798 1310">If your current strategies are adequate to identify and eliminate illicit discharges, report YES. Otherwise, report NO and indicate how you plan to improve your strategy to meet the goal of the NPDES permit.</p>

MCM 3: IDDE - Dry Weather Screening

BMP & Responsible Party	Measurable Goal	Completed (Yes or No)	# of Outfalls Screened	# of Dry-Weather Flows Identified	# Of Illicit Discharges:		Effective (Yes or No)
					Identified*	Eliminated	
<p>Dry-Weather Screening of Outfalls Total # of Outfalls</p>	<p>The NPDES permit requires 100% of outfalls to be dry weather screened by January 2014.</p>	<p>If you have screened every outfall at least once, report YES.</p>	<p>Report the number of outfalls screened this reporting year.</p>	<p>Report the number of outfalls screened that had dry weather flows.</p>	<p>Report the number of sources of illicit discharge identified during the reporting period.</p>	<p>Report the number of sources of illicit discharge eliminated during the reporting period.</p>	<p>If your dry weather screening program has been effective at identifying sources of illicit discharge, report YES. Otherwise, report NO and indicate how will improve the program to be effective.</p>
<p>Name of person and department or agency responsible for conducting dry weather screening in your community.</p>	<p>Goal is either: (a) % of outfalls to be screened, or (b) # of outfalls you have committed to screen this reporting period.</p>	<p>Also report YES if you have screened the percent or number of outfalls you committed to screening this reporting period.</p> <p>Otherwise, report NO.</p>		<p>This is the total number of dry weather flows, but indicate the percentage of these flows that are illicit.</p>		<p>Ohio EPA suggests you include a list of these as well.</p>	

MCM 3: IDDE - Footnote

- DO NOT Forget to include the information required by the footnote below the table
 - Include an attachment which provides schedules for elimination of illicit connections that have been identified but not yet eliminated.
- This information should correspond with the numbers being reported under “# of Illicit Discharges: Identified and Eliminated”.

Presentations and Additional Info

www.neostormwater.com or

www.epa.ohio.gov/ocapp/storm_water.aspx